RADIO ANNUAL TELEVISION YEAR BOOK

1959

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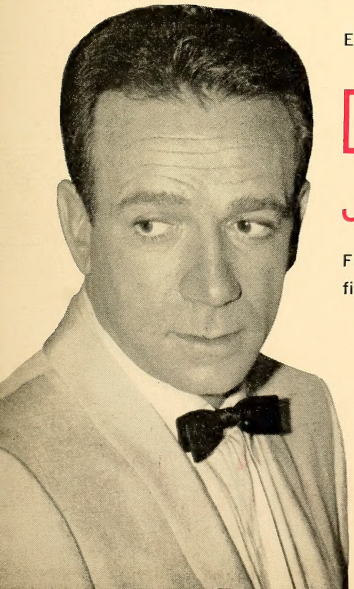

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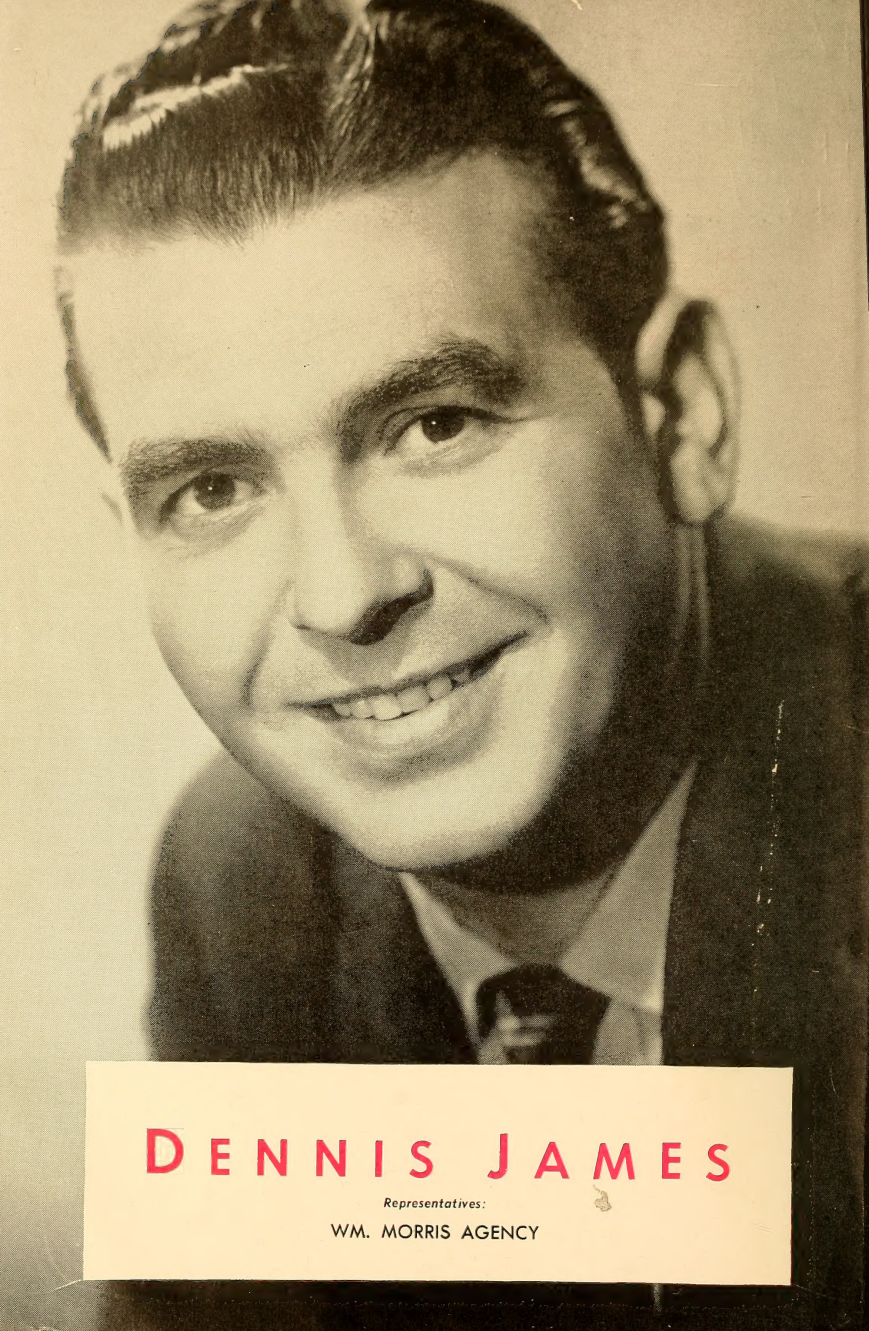
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1959

TWENTY-SECOND ANNUAL EDITION

RADIO ANNUAL and TELEVISION YEAR BOOK

CHARLES A. ALICOATE
Editor-In-Chief

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exciting station promotions
top artists...professional production
balanced musical selections...and

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1959
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Foreword

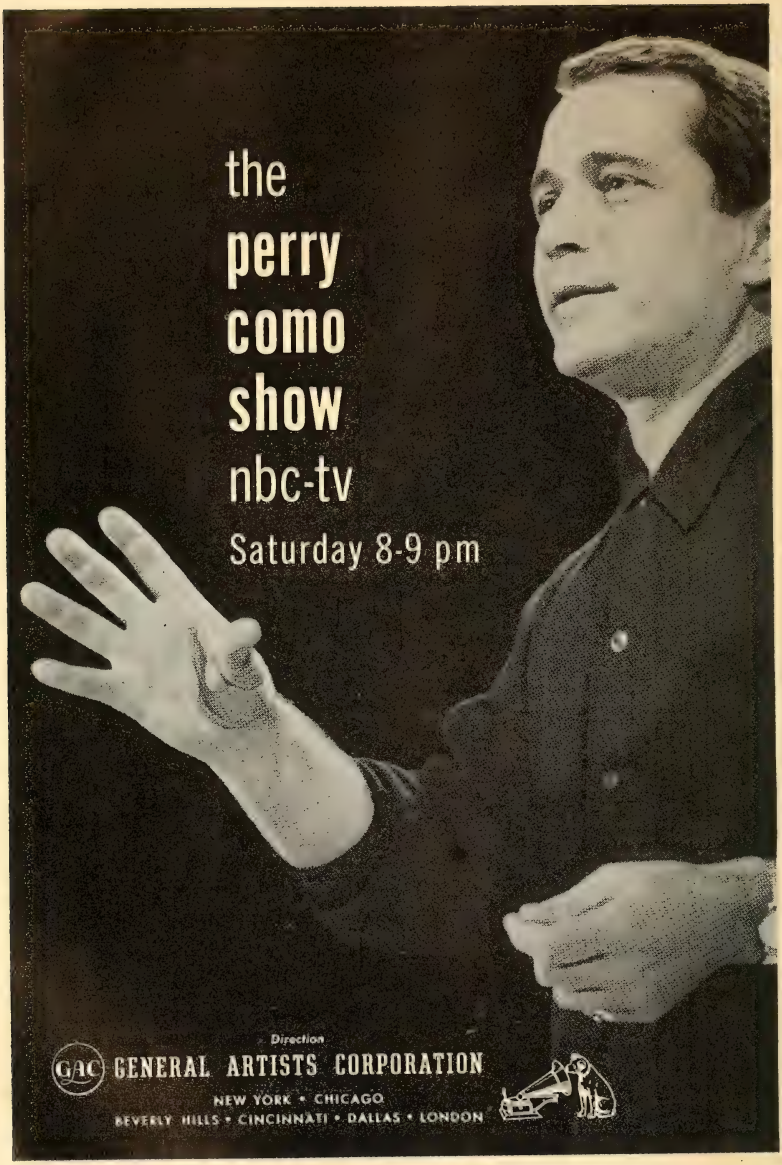
STATISTICS are the accepted footprints of an industry's progress and growth. Nineteen fifty-eight in the broadcasting industry, both American and world-wide, was essentially a year of change. The record of those changes, major as well as minor, and their effect upon the industry, will be found chronicled on the pages of this, the 22nd Edition of the Radio Annual Television Year Book.

LONG acknowledged the Recognized Standard Reference Book for the industry, its pages further reflect evidence of continued advancements and contributions in the great medium of broadcasting for the spreading of vital information and entertainment.

IT hardly need be added that the 22nd edition again represents the efforts of countless collaborators, official and unofficial. To these loyal friends of the Radio Television Daily and the industry, once again, our deep and grateful appreciation.

Chas A. Alicoate.

Editor and Publisher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Saturday 8-9 pm
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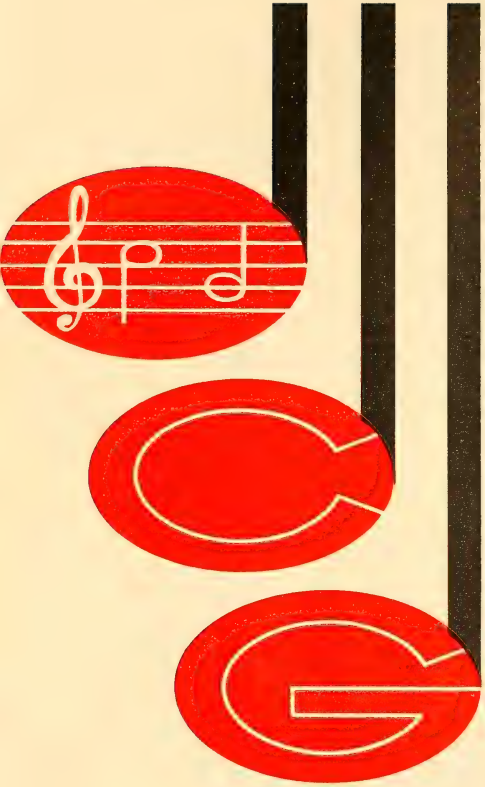

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Kellogg's Koko Crispies
Koch's Beer (Buffalo)
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Master Bread (Minneapolis)
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Pidgeon Savage Lewis, Inc. (Minn.)
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Radio — Television Division

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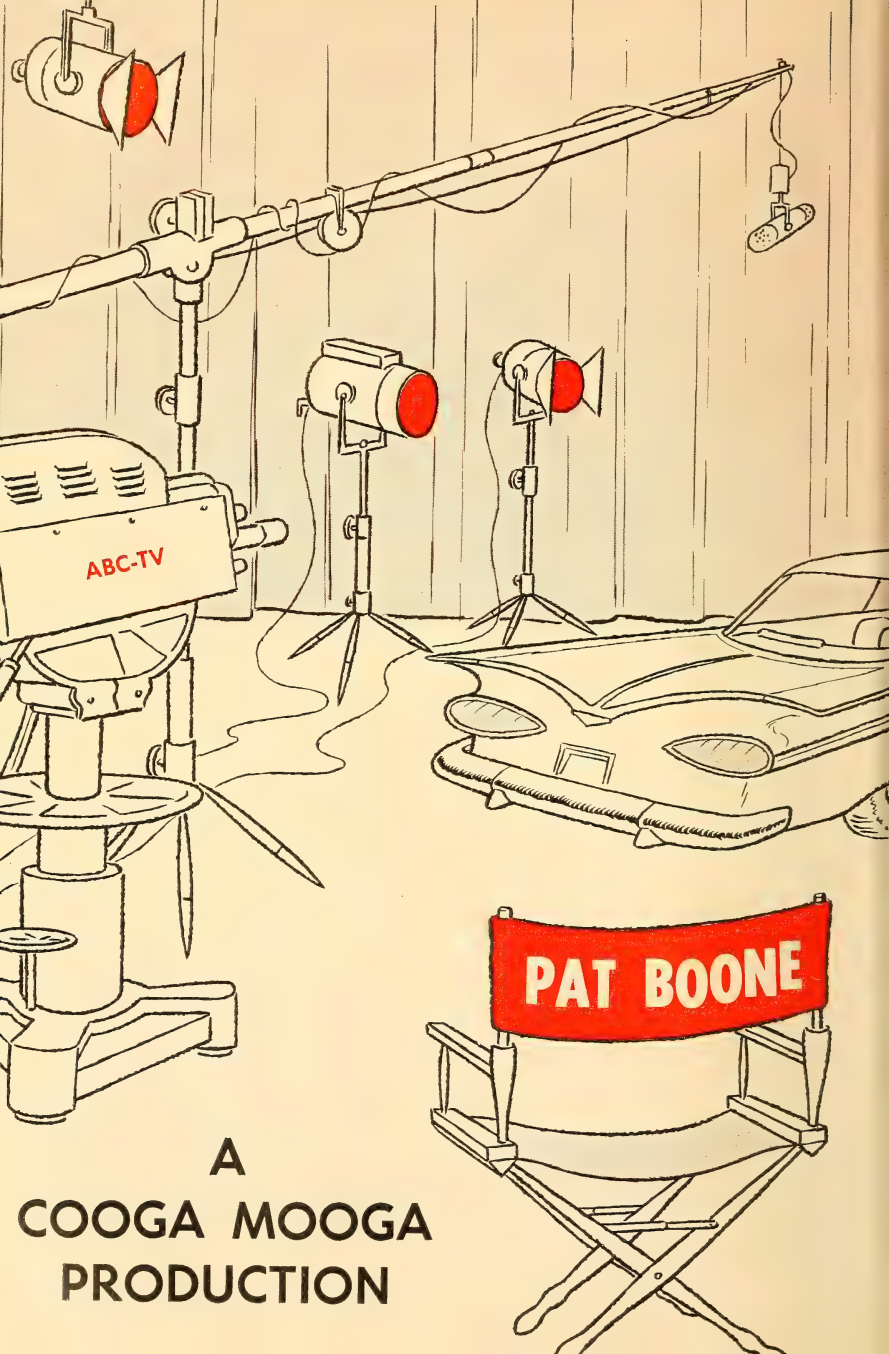

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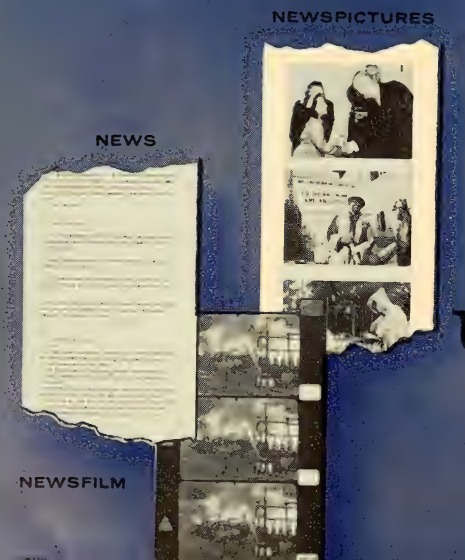

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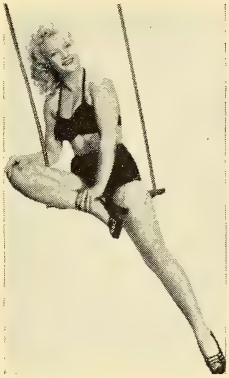

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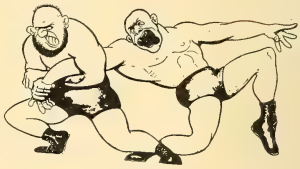

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VITAL STATISTICS
GENERAL INFORMATION

- Total 1957 radio-TV bcst. revenue (before Fed. income tax)..... $1.5 billion
- Total radio-TV broadcast income (before tax) for 1957..... $214.6 million
- Radio revenue for 1957.....$517.9 million
- Radio profits for 1957..... $54.6 million
- Total broadcast revenues for 1957.....$943.2 million
  - Derived from sale of time (77%)..... $726.3 million
  - Der. from sale of talent, prog. material & production (23%)..... $216.9 million
- Total TV time sales (before commissions deductions) for 1957..... $868.7 million
  - Network time to nat'l advertisers (45.4%)..... $394.2 million
  - Non-net. time to nat'l advertisers (34.1%)..... $296.4 million
  - Time to local advertisers (20.5%)..... $178.1 million
- Total 1957 TV broadcast expenses..... $783.2 million
- Total TV broadcast income (before tax) for 1957..... $160 million
- TV receiver factory billings for 1958..... $686 million
- Factory sales of radios for 1958 totaled..... $326 million
- Factory phonograph sales for 1958 were..... $263 million
- Phonograph record sales for 1958..... $166 million
- Retail sales of TV sets for 1958..... $5.1 million
- Tape recorder retail sales (64 mfrs.: 410,000 units) for 1958..... $72 million
- Magnetic tape retail sales for 1958..... $20 million
- Total revenue of radio networks (4 nat'l, 3 reg.) for 1957..... $73.5 million
- Total revenue of 3143 independent radio stations for 1957.....$444.4 million
- Total profits for above 3143 radio stations for 1957.....$54.6 million
- Network radio time sales for 1957..... $51.7 million
- Radio station local time sales for 1957..... $316.5 million
- AM stations reporting operational loss for 1957..... 959
- Revenue of TV networks and their 16 stations totaled..... $467.9 million

Total revenue 390 post-freeze TV stations for '57.....$214 million

- VHF (302) ..... $187.3 million
- UHF (88) ..... $26.7 million

(*Continued on page* 35)

Guy Lombardo
and his
Royal Canadians

NEW YORK "TRENDEX" NEW YEAR'S EVE, WRCA-TV:
43.1 rating; 86.2 audience share

Currently: Hotel Roosevelt, New York
Current Capitol Album (Monaural and Stereo):
"Dancing Room Only"
Current Capitol 'Single': "Exactly Like You Cha Cha"
DIRECTION: MCA
PUBLICITY: DAVID O. ALBER ASSOC., Gene Shefrin

- Number of radios in use in the United States ..... 143 million
  - Car radios ..... 47 million
  - Home radios (97% of Amer. homes) ..... 96 million
    Fourteen million of these can rec. FM signals
- Canadian factory sales of TV sets for December, 1958 40,668
- Total TV set Canadian sales to dealers for 1958 430,980
- Commercial AM stations licensed and on the air 3,253
- Commercial FM stations licensed and on the air 548
- Educational FM stations licensed and on the air 147
- Commercial TV stations licensed and on the air 556
- TV translator stations licensed and on the air 92
- Educational TV stations licensed and on the air 32
- Total spent in 1958 by top TV spot advertiser Procter & Gamble $33,833,100
- Average weekday daytime No. of homes delivered by TV net. in '58 3,080,000
- Homes delivered by average nighttime network TV program in 1958 8,823,000
- Average number of U.S. ad agencies, excluding branches 3,500
  - Number handling radio-TV billings ..... 500+
- Advertising agency failures for 1958 36
  - Their total liabilities $857,000
- Automobile radio set sales for 1958 3,715,000
- Percentage of U.S. families owning TV sets in January, 1958 ..... 83%
- TV sets in use in U.S. in 1958 ..... 46 million +
- Estimated national radio spot time sales for 1958 totaled $166,367,000
- Total network TV gross time charges for 1958 ..... $566,590,410
- Total '57 FM bcst. loss (before tax) for non-AM licensees $500,000
- Total radio broadcast income (before tax) for 1957 ..... $54.6 million
- Nation-wide network radio-TV income for 1957 ..... $70.7 million
- No. of radio receiver sets in world, excl. U.S., its terr., Canada 153,659,400
- No. of wired speakers in world, excluding U.S., its terr., Canada 31,839,800
- Total full-time employment for networks and 501 TV stations 32,639
- Total part-time employment for networks and 501 TV stations 5,159
- Total employment for networks and 501 TV stations 37,798
- Total radio sets produced in 1958 11,747,000
- Total TV sets produced in 1958 4,920,428
- Nat'l and regional spot TV advertisers expenditures, For daytime shows 35.7%
  - For nighttime shows 53.4%
  - For late night shows 10.9%

(*Continued on page* 37)

- Number of network affiliates and O&O stations:

Network	Number of Affiliates Radio	TV	Number of O&O Stations AM	FM	TV
ABC	330	220	5	4	5
CBS	202	243	7	6	5
KBS	1058	—	—	—	—
MBS	453	—	—	—	—
NBC	201	210	7	5	7
NTA	—	134	—	—	2

- Number of radio stations in Canada..... 187
- Number of radio stations in Mexico..... 441
- Number of member stations, Radio Cadena Nacional, S.A..... 55
- Number of radio stations in Cuba..... 165
- Number of radio stations in Haiti..... 6
- Number of radio stations in Dominican Republic..... 26
- Number of radio stations in the Bahamas..... 1
- Number of radio stations in Jamaica..... 4
- Number of radio stations on Guam..... 1
- Number of radio stations in Puerto Rico..... 25
- Number of radio stations in the Virgin Islands..... 2
- Number of international radio stations in the U.S..... 36
- Number of international radio stations in Canada..... 26
- Number of TV stations in Puerto Rico..... 5
- Number of TV stations on Guam..... 1
- Number of TV stations in Canada, excluding satellites..... 47
- Worldwide total of TV stations, exclusive of the U.S., its territories, Canada, and overseas Armed Forces stations..... 739
- Worldwide total of TV receivers, exclusive of the U.S., its territories, Canada, and overseas Armed Forces..... 22,878,700
- Number of network color-equipped stations in the U.S..... 302
- Number of community TV antenna systems in operation in the U.S..... 550
- National Association of Broadcasters' number of AM members..... 1,503
  - Number of FM members..... 410
  - Number of TV members..... 334
  - Number of subscribers to NAB TV Code..... 309
- The Broadcasters' Promotion Association now has a membership of..... 251
- On June 30, 1958, of 501 commercial TV stations in operation, 419 were VHF and 82 were UHF; 31 educational TV stations (25 VHF, 6 UHF) were on the air in 308 communities.
- Over 90 per cent of the U.S. population is estimated to be within range of at least one TV station; over 75 per cent within range of two or more.

HOPE

ESTIMATED NATIONAL SPOT RADIO TIME SALES FIGURES FOR 1957-1958

	1958	*1957*	*Per Cent Change*
First Quarter	$ 41,963,000	$ 40,916,000	+2.5
Second Quarter	41,671,000	39,027,000	+6.7
Third Quarter	38,171,000	41,116,000	—7.1
Fourth Quarter	44,562,000	48,452,000	—8.0
Total	$166,367,000	$169,511,000	—1.9

REVISED MONTHLY ESTIMATES FOR 1957

January	$ 11,863,000
February	13,279,000
March	15,777,000
April	12,844,000
May	13,659,000
June	12,525,000
July	12,608,000
August	13,740,000
September	14,765,000
October	16,812,000
November	18,452,000
December	13,187,000
Total	$169,511,000

Source: Station Representatives Association, Inc.

BEST WISHES

MILTON BERLE

Radio Markets Ranked by Spot Volume, 1958 In Groups of Ten Markets:

			Total	%	Cumulative Total	Cumulative %
1.	New York	$22,013,448				
2.	Chicago	11,071,217				
3.	Los Angeles	10,835,835				
4.	Detroit	6,560,792				
5.	Philadelphia	5,034,286				
6.	Boston	4,411,043				
7.	San Francisco	4,028,786				
8.	St. Louis	3,660,536				
9.	Pittsburgh	3,019,252				
10.	Cincinnati	2,939,844	$73,575,039	43.40	$73,575,039	43.40
11.	Washington, D. C.	2,854,775				
12.	Cleveland	2,624,374				
13.	Minneapolis-St. Paul	2,574,460				
14.	Denver	2,463,460				
15.	Kansas City	2,132,211				
16.	Buffalo	1,765,858				
17.	Baltimore	1,743,023				
18.	Houston	1,726,763				
19.	Atlanta	1,707,650				
20.	Hartford	1,671,858	21,264,432	12.54	94,839,471	55.94
21.	Dallas	1,579,597				
22.	Seattle	1,512,989				
23.	Des Moines	1,504,794				
24.	Indianapolis	1,493,597				
25.	Milwaukee	1,432,694				
26,	Albany, Schenectady	1,317,495				
27.	New Orleans	1,261,849				
28.	Miami	1,239,015				
29.	Memphis	1,237,792				
30.	Providence	1,153,789	13,733,611	8.10	108,573,082	64.04
31.	Portland, Ore.	1,150,455				
32.	Omaha	1,136,809				
33.	Columbus, Ohio	1.124.029				
34.	San Antonio	1,110,188				
35.	Louisville	1.066,011				
36.	Nashville	980,947				
37.	Rochester	956,820				
38.	Charlotte	946,128				
39.	San Diego	911,065				
40.	Richmond, Va.	853,514	10,235,966	6.04	118,809,048	70.08
41.	Cedar Rapids	$828,280				
42.	Oklahoma City	819,299				
43.	Tulsa	795,697				

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SID CAESAR

			Total	%	Cumulative Total	Cumulative %
44.	Toledo	782,095				
45.	Raleigh	716,137				
46.	Syracuse	696,484				
47.	Sacramento	674,081				
48.	Birmingham	661,443				
49.	Ft. Worth	659,449				
50.	Tampa-St. Petersburg	622,410	$7,255,375	4.28	$126,064,423	74.36
51.	Norfolk-Portsmouth	587,261				
52.	Shreveport	585,074				
53.	Dayton	580,471				
54.	Jacksonville	563,638				
55.	Spokane	562,000				
56.	Fresno	561,079				
57.	Ft. Wayne	540,046				
58.	Wheeling-Steubenville	528,713				
59.	Worcester	519,169				
60.	Little Rock	516,178	5,543,629	3.27	131,608,052	77.63
61.	Grand Rapids	513,896				
62.	Wichita	496,188				
63.	Youngstown	494,774				
64.	Topeka	481,451				
65.	Salt Lake City	476,005				
66.	Knoxville	404,809				
67.	New Haven	397,394				
68.	Phoenix	388,694				
69.	Akron	378,043				
70.	Albuquerque	372,168	4,403,422	2.59	136,011,474	80.22
71.	Peoria	360,641				
72.	Davenport-Rock Island	358,982				
73.	Corpus Christi	349,605				
74.	Canton, Ohio	314,212				
75.	Flint, Michigan	307,201				
76.	Harrisburg	306,749				
77.	Portland, Me.	288,952				
78.	Kalamazoo	285,395				
79.	Springfield-Holyoke	285,037				
80.	Charleston, W. Va.	273,834	3,135,608	1.85	139,147,082	82.07
81.	Allentown-Bethlehem	268,221				
82.	Duluth-Superior	264,867				
83.	Scranton	253,123				
84.	Columbia, S. C.	250.216				
85.	Amarillo, Texas	243,673				
86.	Greenville, S. C.	235,825				
87.	Madison	234,913				
88.	Austin, Texas	232,778				
89.	Jackson, Mississippi	232,745				
90.	El Paso	227,383	2,443,744	1.44	141,590,826	83.51
91.	Montgomery	226,199				
92.	South Bend	216,597				
93.	Roanoke, Va.	208,291				
94.	Chattanooga	208,199				
95.	Stockton	205,623				
96.	Wilmington, Del.	199,324				
97.	Huntington, W. Va.	197,657				
98.	Tucson	196,791				
99.	St. Joseph, Mo.	193,732				
100.	Bakersfield	193,015				
101.	Wichita Falls	192,408	$2,237,836	1.32	$143,828,662	84.83

ARLENE FRANCIS

Exclusive Rep.: Martin Goodman, 36 Central Park So., PLaza 1-3555

STOCK CHANGES IN INDUSTRY ISSUES FOR 1958

NEW YORK STOCK EXCHANGE

	Yearly High	Yearly Low	Dec. 30, 1958 Quotation	Net Chg.	Year's Sales (in 100s)
Admiral Corp.	19⅞	7	19¾	+13⅛	8936
AB-PT	22	13	20⅜	+ 7⅝	11758
AB-PT Pfd.	20¼	19	19¼	+ ¼	56
American Optical	40⅝	34¾	38½	+ 2⅜	2223
Am. Tel. & Tel.	227⅛	167⅞	225	+57½	36516
Avco Mfg.	13⅞	5⅝	11⅝	+ 6	59056
Avco Mfg. Pfd.	82	43	70	+25⅝	806
Bell & Howell	94⅞	42	87	+45	5773
Bell & Howell Pfd.	93	90	92½	+ 6½	430*
CBS	41½	24⅛	37¾	+13⅛	11200
Decca	19⅞	13⅞	18½	+ 4¾	9824
Disney	43⅞	14	42¾	+28⅞	9676
East. Kodak	148	97⅛	144¼	+45⅜	6501
East. Kodak Pfd.	159	149½	150¾	+ ¾	3540*
Gen. Prec. Eq.	41	27	33⅝	— ⅜	8126
Gen. Prec. Eq. Pfd.	52½	44¾	52⅜	+ 8⅛	1388
Magnavox	60½	30¼	51¾	+21½	3823
Magnavox, Pfd.	86¼	53½	74¾	———	465
National Theatres	11½	7⅜	10¼	+ 3	11772
Philco	26⅜	12⅜	24	+11⅞	15232
Philco Pfd.	71½	57½	69¾	+13¾	6280*
RCA Common	48¼	30¼	47⅞	+17⅝	24272
RCA First Pfd.	75½	69⅛	71	+ ¼	769
Stewart-Warner	45¼	29	44	+15⅝	1935
Storer Broadcasting Co.	26⅜	20	25	+ 5½	2355
Sylvania El.	61½	31½	59⅝	+29¼	10298

(*Continued on Page* 47)

JACK LESCOULIE

(*Continued from Page* 45)

NEW YORK STOCK EXCHANGE

	Yearly High	Yearly Low	Dec. 30, 1958 Quotation	Net Chg.	Year's Sales (in 100s)
Sylvania El. Pfd.	97½	72½	96½	+24½	9070*
20th Century-Fox	42⅛	21¾	40¼	+18¼	13242
United Artists	27⅛	15¼	25	+10	6633
Warner Bros.	26½	16⅞	25⅜	+ 8⅜	2970
Westinghouse	74½	55½	73⅛	+ 9⅝	24744
Westinghouse Pfd.	92½	83	84⅝	— 5⅜	193
Zenith Radio	208½	67½	194¼	——	6038

AMERICAN STOCK EXCHANGE

Du Mont Labs	8¼	3	7⅛	+ 4⅛	13719
Guild Films	4½	1⅜	2⅜	— ⅝	21715
Hazeltine Corp.	60⅞	30½	60	+29⅝	2774
National Telefilm	9¾	5⅝	9⅛	+ 3⅜	10548
Skiatron	7¾	3⅝	5¼	— ⅜	10565
Teleprompter	12⅞	10⅝	11	——	115
TV Industries	8⅞	4⅝	5	——	1264

OVER THE COUNTER

	High	Low	Dec. 30, 1958 Bid	Dec. 30, 1958 Asked
Ampex	69¾	35¼	60	63
Capital Cities TV	#	——	7⅜	7½
Desilu Prods.	#	——	14	14⅛
Meredith Pub. Co.	36½	25	35½	36¼
Met. Broadcasting	13¾	12½	12½	13½
Official Films	1¼	13/16	¾	1⅛
Reeves Soundcraft Corp.	7⅜	2⅛	6⅞	7⅜
Scranton Corp.	19½	10	10	11
Telebroadcasting	——	——	2¾	3¼

* Trading unit less than 100 shares or shares in full.

\# No range during full year.

GROSS TIME CHARGES NETWORK TELEVISION

Month By Month—1958

	ABC	*CBS*	*NBC*	*Total*
January	$ 9,168,609	$ 22,094,015	$ 18,344,111	$ 49,606,735
February	8,441,988	19,410,741	16,785,315	44,638,044
March	9,402,407	21,211,070	18,874,597	49,488,074
April	8,739,456	20,628,511	18,283,379	47,651,346
May	8,477,755	20,970,022	18,470,368	47,918,145
June	7,387,586	19,733,057	16,648,462	43,769,105
July	7,083,555	18,332,925	15,702,029	41,118,509
August	6,923,735	19,383,736	15,202,021	41,509,492
September	6,627,093	19,427,754	16,362,343	42,417,190
October	9,960,524	21,901,036	20,664,587	52,526,147
November	10,338,126	21,853,592	19,817,075	52,008,793
December	10,466,104	22,836,275	20,636,442	53,938,821
Total	$103,016,938	$247,782,734	$215,790,729	$566,590,401

Source—TvB; LNR, BAR Statistics.

Month By Month—1957

	ABC	*CBS*	*NBC*	*Total*
January	$ 6,715,581	$ 20,231,474	$ 16,554,941	$ 43,501,996
February	6,175,488	18,309,088	14,900,631	39,385,207
March	6,848,848	20,172,173	16,631,974	43,652,995
April	6,682,786	19,385,098	15,154,388	41,222,272
May	7,258,807	20,307,762	15,811,033	43,377,602
June	6,413,708	18,356,892	14,746,537	39,517,137
July	6,348,496	18,537,069	13,874,872	38,760,437
August	6,134,380	18,240,823	14,473,677	38,848,880
September	5,704,888	19,935,115	15,286,270	40,926,273
October	8,093,724	22,421,673	18,752,891	49,268,288
November	8,079,932	21,449,468	18,511,686	48,041,086
December	8,614,646	21,938,264	19,146,483	49,699,393
Total	$83,071,284	$239,284,899	$193,845,383	$516,201,566
Share of total, 1958	18.2%	43.7%	38.1%	
Share of total, 1957	16.1%	46.3%	37.6%	

Source—PIB, Inc.

The

DANNY THOMAS

Show

CBS-TV

MARTERTO ENTERPRISES, INC.

Homes Delivered by Average Week Day Daytime Network TV Program

	Homes Delivered (Thousands)		
	1958	*1957*	*1956*
January	4,463	4,004	3,780
February	3,914	3,553	3,180
March	3,817	3,318	2,899
April	3,501	3,211	2,662
May	2,678	2,557	2,292
June	2,677	2,361	1,998
July	2,657	2,628	2,222
August	2,649	2,568	2,415
September	2,677	2,474	2,223
October	2,636	3,055	2,915
November	2,418	3,373	3,231
December	2,874	3,756	3,074
Annual Average	3,080	3,060	2,743

Source: TvB; A. C. Nielsen

Homes Delivered by Average Nighttime Network TV Program

	Homes Delivered (Thousands)		
	1958	*1957*	*1956*
January	9,832	9,195	7,467
February	10,027	9,098	7,779
March	9,643	9,052	7,536
April	9,373	9,025	7,350
May	8,644	7,817	6,855
June	7,781	7,053	6,115
July	7,081	6,244	5,426
August	7,189	6,751	5,383
September	8,250	7,942	6,436
October	9,265	8,890	7,400
November	8,967	9,387	8,077
December	9,820	9,222	8,378
Annual Average	8,823	8,364	7,073

Source: TvB; A. C. Nielsen.

Nick Bruno

TONY LAVELLI

The TONY LAVELLI SHOW

(One-Man, Two-Hour Show)

Shelly "Bud" Snyder
General Mgr.

Larry Penzell
Public Relations

FCC Report — Station Expansion

Year	Grants	Deletions	Pending applications	Licensed	CP's on air	Total on air	CP's not on air	Total authorized
COMMERCIAL AM								
1949	200	55	382	1,963	43	2,006	173	2,179
1950	194	70	277	2,118	26	2,144	159	2,303
1951	116	35	270	2,248	33	2,281	104	2,385
1952	60	25	323	2,333	22	2,355	65	2,420
1953	187	23	250	2,439	19	2,458	126	2,584
1954	148	29	226	2,565	18	2,583	114	2,697
1955	161	18	304	2,719	13	2,732	108	2,840
1956	197	18	389	2,871	25	2,896	124	3,020
1957	232	14	431	3,044	35	3,079	159	3,238
1958	132	17	536	3,218	35	3,253	100	3,353
COMMERCIAL FM								
1949	57	212	65	377	360	737	128	865
1950	35	169	17	493	198	691	41	732
1951	15	91	10	534	115	649	10	659
1952	24	36	9	582	47	629	19	648
1953	29	79	8	551	29	580	21	601
1954	27	54	5	529	24	553	16	569
1955	27	44	6	525	15	540	12	552
1956	31	37	10	519	11	530	16	546
1957	41	26	24	519	11	530	31	561
1958	98	24	57	526	22	548	86	634
EDUCATIONAL FM								
1949	18	7	9	31	3	34	24	58
1950	25	4	3	61	1	62	20	82
1951	19	6	2	82	1	83	12	95
1952	12	2	2	91	1	92	12	104
1953	13	1	3	106	0	106	10	116
1954	9	2	1	117	0	117	6	123
1955	7	3	1	121	3	124	3	127
1956	13	4	5	126	0	126	10	136
1957	17	5	2	135	0	135	13	148
1958	11	3	6	144	3	147	10	157
COMMERCIAL TV								
1949	15	7	338	13	56	69	48	117
1950	0	8	351	47	57	104	5	109
1951	0	0	415	81	26	107	2	109
1952	0	1	716	96	12	108	0	108
1953	381	6	572	101	97	198	285	483
1954	174	81	200	104	298	402	171	573
1955	67	58	127	137	321	458	124	582
1956	60	25	128	186	310	496	113	609
1957	55	13	129	344	175	519	132	651
1958	35	21	125	427	129	556	109	665
TV TRANSLATOR								
1957	74	0	48	17	24	41	33	74
1958	88	6	34	92	0	92	64	156
EDUCATIONAL TV								
1952	0	0	1	0	0	0	0	0
1953	17	0	29	0	1	1	16	17
1954	13	0	17	0	6	6	24	30
1955	5	1	14	1	10	11	23	34
1956	7	0	11	1	19	20	21	41
1957	8	0	8	14	12	26	23	49
1958	4	0	9	29	3	32	21	53

Any seeming discrepancy in the relation of grants and deletions during the year to total authorizations at the close of the year is due to reinstatement of some deleted authorizations and other considerations impossible to detail in this general table. Figures shown are for close of each fiscal year.

Jerry Ferris

INTERNATIONAL CURRENCY EXCHANGE RATES

Country	*Unit of Currency*[1]	*Exchange Rate*	*Current Collections*
Argentina	Peso	$ .024	Prompt—fair
Australia	Pound	2.25⅛	Prompt
Austria	Schilling	.0390	Prompt
Belgian Congo	Franc	* .0200½	Prompt
Belgium	Franc	* .0200⅝	Prompt
Bolivia	Boliviano	.000129	Prompt—slow
Brazil	Cruzeiro	* .007407	Fair
Canada	#Dollar	1.03⅞	Prompt
Chile	Peso	* .00140	Prompt
Colombia	Peso	* .1315	Prompt—slow
Costa Rica	Colon	.1785	Fair
Cuba	#Peso	1.0000	Prompt—fair
Denmark	Krone	.1452	Prompt
Dominican Republic	#Peso	1.0000	Prompt—fair
Ecuador	Sucre	.066	Prompt—fair
Egypt	Pound	2.87	
Finland	Markka	.00435	Prompt
France	Franc	* .0023⅞	Prompt
French Morocco	Franc	.0023⅞	Prompt
Germany (West)	Mark	.2388	Prompt
Greece	Drachma	* .0335	Prompt
Guatemala	#Quetzal	1.0000	Prompt
Haiti	#Gourde	.2000	Prompt—fair
Honduras	#Lempira	.5000	Fair
Iceland	Krona	* .0615	Prompt
India	Rupee	.2114	Prompt
Iran	Rial	.0135	Prompt—slow
Iraq	Dinar	2.81⅝	Prompt
Ireland	Pound	2.81⅜	Prompt
Israel	Pound	.56	Prompt
Italy	Lira	.00160	Prompt
Japan	Yen	.0028	Prompt
Mexico	#Peso	.0800	Prompt—fair
Netherlands	Guilder	.2641	Prompt
New Zealand	Pound	2.80-15/32	Prompt
Nicaragua	Cordoba	.1429	Prompt
Norway	Krone	.1405	Prompt
Pakistan	Rupee	.2114	Prompt
Panama	#Balboa	1.0000	Prompt
Paraguay	Guarani	.0166	Prompt
Peru	Sol	* .0475	Prompt—fair
Philippines	Peso	.5000	
Portugal	Escudo	.0350	Prompt
El Salvador	#Colon	.4016	Prompt—fair
Spain	Peseta	.02173	
Sweden	Krona	.1934	Prompt
Switzerland	#Franc	.2335	Prompt
Turkey	Pound	.3600	
U. of S. Africa	Pound	2.81⅞	Prompt
United Kingdom	Pound	2.81⅞	Prompt
Uruguay	Peso	* .15⅜	
Venezuela	Bolivar	.3003	Prompt—slow

* Free Rate. Many countries have several rates. # No foreign exchange restrictions. [1] As of June, 1958.

MEL ALLEN

RADIO-TELEVISION DAILY ALL-AMERICAN FAVORITES OF 1958

TELEVISION

MAN OF THE YEAR
JACK PAAR

WOMAN OF THE YEAR
DINAH SHORE

DRAMATIC SHOW OF YEAR
JOHNNY BELINDA—HALLMARK

COMEDY SHOW OF YEAR
JACK PAAR SHOW

MUSICAL SHOW OF YEAR
EVENING WITH FRED ASTAIRE

COMMENTATOR OF YEAR
EDWARD R. MURROW

DOCUMENTARY OF YEAR
WHERE WE STAND

QUIZ SHOW OF YEAR
GROUCHO MARX

BEST NEW PROGRAM IDEA
SMALL WORLD

SPORTSCASTER OF YEAR
MEL ALLEN

COLOR PROGRAM OF YEAR
ROSE BOWL PARADE

BEST FILMED SERIES
PERRY MASON

CHILDREN'S SHOW OF YEAR
SHIRLEY TEMPLE STORYBOOK

WESTERN SHOW OF YEAR
GUNSMOKE

BEST PUBLIC SERVICE PROGRAMMING
CBS ON MIDDLE EAST CRISIS

PRODUCER OF YEAR
BUD YORKIN

DIRECTOR OF YEAR
BUD YORKIN

VARIETY SHOW OF YEAR
STEVE ALLEN SHOW

VOCALIST OF THE YEAR
MALE—PERRY COMO
FEMALE—DINAH SHORE

SONG HIT OF YEAR
SUGARTIME

MOST PROMISING NEW TALENT
MALE—EFREM ZIMBALIST, JR.
FEMALE—BARRIE CHASE

RADIO

MAN OF THE YEAR
EDWARD R. MURROW

WOMAN OF THE YEAR
MARLENE DIETRICH

DRAMATIC SHOW OF YEAR
GUNSMOKE

COMEDY SHOW OF YEAR
AMOS 'N' ANDY

MUSICAL SHOW OF YEAR
NEW YORK PHILHARMONIC BROADCASTS

COMMENTATOR OF YEAR
EDWARD R. MURROW

DOCUMENTARY OF YEAR
WHO KILLED MICHAEL FARMER?

QUIZ SHOW OF YEAR
YOU BET YOUR LIFE

BEST NEW PROGRAM IDEA
THE WORLD TODAY

SPORTSCASTER OF YEAR
LINDSEY NELSON

BEST TRANSCRIBED SERIES
AMOS 'N' ANDY

BEST PUBLIC SERVICE PROGRAMMING
FACE THE NATION

PRODUCER OF YEAR
DON KELLERMAN

DIRECTOR OF YEAR
HI BROWN

VARIETY SHOW OF YEAR
MITCH MILLER SHOW

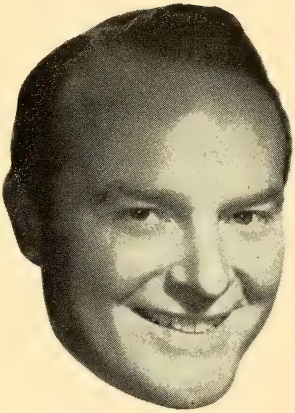
VOCALIST OF THE YEAR
MALE—RICHARD HAYES
FEMALE—PAT SUZUKI

SONG HIT OF YEAR
VOLARE

MOST PROMISING NEW TALENT
MALE—TOMMY LEONETTI
FEMALE—PAT SUZUKI

RALPH EDWARDS

This Is Your Life—NBC-TV



producer of

Truth or Consequences
NBC-TV
Bob Barker — Emcee

It Could Be You
NBC-TV
Bill Leyden — Emcee

Other Shows Available
on Request

★

MCA

The Chadwick Company
Public Relations

1958 Spot Television Expenditures Of National and Regional Advertisers

— By Time of Day and Type of Spot —

Time of Day	*Expenditure*	*Per Cent*
Day	$182,712,000	35.7
Night	273,111,000	53.4
Late Night	55,881,000	10.9
	$511,704,000	100.0

Type of Spot	*Expenditure*	*Per Cent*
Announcements and Participations	$371,934,000	72.7
ID's	56,804,000	11.1
Programs	82,966,000	16.2
	$511,704,000	100.0

Source: TvB

The Top 10 Spot Television Advertisers: A Comparison Between 1958 and 1957

	Rank	*1958*	*Rank*	*1957*
Procter & Gamble Co.	1	$33,833,100	1	$25,916,840
Lever Brothers Co.	2	16,578,900	7	7,642,980
Adell Chemical Co.	3	12,324,900	16	4,109,800
General Foods Corp.	4	11,008,000	5	8,447,900
Colgate-Palmolive Co.	5	10,998,500	6	7,739,080
Continental Baking Co.	6	9,223,900	3	10,190,060
Warner-Lambert Pharma. Co.	7	8,833,100	11	5,690,870
Brown & Williamson Tobacco Co.	8	8,019,600	2	12,988,920
Miles Laboratories, Inc.	9	7,895,900	9	6,392,640
American Home Products	10	7,275,600	20	3,589,680

Source: TvB

THE ADVENTURES OF OZZIE AND HARRIET

Every Wednesday Evening — ABC-TV

Sponsored by EASTMAN KODAK and QUAKER OATS COMPANY

The Top 100 Network TV Advertisers Of 1958 and Estimated Expenditures

— GROSS TIME COST —

	Advertiser	Estimated Expenditure
1.	Procter & Gamble Co.	$50,638,617
2.	Colgate-Palmolive Co.	22,857,197
3.	Lever Brothers Co.	21,958,373
4.	General Food Corp.	20,733,118
5.	General Motors Corp.	20,593,366
6.	American Home Products Corp.	20,507,683
7.	Gillette Co.	16,132,360
8.	Bristol-Myers Co.	16,072,802
9.	Reynolds, R. J. Tobacco Co.	16,002,213
10.	Chrysler Corp.	14,311,171
11.	Ford Motor Co.	12,561,121
12.	American Tobacco Co.	11,252,180
13.	Liggett & Myers Tobacco Co.	10,819,983
14.	General Mills, Inc.	10,790,118
15.	Kellogg Co.	10,290,885
16.	Pharmaceuticals, Inc.	10,173,557
17.	Sterling Drug, Inc.	9,919,859
18.	Lorillard, P., & Co.	9,791,226
19.	Brown & Williamson	8,250,471
20.	National Dairy Products Corp.	6,709,514
21.	Radio Corp. of America	6,458,126
22.	Revlon, Inc.	6,309,037
23.	Standard Brands, Inc.	6,144,983
24.	Eastman Kodak Co.	5,937,361
25.	General Electric Co.	5,295,996
26.	Johnson, S. C., & Son, Inc.	5,242,277
27.	Pillsbury Mills, Inc.	5,205,578
28.	Philip Morris, Inc.	4,967,012
29.	Corn Products Co.	4,927,240
30.	Miles Lab, Inc.	4,785,393
31.	Quaker Oats Co.	4,693,728
32.	Westinghouse Electric Co.	4,639,231
33.	Campbell Soup Co.	4,253,743
34.	Prudential Insurance Co. of America	3,826,736
35.	National Biscuit Co.	3,596,818
36.	Nestle Co., Inc.	3,537,424
37.	Armour & Co.	3,532,737
38.	Scott Paper Co.	3,418,096
39.	Kaiser Industries Corp.	3,387,268
40.	Ralston Purina Co.	3,376,044
41.	Chesebrough Ponds, Inc.	3,098,078
42.	U. S. Steel Corp.	3,086,950
43.	American Chicle Co.	2,969,625
44.	Kimberly Clark Corp.	2,966,771
45.	Swift & Co.	2,953,650
46.	Helene Curtis Industries, Inc.	2,938,475
47.	Warner Lambert Pharmaceutical Co.	2,892,606
48.	Sperry Rand Corp.	2,802,210
49.	Armstrong Cork Co.	2,764,452
50.	Schlitz, Joseph Brewing	2,724,378
51.	Du Pont de Nemours	2,671,026
52.	Carnation Co.	2,661,252
53.	Sylvania Electric Products, Inc.	2,597,008
54.	Beech Nut Life Savers	2,476,177
55.	Johnson & Johnson	2,461,026
56.	Mennen Co.	2,389,733
57.	Reynolds Metals Co.	2,358,852
58.	Carter Products, Inc.	2,310,095
59.	Singer Mfg. Co.	2,225,091
60.	Pet Milk Co.	2,211,093
61.	Bishop, Hazel, Inc.	2,112,594
62.	Borden Co.	1,860,631
63.	Sweets Co. of America	1,836,371
64.	Goodyear Tire & Rubber Co.	1,779,195
65.	Schick, Inc.	1,737,711
66.	Gerber Products Co.	1,713,996
67.	Socony Mobil Oil Co.	1,709,593
68.	Drackett Co.	1,699,539
69.	Factor, Max Co.	1,695,612
70.	Bulova Watch Co.	1,667,057
71.	Mars, Inc.	1,666,141
72.	Greyhound Corp.	1,633,818
73.	Libby Owens Ford Glass Co.	1,623,869
74.	Firestone Tire & Rubber Co.	1,597,171
75.	Sears Roebuck & Co.	1,552,128
76.	American Gas Association	1,519,530
77.	Aluminum Co. of America	1,531,362
78.	Wildroot Co., Inc.	1,509,171
79.	Chemstrand Corp.	1,506,984
80.	Alberto Culver Co.	1,434,882
81.	Libby McNeill & Libby	1,427,411
82.	Associated Products, Inc.	1,377,336
83.	U. S. Rubber Co.	1,372,000
84.	Seven Up Co.	1,368,282
85.	Block Drug Co., Inc.	1,357,243
86.	Atlantis Sales Corp.	1,322,987
87.	Union Carbide Corp.	1,305,373
88.	American Can Co.	1,253,570
89.	Gold Seal Co.	1,195,315
90.	American Telephone & Telegraph	1,190,176
91.	Speidel Co.	1,133,901
92.	Sunshine Biscuit, Inc.	1,130,508
93.	Sunbeam Corp.	1,125,580
94.	Polaroid Corp.	1,031,872
95.	Breck, John H., Inc.	1,025,160
96.	Pan American World Airways	1,002,600
97.	American Dairy Association	996,376
98.	Falstaff Brewing Co.	969,879
99.	Royal McBee Corp.	965,724
100.	U. S. Time Corp.	963,377

Robert Q. Lewis

Mngr.: Ashley-Steiner

Press: Solters-O'Rourke
Sabinson

RADIO-TV TOP TEN NEWS EVENTS OF 1958

The following events are RADIO-TELEVISION DAILY'S *selections as the top* 10 *news stories covered by broadcasting during* 1958.

1—The crises in the Middle East and at Quemoy

2—Gen. DeGaulle's return to power in France

3—The national elections

4—The Soviet threat in Berlin

5—The developments in space satellites

6—The school integration problem

7—Death of Pope Pius—election of Pope John

8—The Chicago school fire

9—Statehood for Alaska

10—The Adams-Goldfine controversy

•

Outstanding Broadcasts

ABC Radio—"Disaster"

ABC-TV—"Report Card 1958"

CBS Radio—"Who Killed Michael Farmer?"

CBS-TV—"Watch on the Ruhr"

MBS—"1959 on Wheels"

NBC-Radio—"Moment of Crisis"

NBC-TV—"Israel: The Next Ten Years"

JAN MURRAY

"TREASURE HUNT SHOW"—NBC-TV

Monday to Friday — 10:30 to 11:00 A.M. EST

Management:

WILLIAM MORRIS AGENCY

PRODUCTION OF VARIOUS TYPES OF RADIO SETS

Year	*Home*	*Clock*	*Portable*	*Auto*	*Total*	*Value (Add 000)*
1950	7,053	—	1,675	4,740	13,468	346,128
1951	5,275	777	1,333	4,543	11,928	298,439
1952	3,539	1,929	1,720	3,243	10,431	238,348
1953	3,886	2,041	1,742	5,183	12,852	286,471
1954	2,696	1,875	1,333	4,124	10,028	220,616
1955	2,998	2,244	2,027	6,864	14,133	283,225
1956	3,037	2,311	3,113	5,057	13,518	288,474
1957	3,228	2,516	3,265	5,496	14,505	351,601
1958	2,621	2,038	3,373	3,715	11,747	304,116

RADIO RETAIL SALES

Year	*Home*	*Clock*	*Portable*	*Total (Add 000)*
1950	7,818	—	1,593	9,411
1951	5,358	727	1,200	7,285
1952	4,394	1,666	1,528	7,588
1953	3,309	1,714	1,503	6,526
1954	2,701	1,897	1,449	6,047
1955	2,659	2,035	1,879	6,573
1956	3,007	2,223	2,683	7,913
1957	3,193	2,439	3,205	8,837
1958	2,669	2,205	3,115	7,989

Source: EIA.

JONATHAN WINTERS

Exclusive representative: Martin Goodman

36 Central Park South

BROADCAST COVERAGE BY STATES

	AM	FM Commercial	FM Educational	TV Commercial	TV Educational	TV Translator	Total
ALABAMA	106	15	1	11	3	0	136
ALASKA	13	0	0	5	0	0	18
ARIZONA	47	4	1	9	0	14	75
ARKANSAS	61	4	1	6	0	0	72
CALIFORNIA	183	76	12	36	1	21	329
COLORADO	56	6	2	9	1	12	86
CONNECTICUT	30	7	2	9	3	0	51
DELAWARE	9	3	0	1	0	0	13
DIST. OF COLUMBIA	6	8	0	5	0	0	19
FLORIDA	148	19	4	23	4	0	198
GEORGIA	124	14	1	13	2	0	154
HAWAII	15	1	2	7	0	0	25
IDAHO	33	0	0	6	0	5	44
ILLINOIS	94	35	8	25	2	0	164
INDIANA	61	17	12	18	0	0	108
IOWA	65	8	4	12	1	0	90
KANSAS	47	3	5	10	1	0	66
KENTUCKY	78	13	3	9	1	0	104
LOUISIANA	79	8	0	14	2	0	103
MAINE	23	2	1	7	0	0	33
MARYLAND	35	13	2	6	0	0	56
MASSACHUSETTS	58	21	10	12	1	0	102
MICHIGAN	95	21	5	19	2	0	142
MINNESOTA	63	6	0	11	1	5	86
MISSISSIPPI	72	1	1	11	0	0	85
MISSOURI	77	10	2	17	1	0	107
MONTANA	32	0	0	10	0	7	49
NEBRASKA	33	1	0	11	1	0	46
NEVADA	17	1	0	6	0	14	38
NEW HAMPSHIRE	16	5	0	2	0	3	26
NEW JERSEY	26	10	4	5	2	0	47
NEW MEXICO	40	3	1	7	0	7	58
NEW YORK	125	50	10	32	7	1	225
NORTH CAROLINA	135	38	4	17	1	0	195
NORTH DAKOTA	19	0	0	9	0	0	28
OHIO	88	43	13	28	4	0	176
OKLAHOMA	55	3	4	14	2	1	79
OREGON	71	8	4	9	1	26	119
PENNSYLVANIA	147	46	8	39	2	3	245
RHODE ISLAND	13	6	0	3	0	0	22
SOUTH CAROLINA	70	11	1	11	0	0	93
SOUTH DAKOTA	20	0	0	9	0	0	29
TENNESSEE	105	9	2	15	1	0	132
TEXAS	238	23	6	49	1	3	320
UTAH	26	3	2	5	1	2	39
VERMONT	14	0	0	1	0	0	15
VIRGINIA	93	14	5	15	0	0	127
WASHINGTON	80	8	3	14	1	5	111
WEST VIRGINIA	48	10	0	11	0	0	69
WISCONSIN	75	11	9	16	2	0	113
WYOMING	22	0	0	5	0	11	38

Source: FCC. As of May 1, 1958

MICKEY ROONEY

Personal Management: RED DOFF

Radio Receivers—World-Wide Distribution

At the end of 1958 *there were about* 153,500,000 *radio sets and an additional* 32,000,000 *wired speakers in the world, exclusive of the U. S., its territories, and Canada. The increase in sets amounted to a little over* 10,000,000 *or* 7 *per cent of the total at the beginning of the year; there was an increase of* 3,000,000 *or* 10 *per cent in the number of wired speakers. Of the* 10,000,000 *new radio sets,* 3,500,000 *were in Western Europe;* 2,500,000 *in the Far East; slightly more than* 2,000,000 *in Eastern Europe; and about* 1,500,000 *in the Near Eastern, South Asian and African area. Practically all of the expansion in wired speakers was in the Communist Bloc countries, with the Soviet Union adding* 2,000,000 *speakers and Communist China doubling its total from* 500,000 *to almost* 1,000,000.

The data in this report are based on figures available as of the end of 1958 *on the number of radio sets and wired speakers in countries throughout the world, excluding the U.S., its territories, and Canada. The accuracy of the material varies with the reliability of the statistics utilized by the sources. In some instances official statistics based upon licensed sets and supplemented by estimates as to the number of unlicensed sets were relied upon. In countries where there are no licensing systems, sources have had to make informed guesses or estimates based on import and production statistics. In several cases previously published figures have been reduced on the basis of data furnished by purportedly more reliable sources. At best, radio set statistics are approximate and should be treated with caution, particularly when they refer to newly-developing countries.*

December 31, 1958

Country	*Radio Sets*	*Wired Speakers (Additional)*
WESTERN EUROPE		
Andorra	1,800	.....
Austria	1,907,400	11,700
Belgium	2,334,800	132,400
Denmark	1,821,700	.....
Finland	1,300,000	.....
France	11,258,700	.....
W. Germany (Incl. W. Berlin)	15,228,000	134,000
Gibraltar	4,900	.....
Iceland	61,500	.....
Ireland	477,100	.....
Italy	7,541,200	.....
Liechtenstein	3,200	300
Luxembourg	88,900	.....
Malta	14,600	43,300
Monaco	4,500	.....
Netherlands	2,536,900	531,000
Norway	1,250,000	.....
Portugal	635,600	.....
San Marino	1,900	.....
Spain	5,500,000	.....
Sweden	2,659,400	160,000
Switzerland	1,015,200	323,500
United Kingdom	16,218,900*	1,041,900
Yugoslavia	1,050,000	.....
Total	72,916,000	2,378,100
EASTERN EUROPE		
Albania	28,000	18,000
Bulgaria	548,700	442,000
Czechoslovakia	3,205,000	314,800
East Germany	5,397,000	.....
Hungary	1,602,700	282,800
Poland	2,550,000	1,476,000
Rumania	880,000	630,000
USSR	9,000,000	25,000,000
Total	23,211,400	28,163,600

Note: *Includes 9,313,800 combined sound and television licenses.

(*Continued on Page* 71)

WALTER SCOTT

EAGLE RECORDING STAR

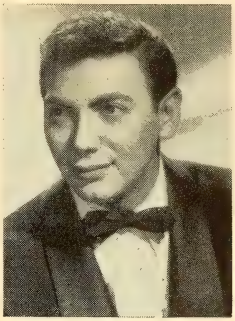
Radio Receivers—World-Wide Distribution

(*Continued from Page* 69)

NEAR EAST, SOUTH ASIA AND AFRICA

Country	*Radio Sets*	*Wired Speakers (Additional)*
Arabic Countries		
Aden	10,000	.....
Algeria	427,800	.....
Egypt	855,300	.....
Iraq	300,000	.....
Jordan	59,100	.....
Lebanon	180,000	.....
Libya	49,200	.....
Morocco	485,400	.....
Saudi Arabia	18,000	.....
Sudan	82,000	.....
Syria	300,000	.....
Tunisia	150,000	.....
Total	2,916,800	unknown
Non-Arabic Near East and South Asia		
Afghanistan	21,000	.....
Ceylon	236,000	18,400
Cyprus	95,000	.....
Greece	764,700	.....
India	1,740,500	.....
Iran	800,000	.....
Israel	360,000	.....
Nepal	10,500	.....
Pakistan	395,000	.....
Portuguese India	1,900	.....
Turkey	1,098,000	.....
Total	5,522,600	18,400
Non-Arabic Africa		
Angola	26,000	.....
Bechuanaland	3,000	.....
Belgian Congo	100,000	.....
British Somaliland	2,000	.....
Cameroons	10,600	.....
Central African Federation	150,000	.....
Ethiopia (includes Eritrea)	58,000	.....
French Equatorial Africa	10,000	.....
French Somaliland	5,000	.....
French West Africa	100,000	.....
Gambia	1,000	.....
Ghana	41,000	37,000
Kenya	119,500	1,500
Liberia	8,000	.....
Madagascar	60,000	.....
Mauritius	25,800	.....
Mozambique	36,200	.....
Nigeria	117,000	56,000
Portuguese Guinea	1,400	.....
Reunion	10,100	.....
Sierra Leone	15,600	5,000
Somalia	2,000	.....
Tanganyika	18,300	.....
Uganda	27,000	.....
Union of South Africa	941,400	11,600
Zanzibar	3,500	.....
Total	1,892,400	111,100

(*Continued on Page* 73)



"ED"

"VIC"

The

AMES BROTHERS

Exclusively **RCA VICTOR RECORDS**

Personal Management
BILL FICKS

JU 2-3050

"GENE"

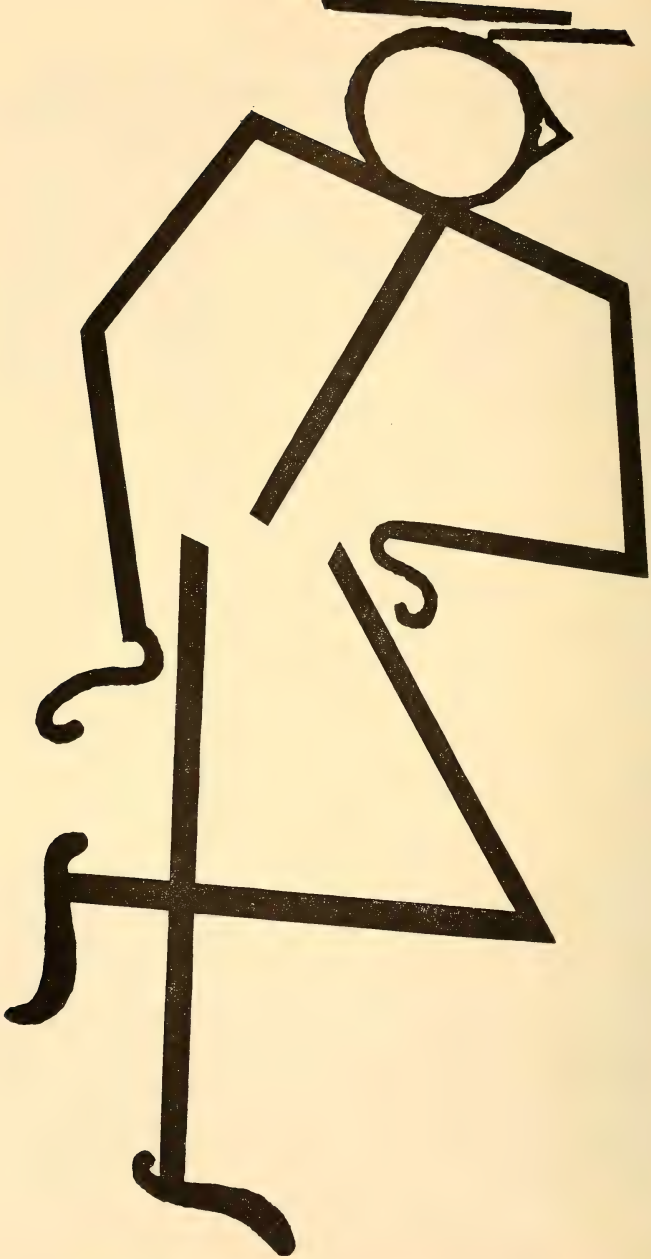
"JOE"

Radio Receivers—World-Wide Distribution

(*Continued from Page* 71)

Country	*Radio Sets*	*Wired Speakers (Additional)*
FAR EAST		
Australia	2,235,300	.....
Borneo (North)	8,000	.....
Burma	50,000	.....
Cambodia	7,000	.....
China (Communist)	2,000,000	980,000
Fiji Islands	18,000	.....
Hong Kong	96,800	64,000
Indonesia	794,700	.....
Japan	15,865,400	.....
North Korea	110,000	unknown
South Korea	300,000	.....
Laos	5,000	.....
Macao	6,000	.....
Malaya	226,100	20,800
New Caledonia	5,000	.....
New Zealand	549,300	.....
Philippines	512,000	3,700
Sarawak and Brunei	30,000	.....
Singapore	104,000	38,100
Taiwan	340,400	.....
Thailand	800,000	5,000
North Vietnam	300,000	unknown
South Vietnam	303,700	.....
Total	24,666,700	1,111,600
LATIN AMERICA		
Argentina	5,500,000	.....
Bolivia	150,000	.....
Brazil	6,000,000	.....
Chile	850,000	.....
Columbia	1,810,000	.....
Costa Rica	75,000	.....
Cuba	1,300,000	.....
Dominican Republic	100,000	.....
Ecuador	250,000	.....
Guatemala	210,000	.....
Haiti	50,000	.....
Honduras	125,000	.....
Mexico	3,500,000	.....
Nicaragua	70,000	.....
Panama	145,000	.....
Paraguay	150,000	.....
Peru	750,000	.....
El Salvador	108,000	.....
Uruguay	500,000	.....
Venezuela	565,700	.....
Total	22,208,700	unknown
WESTERN HEMISPHERE POSSESSIONS		
British	210,300	57,000
French	45,100	.....
Netherlands	66,000	.....
Greenland	3,200	.....
World Total*	153,659,400	31,839,800

* Exclusive of the U. S., its territories and Canada.
SOURCE: U. S. Information Agency.



JACKIE GLEASON ENTERPRISES

TV INDUSTRY FINANCIAL REVENUES INCOME AND EXPENSES FOR 1957

TV Broadcast Revenues, Expenses and Income, 1957

Items	*3 Networks and Their 16 Owned and Operated TV Stations (Millions)*	*485 Other TV Stations (Millions)*	*Total 3 Networks and 501 TV Stations (Millions)*
	Broadcast Revenues		
Revenues from the sale of time:			
Total network time sales	$287.7	$106.5	$394.2
Non-network time sales to:			
National and regional advertisers	$ 58.5	$237.9	$296.4
Local advertisers	23.4	154.7	178.1
Total non-network time sales	$ 81.9	$392.6	$474.5
Total time sales	$369.6	$499.1	$868.7
Deduct—Commissions to agencies, representatives, etc.	75.9*	66.5	142.4
Net Time Sales	$293.7	$432.6	$726.3
Revenues from incidental broadcast activities:			
Talent	$144.5	$ 11.5	$156.0
Sundry broadcast revenues	29.7	31.2	60.9
Total incidental broadcast activities	$174.2	$ 42.7	$216.9
Total broadcast revenues	$467.9	$475.3	$943.2
	Broadcast Expenses		
Total broadcast expenses of networks and stations	$397.2	$386.0	$783.2
	Broadcast Income (before Federal Income Tax)		
Broadcast income before Federal income tax	$ 70.7	$ 89.3	$160.0

* Of this amount $59.6 million is applicable to the total sales of network time.
Source: FCC.

Stan Z. Burns

The Top 100 National and Regional Spot Television Advertisers of 1958 And Estimated Expenditures

	Advertiser	Est. Expend.
1.	Procter & Gamble Co.	$33,833,060
2.	Lever Bros Co.	16,578,860
3.	Adell Chemical Co.	12,339,090
4.	General Foods Corp.	11,020,780
5.	Colgate-Palmolive Co.	10,998,490
6.	Brown & Williamson Tob. Co.	9,413,530
7.	Continental Baking Co.	9,223,910
8.	Warner-Lambert Pharma. Co.	8,832,990
9.	Miles Laboratories, Inc.	7,895,950
10.	American Home Prods. Corp.	7,275,680
11.	P. Lorillard & Co.	6,717,450
12.	International Latex Corp.	5,678,510
13.	Carter Products, Inc.	5,202,300
14.	Texize Chemical Co.	4,704,170
15.	Standard Brands, Inc.	4,368,290
16.	Philip Morris & Co.	4,066,710
17.	National Biscuit Co.	4,022,960
18.	Robert Hall Clothes	3,933,850
19.	Coca-Cola Co./Bottlers	3,699,270
20.	Sterling Drug, Inc.	3,645,220
21.	Shell Oil Co.	3,272,410
22.	Food Mfgrs., Inc.	3,259,850
23.	Corn Products Refining Co.	3,191,790
24.	Pepsi Cola Co./Bottlers	3,163,040
25.	Andrew Jergens Co.	3,153,280
26.	Anheuser-Busch, Inc.	3,058,690
27.	American Tobacco Co.	3,018,150
28.	General Mills, Inc.	2,986,970
29.	J. A. Fogler & Co.	2,975,260
30.	Charles Antell, Inc.	2,866,820
31.	Bristol-Myers Co.	2,845,890
32.	Pabst Brewing Co.	*2,836,100
33.	Avon Products, Inc.	2,770,420
34.	Kellogg Company	2,519,440
35.	R. J. Reynolds Tobacco Co.	2,434,260
36.	Marathon Corp.	2,434,000
37.	Esso Standard Oil Co.	2,383,190
38.	American Chicle Co.	2,355,040
39.	Falstaff Brewing Corp.	2,288,920
40.	Vick Chemical Co.	2,216,890
41.	Drug Research Corp.	2,144,050
42.	William Wrigley Jr. Co.	2,071,990
43.	Salada-Shirriff-Horsey	1,991,060
44.	U. S. Borax & Chem. Corp.	1,988,690
45.	Standard Oil Co. of Ind.	1,961,290
46.	Exquisite Form Brassiere	1,946,620
47.	Gillette Co.	1,944,380
48.	Gulf Oil Corp.	1,916,020
49.	Norwich Pharmacal Co.	1,877,690
50.	Piel Bros., Inc.	1,873,880
51.	Liggett & Myers Tobacco	1,865,830
52.	Bulova Watch Co.	1,856,220
53.	S. C. Johnson & Son, Inc.	1,813,560
54.	Jos. E. Schlitz Brewing Co.	1,778,680
55.	Continental Car-Na-Var	1,772,060
56.	Sun Oil Co.	1,769,580
57.	Borden Co.	1,750,910
58.	Theo. Hamm Brewing Co.	1,690,180
59.	Nestle Co., Inc.	1,681,800
60.	Quaker Oats Co.	1,679,890
61.	Nehi Corp./Bottlers	1,666,200
62.	Texas Co.	1,660,100
63.	Ward Baking Co.	1,660,000
64.	Welch Grape Juice Co.	1,653,830
65.	Phillips Petroleum Co.	1,608,110
66.	Chesebrough-Ponds, Inc.	1,591,690
67.	Wander Co.	1,577,460
68.	Carling Brewing Co., Inc.	1,556,620
69.	Maybelline Co.	1,553,810
70.	Block Drug Co.	1,533,210
71.	General Motors Corp.	1,522,070
72.	M. J. B. Co.	1,507,360
73.	Harold F. Ritchie, Inc.	1,470,100
74.	P. Ballantine & Sons	1,440,940
75.	Burgermeister Brew. Corp.	1,397,930
76.	Dumas-Milner Co.	1,384,410
77.	Max Factor & Co.	1,309,360
78.	Hills Bros. Coffee, Inc.	1,297,610
79.	American Bakeries Co.	1,297,190
80.	F & M Schaefer Brew. Co.	1,285,780
81.	National Brewing Co.	1,278,100
82.	Interstate Bakeries	1,263,860
83.	Alberto-Culver Co.	1,247,830
84.	Great A & P Tea Co.	1,237,300
85.	General Cigar Co.	1,234,070
86.	B. T. Babbitt Co., Inc.	1,221,010
87.	Swift & Co.	1,209,590
88.	H. J. Heinz Co.	1,207,050
89.	Safeway Stores, Inc.	1,192,570
90.	Tidy House Products Co.	1,187,080
91.	Diversified Cos. of Amer.	1,177,010
92.	Kroger Co.	1,170,340
93.	Minute Maid Corp.	1,164,850
94.	Atlantic Refining Co.	1,144,300
95.	Jacob Ruppert Brewery	1,137,160
96.	Pacific Tel. & Tel. Co.	1,134,560
97.	Heublein, Inc.	1,129,070
98.	Wm. B. Reilly & Co., Inc.	1,099,090
99.	Taylor-Reed Corp.	1,089,890
100.	Parker Pen Co.	1,087,340

* Including Blatz. SOURCE: TvB and BAR-LNA.

"LES PAUL & MARY FORD"

GAC *Columbia Records* Gibson Guitars

Personal Management
GRAY J. GORDON
TEmpleton 8-2746

37 WEST 57th STREET
NEW YORK 19, N. Y.

TOP NEWS SELECTIONS OF MAJOR NETWORKS

Following are the events selected by the major networks as the top 10 news stories of 1958.

— ABC —

1—United States scientific achievements, including the submarine voyages of Nautilus and Skate under the polar ice; Seawolf's 60-day submersion; orbiting of the nation's first artificial satellites, and the two moon rocket attempts.

2—Brink-of-war crises in the Middle and Far East.

3—General DeGaulle's return to power in France.

4—The Democratic landslide in November.

5—The Soviet threat to West Berlin's freedom.

6—The continuing school integration fight.

7—Alaska's entry into the union.

8—The Sherman Adams-Bernard Goldfine controversy.

9—The death of Pope Pius XII and coronation of John XXIII.

10—The Senate labor-management probe.

— CBS —

1—The developments in Iraq, Lebanon and Jordan.

2—The Quemoy-Matsu-Formosa crisis.

3—The crisis over West Berlin.

4—DeGaulle's return to power in France.

5—The death of Pope Pius XII and election of Pope John XXIII.

6—The U. S. Congressional elections.

7—Statehood of Alaska.

8—The continuing story of the leap into space.

9—Integration problems in the South.

10—The Chicago school fire.

— MBS —

1—DeGaulle returns to power in France.

2—Pius XII dies; John XXIII his successor.

3—Explorer launched; America in Missiles Race.

4—Alaska becomes 49th State.

5—Chaos in Mid-East; Nasser rises as Arab leader.

6—Soviet pressure on Berlin.

7—Reds open fire on Formosa.

8—Democrats sweep General Elections.

9—Adams accused; sensational probe started.

10—Killer Starkweather runs wild.

— NBC —

1—The Adams-Goldfine case.

2—Quemoy crisis.

3—National elections.

4—Chicago school fire.

5—Pope Pius' death.

6—School integration problem.

7—DeGaulle's ascendency.

8—Mideast crisis.

9—Atlas satellite.

10—Nautilus' underwater polar trip.

DICK STARK

C.B.S., N.B.C., M.B.S., A.B.C.
B.A., B.ARCH.

SPEAKING FOR:

REMINGTON-RAND
PROCTER & GAMBLE
P. LORILLARD CO., INC.

Principal Expense Items of TV Stations With *$25,000 Or More Time Sales

1957

Broadcast Revenues	No. of Stations	Total Expenses	Average Per Station: Salaries and Wages	Film	Talent	Depreciation	All Other
Less than $1,000,000	8	$ 911,148	$ 325,462	$ 167,613	$15,573	$105,907	$ 296,593
$1,000,000-$1,250,000	4	1,122,963	426,326	172,961	38,890	88,230	396,556
$1,250,000-$1,500,000	7	981,921	387,565	148,873	20,763	92,590	332,130
$1,500,000-$2,000,000	15	1,317,377	523,783	158,173	56,407	179,393	399,621
$2,000,000-$2,500,000	20	1,420,340	503,823	168,282	49,164	188,013	511,058
$2,500,000-$3,000,000	12	1,563,227	646,401	188,656	57,214	131,386	539,570
$3,000,000-$3,500,000	9	2,413,645	905,240	477,750	150,463	152,808	727,384
$3,500,000-$4,000,000	5	2,810,504	1,002,572	471,520	300,214	168,307	867,891
$4,000,000-$6,000,000	8	3,162,776	999,911	791,883	145,390	216,364	1,009,228
Over $6,000,000	7	4,658,129	1,482,210	1,246,024	262,711	230,894	1,436,290
Total Pre-freeze Stations	95	$1,887,001	$ 676,282	$ 345,174	$ 92,619	$162,527	$ 610,399
Post-freeze Stations:							
VHF	298	$ 592,050	$ 213,014	$ 71,732	$ 13,204	$ 96,514	$ 197,586
UHF	76	390,647	146,590	37,881	8,639	64,432	133,105
Total Post-freeze Stations	374	$ 551,123	$ 199,516	$ 64,854	$ 12,276	$ 89,994	$ 184,483

* Excludes data for 32 stations as follows: 16 stations owned and operated by networks and 16 stations with less than $25,000 in time sales which are not required to report detailed expense data.

RICHARD WEBB

STARRING

IN

U. S. BORDER PATROL

CBS-TV Film Series

Average Number of Employees of Pre-Freeze TV Stations

Broadcast Revenues	1957 No. of Stations	Full Time Total	Full Time Average	Part-Time Total	Part-Time Average	All Employees Total	All Employees Average
Less than $2,500,000	52	3,627	70	557	11	4,184	80
More than $2,500,000	43	5,105	119	526	12	5,631	131
Pre-Freeze TV Stations[1]	95	8,732	92	1,083	11	9,815	103

[1] Excludes 16 network owned and operated stations.

Total Employment For Networks and 501 TV Stations

	Full Time	Part-Time	Total
3 Networks and 16 owned and operated stations	10,655	1,267	11,922
95 Pre-Freeze TV stations	8,732	1,083	9,815
302 Post-Freeze VHF TV stations	11,307	2,317	13,624
88 Post-Freeze UHF TV stations	1,945	492	2,437
Total	32,639	5,159	37,798

SOURCE: FCC.

Merchandising Representatives
For
Television Shows and
Personalities

JAY EMMETT ASSOCIATES, INC.

375 PARK AVENUE

NEW YORK 22, N. Y. MU 8-5258

RADIO INDUSTRY FINANCIAL DATA FOR THE PERIOD 1956-1957

AM Radio Broadcast Revenues, Expenses and Income, 1956-1957

Item	*1957 (Millions)*	*1956 (Millions)*	*Per Cent of Increase or Decrease*
	Broadcast Revenues		
4 nationwide networks and 3 regional networks (including owned and operated stations)#	$ 73.5	$ 70.2	4.7%
Other radio stations*	444.4	410.4	8.3
Total	$517.9	$480.6	7.8
	Broadcast Expenses		
4 nationwide networks and 3 regional networks (including owned and operated stations)#	$ 73.5	$ 69.8	5.3
Other radio stations*	389.8	361.6	7.8
Total	$463.3	$431.4	7.4
	Broadcast Income (before Federal Income Tax)		
4 nationwide networks and 3 regional networks (including owned and operated stations)#	$ .0	$ .4	—
Other radio stations*	54.6	48.8	11.9
Total	$ 54.6	$ 49.2	11.0

Includes the operations of 19 network owned stations in 1956 and 21 in 1957.
* Includes 2,947 AM, AM-FM or Independent FM stations in 1956 and 3,143 in 1957.
SOURCE: FCC.

"THE GEORGE BURNS SHOW"

(Produced by Banda Corporation)

"THE BOB CUMMINGS SHOW"

(Produced by Laurmac Productions)

"FLIGHT"

(Produced by Airborne Productions, Inc.)

SPOT COMMERCIALS

and

INDUSTRIAL FILMS

AVAILABLE...Pilots:

"MR. ED"

(Produced by Mr. Ed Productions)

"CLAUDIA"

(Produced by Claudia Productions)

filmed by

McCADDEN PRODUCTIONS

SPOT RADIO MARKET VOLUME COMPARISONS, 1956-1957

Markets Rank By Population	Market	Stations Reporting $25,000 or more Time Sales	Natl. Spot Dollar Volume 1956	Natl. Spot Dollar Volume 1957	% of Increase or Decrease
1	N. Y.-N.E. N. J.	32	$18,161,000	$22,013,448	21.2
2	Chicago	25	9,826,000	11,071,217	11.6
3	Los Angeles	26	5,847,000	10,835,835	8.5
4	Philadelphia	18	5,045,000	5,034,286	—2.1
5	Detroit	10	5,544,000	6,560,792	1.8
6	San Francisco	18	3,264,000	4,028,786	0.23
7	Boston	15	3,308,000	4,411,043	3.3
8	Pittsburgh	18	2,773,000	3,019,252	8.8
9	St. Louis	12	2,929,000	3,660,536	24.9
10	Washington, D. C.	14	2,180,000	2,854,775	30.9
11	Cleveland	8	2,076,000	2,624,374	26.4
12	Baltimore	13	1,428,000	1,743,023	22.0
13	Minneapolis-St. Paul	9	2,058,000	2,574,460	25.1
14	Buffalo	12	1,508,000	1,765,858	17.1
15	Houston	11	1,489,000	1,726,763	16.1
16	Milwaukee	7	1,148,000	1,432,694	24.7
17	Cincinnati	8	2,553,000	2,939,844	15.1
18	Kansas City	7	1,864,000	2,132,211	15.3
19	San Diego	8	683,000	911,065	33.3
20	Atlanta	14	1,479,000	1,707,650	15.6
21	Seattle	11	1,257,000	1,512,989	20.3
22	Dallas	8	1,320,000	1,579,597	19.6
23	Miami	12	745,000	1,239,015	66.3
24	New Orleans	11	1,112,000	1,261,849	13.4
25	Portland, Oregon	13	984,000	1,150,455	16.9
26	Providence	10	813,000	1,153,789	41.9
27	Denver	13	1,231,000	2,463,460	100.1
28	Louisville, Ky.	8	1,060,000	1,066,011	.6
29	San Bernadino-Riverside	8	148,597	171,851	15.6
30	Indianapolis	6	1,111,000	1,493,597	34.5
31	Birmingham	11	624,000	661,443	6.0
32	Tampa-St. Petersburg	12	400,000	622,410	5.6
33	San Antonio	8	1,011,000	1,110,188	9.8
34	Columbus	5	979,000	1,124,029	14.8
35	Youngstown	7	377,000	494,774	31.2
36	Allentown-Bethlehem	7	271,000	268,221	—1.0
37	Norfolk-Portsmouth	7	457,000	587,261	28.5
38	Memphis	9	965,000	1,237,792	28.2
39	Dayton	4	376,000	580,471	54.3
40	Phoenix	9	322,000	388,694	2.0
41	Fort Worth	6	445,000	659,449	48.1
42	Albany, Schenectady, Troy	7	1,117,000	1,317,495	17.9

(*Continued on Page* 89)

"Direct From Paris"

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THE FRENCH BROADCASTING SYSTEM (RDF)
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Folklore
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These broadcasts are distributed to American stations as part of a goodwill program to promote better understanding between the peoples of France and the U. S.

THE FRENCH BROADCASTING SYSTEM

PIERRE CRENESSE — *Director in North America*

(*Continued from Page 87*)

Markets Rank By Population	Market	Stations Reporting $25,000 or more Time Sales	Natl. Spot Dollar Volume 1956	Natl. Spot Dollar Volume 1957	% of Increase or Decrease
43	San Jose	5	$ 90,136	$ 135,553	50.3
44	Rochester	6	776,000	956,820	23.3
45	Akron	4	391,000	378,043	—3.3
46	Toledo	4	644,000	782,095	21.4
47	Jacksonville	8	285,000	563,638	97.7
48	Oklahoma City	7	576,000	819,299	42.2
49	Omaha	7	807,893	1,136,809	40.7
50	Springfield-Holyoke	7	238,000	285,037	19.7
51	Sacramento	5	548,000	674,081	23.0
52	Hartford	4	1,195,000	1,671,858	39.9
53	Syracuse	5	525,000	696,484	32.6
54	Richmond	7	722,000	853,514	18.2
55	Knoxville	9	268,000	404,809	51.0
56	Wilkes Barre-Hazelton	6	170,000	191,093	12.4
57	Nashville	7	817,000	980,947	20.0
58	Flint	6	306,000	307,201	.3
59	Wilmington	4	184,000	199,324	8.3
60	Wheeling-Steubenville	7	456,000	528,713	15.9
61	Salt Lake City	8	368,000	476,005	29.3
62	Grand Rapids	6	379,000	513,896	35.5
63	Fresno	7	484,000	561,079	15.9
64	Charleston	8	220,000	278,834	26.7
65	Canton	4	266,000	314,212	18.1
66	Wichita	5	416,000	496,188	19.2
67	Tulsa	6	603,000	795,697	31.9
68	Tacoma	4	78,599	67,174	—14.5
69	Harrisburg	5	246,000	306,749	24.6
70	Johnstown	5	110,000	133,501	21.3
71	Peoria	5	336,000	360,641	7.3
72	El Paso	5	189,000	227,383	20.3
73	Utica-Rome	6	144,000	191,186	32.7
74	Chattanooga	6	183,000	208,199	13.7
75	Davenport-Rock Isl.-Moline	5	289,000	358,982	24.2
76	Mobile	6	145,000	190,879	31.6
77	Bridgeport	2	NA	NA	—
78	Duluth-Superior	6	215,000	264,867	23.1
79	Spokane	6	488,000	562,000	15.1
80	Des Moines	6	1,357,000	1,504,794	10.8
81	Reading	3	127,000	148,624	17.0
82	Bakersfield	6	158,000	193,015	28.5
83	Worcester	4	410,000	519,169	26.6
84	Trenton	3	NA	148,018	—
85	New Haven	4	277,000	397,394	42.0
86	Huntington	6	154,000	197,657	21.8
87	Scranton	6	236,000	253,123	7.2
88	Little Rock	8	214,000	516,178	141.2
89	Shreveport	8	454,000	585,074	28.8
90	Tucson	8	68,000	196,791	269.3
91	Stamford	NA	NA	NA	—
92	Augusta, Ga.	6	102,355	159,416	55.6
93	South Bend	3	158,785	216,597	36.4
94	Lancaster	3	111,258	189,527	70.3
95	Stockton	5	213,322	205,623	—3.6
96	Erie	4	119,289	163,100	36.7
97	Beaumont-Port Arthur	6	169,114	131,707	—22.1
98	Columbus, Ga.	4	92,263	133,860	45.0
99	Charlotte	6	902,867	946,128	4.7
100	Fort Lauderdale		NA	NA	—
101	Baton Rouge		168,375	NA	—

The FCC included the figures for the owned and operated network radio stations in the 1956 report. All owned and operated stations of the networks are in the first 10 markets. NA—Not available.
SOURCE: Station Representatives Association.

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***HAGE—of the NEW YORK DAILY NEWS-WPIX; former Director Special Radio Services for the UNITED PRESS; News Editor, NBC and MBS; Creator-writer THE BETTER WAY, nationally-syndicated anti-Communist, anti-Socialist series; Editor—INDUSTRY ON PARADE, nationally known award-winning Public Service TV feature newsreel.*

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Asst. Gen. Mgr. for Radio-TV
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Secretary .....Lloyd Stratton
Radio-TV News Editor.John A. Aspinwall

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U. S. OFFERS MORE RADIO AND TV
. . . Than All Other Countries Combined

JOHN C. DOERFER
Chairman,
Federal Communications Commission

AT THE close of its 24th year, the end of 1958, the Federal Communications Commission had more than 2.1 million radio authorizations on its books; the largest figure in the nation's history. Of these authorizations, 1.5 million were commercial radio operator permits of different grades.

For the first time broadcast station authorizations collectively passed the 9,000 mark, and of this number 874 were TV stations; 791 FM, and 3,353 AM; auxiliaries, etc., made up the remainder.

Of 665 commerciai TV stations authorized, 556 held operating permits. In addition, 92 of 156 authorized TV translator stations were on the air.

Proposals for 'booster' and 'repeater' stations to further extend TV service to isolated places were under consideration.

Over 90 per cent of the population is within range of at least 1 present TV station and 75 per cent are within range of 2 or more stations. Over 83 per cent of all homes have 1 or more TV receivers and over 46 million sets are in use. Also, the U. S. is said to be the only nation receiving regular TV color programs.

The possibility of moving all or a major portion of TV broadcasting to the UHF portion of the spectrum continued to receive study; a TV industry group was cooperating in obtaining comparative UHF and VHF technical data; and, meanwhile, present disparity between UHF and VHF operation was relieved to some extent by deintermixture in various localities and other interim actions.

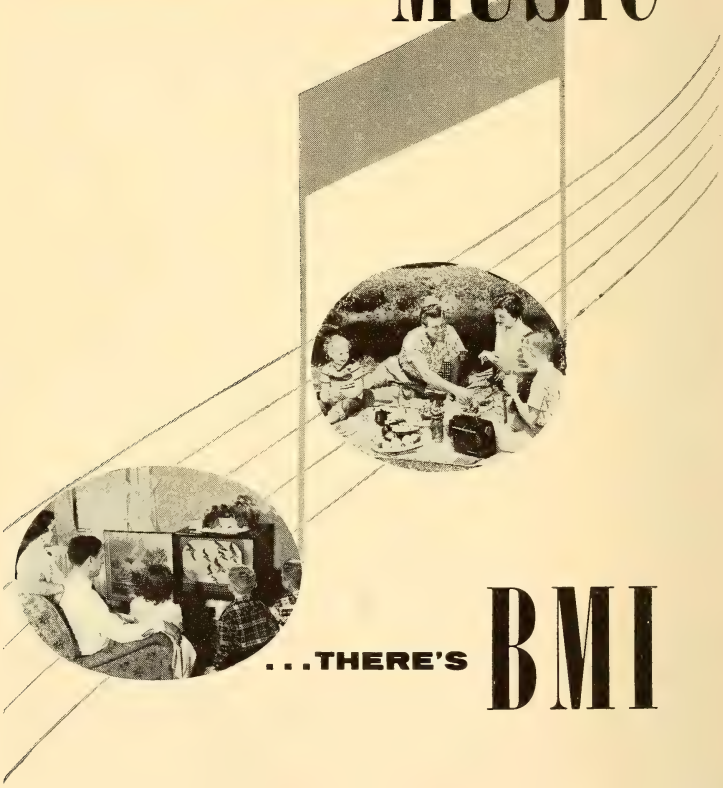
The Commission held that its regulatory jurisdiction does not extend to community antenna TV (CATV) systems, since they do not transmit over the air, but is studying the effect of satellite, translator, booster, and CATV operations on the growth of regular TV service.

Of 53 authorized educational TV stations, 32 held operating permits. The number of TV channels reserved for education grew to 257, or 15 more than first allocated in 1952. Though some educational reservations have been removed or changed, the Commission has denied requests for commercialization where educators have shown an active intent to use them.

For the second consecutive year, commercial FM stations gained in number. Of 634 authorized stations, 548 were on the air. Pending applications increased from 24 to 57. Increasing competition was reflected in the fact that 23 of the latter were in hearing. Renewed interest in FM is due primarily to the ability of commercial stations to augment their income through subsidiary programs and Commission consideration of the possibility of permitting additional supplemental services through multiplex operation.

AM authorizations rose to 3,353 of which 3,253 had operating permits. The Commission proposed to eliminate the exclusive nighttime use of 12 clear channels by stations in 7 large cities to permit additional stations in 12 western cities to take care of less served areas.

WHEREVER THERE'S MUSIC



...THERE'S BMI

BROADCAST MUSIC INC.
589 FIFTH AVENUE, NEW YORK 17, N.Y.

Authorization of Different Classes of Broadcast Services

Class	June 30, 1958	June 30, 1957	Increase or Decrease
Commercial AM	3,353	3,238	115
Commercial TV	665	651	14
Educational TV	53	49	4
TV Translator	156	74	82
Auxiliary TV	861	778	83
Experimental TV	17	18	(1)
Commercial FM	634	560	74
Educational FM	157	148	9
International	2	2	0
Remote Pick-up	3,087	2,461	626
Studio-Transmitter Link	51	53	(2)
Developmental	1	1	0
Total	9,037	8,033	1,004

Status of Broadcast Authorizations

Class	Operating Authorization	Construction Permits
Commercial AM	3,253	100
Commercial TV	556	109
Educational TV	32	21
Commercial FM	548	86
Educational FM	147	10
Total	4,536*	326

* There were 4,862 AM, TV and FM broadcast stations authorized at the close of the fiscal year 1958, of which 4,536 had authorizations to go on the air and 326 others held construction permits.
Source: FCC.

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U.S. STEEL HOUR
The Broadway of TV
CBS-TV
ALTERNATE WEDNESDAYS
"LIVE" FROM NEW YORK
Produced By THE THEATRE GUILD

ADVERTISING AGENCY FAILURES 1934-1958

Year	*Number*	*Liabilities*
1934	52	$1,061,000
1935	32	1,218,000
1936	22	418,000
1937	16	297,000
1938	34	284,000
1939	46	414,000
1940	43	1,056,000
1941	16	205,000
1942	19	130,000
1943	6	111,000
1944	—	—
1945	1	4,000
1946	6	145,000
1947	12	304,000
1948	24	793,000
1949	34	746,000
1950	38	1,167,000
1951	34	1,043,000
1952	19	531,000
1953	24	466,000
1954	34	1,256,000
1955	31	815,000
1956	32	1,519,000
1957	55	2,081,000
1958	36	857,000

COMPARATIVE FAILURE TRENDS

	Percentage Change 1957-1958		*Avg. Liability Per Failure in 1958*
	Number	*Liabilities*	
Total Businesses, All Lines	+ 9	+18	$48,667
Total Commercial Services	+ 8	+39	51,218
Advertising Agencies	—36	—59	23,806

Source: Dun & Bradstreet, Inc.

This record includes those businesses that ceased operations following assignment or bankruptcy; ceased with loss to creditors after such actions as execution, foreclosure, or attachment; voluntarily withdrew leaving unpaid obligations; were involved in court actions such as receivership, reorganization, or arrangement; or voluntarily compromised with creditors.

RADIO AND TELEVISION TELEPHONE NUMBERS IN NEW YORK

AM Radio Stations

WABC	SUsquehanna	7-5000
WBNX	MElrose	5-0333
WCBS	PLaza	1-2345
WEVD	PLaza	7-0880
WFAS	WHite Plains	9-6400
WGBB	MAyfair	3-1240
WHLI	OLympia	8-1100
WHOM	CIrcle	6-3900
WINS	JUdson	2-7000
WKIT	Pioneer	6-6700
WLIB	ONument	6-1800
WMCA	MU	8-1500
WMGM	MUrray Hill	8-1000
WNEW	YUkon	6-7000
WNRC	New Rochelle	6-0800
WNTA	BArclay	7-3260
WNYC	WHitehall	3-3600
WOR	LOngacre	4-8000
WOV	CIrcle	5-7979
WPOW	YUkon	4-4600
WQXR	LAkawanna	4-1100
WRCA	CIrcle	7-8300
WWRL	DEfender	5-1600

FM Radio Stations

WABC-FM	SUsquehanna	7-5000
WBAI-FM	TEmpleton	8-3355
WCBS-FM	PLaza	1-2345
WFAS-FM	WHite Plains	9-6400
WBFM	LExington	2-4927
WHLI-FM	IVanhoe	1-8000
WMGM-FM	MUrray Hill	8-1000
WRCA-FM	CIrcle	7-8300
WNYC-FM	WHitehall	3-3600
WOR-FM	LOngacre	4-8000
WQXR-FM	LAckawanna	4-1100

Television Stations

WABC-TV	SUsquehanna	7-5000
WABD	LEhigh	5-1100
WCBS-TV	PLaza	1-2345
WNTA	BArclay	7-3260
WOR-TV	LOngacre	4-8000
WPIX	MUrray Hill	2-6500
WRCA-TV	CIrcle	7-8300

National Networks

American Broadcasting Co.	SUsquehanna	7-5000
Columbia Broadcasting System	PLaza	1-2345
Keystone Broadcasting System	ELdorado	5-3720
Mutual Broadcasting System	BRyant	9-7600
National Broadcasting Co.	CIrcle	7-8300
NTA Film Network	BArclay	7-3260

Station Representatives

Avery-Knodel, Inc.	JUdson	6-5536
Charles Bernard	CIrcle	6-7242
Hil F. Best	LExington	2-3783
John Blair & Co.	PL	3-4250
Blair-TV, Inc.	TE	8-5800
Bogner & Martin	MUrray Hill	9-2586
Guy Bolam	MUrray Hill	5-1300
The Bolling Co., Inc.	YUkon	6-4545
The Branham Co.	MUrray Hill	2-4606
Burn-Smith Co., Inc	MUrray Hill	2-3124
CBS Radio Spot Sales	PLaza	1-2345
CBS TV Spot Sales	PLaza	1-2345
Henry I. Christal	MUrray Hill	8-4414
Thomas F. Clark Co. Inc.	JUdson	2-1622
Continental Radio Sales	MUrray Hill	7-6865
Donald Cooke, Inc.	JUdson	2-2727
Devney & Co.	YUkon	6-4390
Robert Eastman	PLaza	9-7760
Everett-McKinney, Inc.	PLaza	3-9332
Forjoe & Co., Inc.	JUdson	6-3100
Melchor Guzman Co., Inc.	CIrcle	7-0624
H-R Representatives, Inc.	PLaza	9-6800
Headley-Reed Co.	YUkon	6-5800
Gill Perna Inc.	Templeton	8-4740
Arthur H. Hagg	MUrray Hill	2-8665
George P. Hollingbery Co.	OXford	5-5560
The Katz Agency, Inc.	JUdson	2-9200
Robt. S. Keiter, Inc.	WA	4-6599
Joseph Hershey McGillvra, Inc.	MUrray Hill	2-8755
Robert Meeker Associates, Inc.	MUrray Hill	2-2170
NBC Spot Sales	CIrcle	7-8300
Pan American Bcstg. Co.	MUrray Hill	5-1300
John E. Pearson Co.	PLaza	1-3366
Peters, Griffin, Woodward	YU	6-7900
Edward Petry & Co., Inc.	MUrray Hill	8-0200
Radio-TV Representatives	MUrray Hill	8-4340
Rambeau, Vance, Hopple, Inc.	OXford	7-0890
Paul H. Raymer Co., Inc.	PLaza	9-5570
Venard, Rintoul & McConnell	MUrray Hill	8-1088
Walker-Rawalt Co., Inc.	MUrray Hill	3-5830
Select Sta. Reps.	PLaza	8-1850
Simmons Assoc. Inc.	MUrray Hill	8-2821
Weed & Co.	PLaza	9-4700
Adam J. Young, Jr., Inc.	PL	1-4848

Advertising Agencies

Anderson & Cairns, Inc.	MUrray Hill	8-5800
N. W. Ayer & Son, Inc.	PL	7-5700
Ted Bates & Co.	JUdson	6-0600
Batten, Barton, Durstine & Osborn	ELdorado	5-5800
Benton & Bowles, Inc.	JU	2-6200
Bryan Houston	PLaza	7-6400
Leo Burnett	MUrray Hill	8-9480
Campbell-Ewald Co., Inc.	MUrray Hill	8-3400
Cohen & Aleshire	OXford	7-0660
Compton Advertising, Inc.	PL	4-1100
Cunningham & Walsh, Inc.	MUrray Hill	3-4900
Dancer-Fitzgerald-Sample	ORegon	9-0600
D'Arcy Advertising Co.	PLaza	8-2600
Doherty, Clifford, Steers & Shenfield, Inc.	YUkon	6-6500
Donahue & Coe, Inc.	COlumbus	5-2772
Doremus & Co.	WOrth	4-0700
Dowd, Redfield & Johnstone	MUrray Hill	8-1275
Roy S. Durstine, Inc.	TEmpleton	8-4600
Erwin Wasey, Ruthrauff & Ryan	OX	7-4500
William Esty & Co.	OXford	7-1600
Foote, Cone & Belding	YUkon	6-8000
Albert Frank-Guenther Law	COrtlandt	7-5060
Fuller & Smith & Ross, Inc.	MUrray Hill	6-5600
Fletcher Richards, Calkins & Holden, Inc.	JUdson	6-5400
Gardner Adv. of N. Y.	MUrray Hill	9-2424
Geyer, Morey, Madden & Ballard, Inc.	PLaza	1-3300
Grant Advertising	OX	7-5800
Grey Adv. Agency, Inc.	PLaza	1-3500
Humphrey, Alley & Richards	LExington	2-3020
Kastor, Hilton, Chesley, Clifford & Atherton	PLaza	1-1400
The Joseph Katz Co.	MUrray Hill	7-0250
Kenyon & Eckhardt, Inc.	YUkon	6-9000
Ketchum, McLeod & Grove	MU	7-5640
Kudner Agency, Inc.	MUrray Hill	8-6700
Al Paul Lefton Co., Inc.	MUrray Hill	9-7470
Lennen & Newell, Inc.	MUrray Hill	2-5400
MacManus, John & Adams	PLaza	9-5600
Marschalk & Pratt Co.	OXford	7-4250
J. M. Mathes, Inc.	LExington	2-7450
Maxon, Inc.	PLaza	9-7676
McCann-Erickson, Inc.	OXford	7-6000
Mogul, Lewin, William & Saylor	TEmpleton	8-7100
Morse International, Inc.	OXford	7-2100
Needham, Louis & Brorby	PLaza	7-0333
Norman Craig & Kummel	PLaza	1-0900

Product Services.....MUrray Hill 7-0204
St. George & Keyes, Inc.....YUkon 6-7575
Sullivan, Stauffer, Colwell & Bayles.MUrray Hill 8-1600
Tatham-Laird.....PLaza 1-4680
J. Walter Thompson Co.....MUrray Hill 6-7000
Geoffrey Wade.....OXford 7-9261
Warwick & Legler, Inc.....PLaza 1-4700
Weiss & Geller, Inc.....PLaza 3-4070
Young & Rubicam, Inc.....MUrray Hill 9-5000

Publications

Advertising Age.....YUkon 6-5050
Advertising Agency.....LOngacre 5-3320
Billboard, The.....PLaza 7-2800
Broadcasting.....PLaza 5-8354
Editor & Publisher.....BRyant 9-3052
Film Daily.....BRyant 9-7117
Printers' ink.....MUrray Hill 8-7500

RADIO-TELEVISION DAILY
WIsconsin 7-6336

Sales Management.....LExington 2-1760
Sponsor.....MUrray Hill 8-2772
Standard Rate & Data Service.....MUrray Hill 9-6620
Television Age.....PLaza 1-1122
Television Magazine.....PLaza 3-9944
Tide.....LExington 2-1760
Variety.....JUdson 2-2700

News Associations

Associated Press.....PLaza 7-1111
International News Service.....MUrray Hill 7-8800
Press Association, Inc.....PLaza 7-1111
Reuters.....BRyant 9-8558
United Press Associations.....MUrray Hill 2-0400

Talent Agencies

Columbia Artists Management, Inc.....CIrcle 7-6900
Consolidated Concerts Corp.....COlumbus 5-3580
General Artists Corp.....CIrcle 7-7543
William McCaffrey Agency.....ELdorado 5-1076
Music Corp. of America.....PLaza 9-7500
Marjorie Morrow.....CHickering 4-0644
William Morris Agency, Inc.....JUdson 6-5100
National Concert & Artists Corp.....PLaza 9-6000
Robbins Bros.....MUrray Hill 7-2033
Show Artists Corp.....OXford 7-7744

Organizations, Unions and Government Agencies

AAAA.....LExington 2-7980
Actors' Equity.....PLaza 7-7660
Advertising Federation of America.....CIrcle 6-2431
AFTRA.....MUrray Hill 7-1810
American Communications Assn.....COrtland 7-1374
American Federation of Musicians.....PLaza 8-0600
AMP.....PLaza 9-8470
ASCAP.....MUrray Hill 8-8800
AWRT.....ELdorado 5-7281
Broadcast Music, Inc.....PLaza 9-1500
Country-Western Music B'casters Assn.....CO 5-3530
Federal Communications Comm.....WAtkins 4-1000
Federal Trade Commission.....COrtland 7-7100
Institute of Radio Engineers.....LE 5-5100
Music Publishers' Protective Association.PLaza 1-1930
NAPA.....CIrcle 7-8194
NATAS.....JU 6-3833
Professional Music Men, Inc.....COlumbus 5-7362
RAB.....MU 8-4020
SESAC, Inc.....JU 6-3450
Song Writers' Protective Assn.....CIrcle 6-2536
Station Representatives Assn.....YUkon 6-9390
TvB.....MUrray Hill 8-0215
Writer's Guild of America.....PLaza 7-3317

Radio-TV Programs and Transcription Cos.

Air Features.....PLaza 1-4155
Alton Alexander Productions.....LO 8-3100
Audio-Video Recording Co.....JUdson 6-5095
Barry & Enright.....TEmpleton 2-8600
Bosch Radio & TV Productions.....MUrray Hill 2-8877
V. S. Becker Advtg. Service.....MUrray Hill 2-0777
The Bruce Chapman Co.....WIsconsin 7-9244
Cineffects, Inc.....CIrcle 6-0951
Coastal Recording Co.....CIrcle 6-3900
Frederic Damru, M.D.....YUkon 6-9484
Decca Records, Inc.....COlumbus 5-2300
Roy DeGroot, Consultants, Inc.....MUrray Hill 7-6865
Empire Broadcasting Corp.....YUkon 6-5700
Walt Framer Prodns.....OX 7-3322
Gale, Inc.....PLaza 7-7100
General Artists Corp.....CIrcle 7-7543
John E. Gibbs & Co.....PLaza 7-5959
Harry S. Goodman Radio Productions.....PLaza 5-6131
Arthur Henley Productions.....PLaza 5-7145
Goodson-Todman Prodns.....PL 1-0600
Keystone Broadcasting System, Inc...ELdorado 5-3720
Long-Worth Feature Programs, Inc.....JUdson 6-5700
Charles Michelson, Inc.....PLaza 7-0695
William Morris Agency, Inc.....JUdson 6-5100
Motion Picture Stages, Inc.....PLaza 3-4840
Music Corp. of America.....PLaza 9-7500
Muzak Corp.....ORegon 4-7400
NBC Radio Recording Div.....CIrcle 7-8300
National Concert & Artists Corp.....PLaza 9-6000
Project-O-Fex.....MU 7-1881
Pyramid Productions, nc.....JUdson 6-7040
Radio Artists Corp.....MUrray Hill 8-0940
Radio Features of America.....JUdson 2-5130
Reemack Enterprises, Inc.....CIrcle 6-7300
Reeves Sound Studios, Inc.....ORegon 9-3550
Rockhill Radio.....PLaza 9-7979
SESAC, Inc.....JU 6-3450
Richard Stark & Co.....Circle 6-7337
Talent Associates.....PL 3-1030
Television Screen Productions, Inc..MUrray Hill 2-8877
Transfilm, Inc.....JUdson 2-1400
United Press Associations.....MUrray Hill 2-0400
Thomas J. Valentino, Inc.....CIrcle 6-4675
Chick Vincent Co.....ELdorado 5-0734
Roger White Productions.....PLaza 5-3560
Wolf Productions.....PLaza 5-2050
World Broadcasting System, Inc...MUrray Hill 8-4700
Wright, Wynn Associates.....PLaza 3-4417
Frederic W. Ziv Co., Inc.....MUrray Hill 8-4700

TV Film Producers Distributors

ABC Films, Inc.....LA 4-5050
M & A Alexander Productions.....TR 3-5115
Atlantic Television Corp.....JU 2-1287
Banner Films, Inc.....PL 5-4811
Barnett International Forwarders.....BRyant 9-1616
Barry & Enright Productions, Inc.....TE 2-8600
Bray Studios, Inc.....CI 5-4582
British Information Services.....CI 6-5100
Broadcast Pictures.....CI 7-3320
California National Productions, Inc.....CI 7-8300
CBS Films.....PL 1-2345
Commonwealth Film-TV.....CI 5-6465
Frank Cooper Associates.....PL 1-0725
Demby Productions, Inc.....PL 9-2495
Economee Television Programs.....MU 8-4700
Elliot-Unger-Elliot, Inc.....JU 6-5582
Flamingo Films.....JU 6-7040
Fortune Features, Inc.....LO 4-5592
Fremantle Overseas Radio & Television.....MU 7-4344
Galaxy Attractions.....PL 1-0330
W. J. German, Inc.....LO 5-5978
Harry S. Goodman Productions.....PL 5-6131
Guild Films Company, Inc.....MU 8-5365
The Jam Handy Organization, Inc.....JU 2-4060
Hollywood Television Service, Inc.....JU 6-1700
Independent TV Corp.....PL 5-2100
Intercontinental TV.....MU 2-3404
Interstate TV Corporation.....MU 8-2545
Jayark Film Corp.....MU 8-2636
Robert Lawrence Productions, Inc.....JU 2-5242
MCA-TV.....PL 9-7500
MGM-TV.....JU 2-2000
Charles Michelson, Inc.....PL 7-0695
Modern Teleservice, Inc.....OX 7-2753
Motion Pictures for Television, Inc.....PL 3-5600
Movietonews, Inc.....CO 5-7200
MPO Productions, Inc.....MU 8-7830
National Screen Service Corp.....CI 6-5700
National Telefilm Associates, Inc.....JUdson 2-7300
Official Films, Inc.....PL 7-0100
Paramount Television Productions, Inc.....BR 9-8700
Penthouse Sound Studios of V. J. Nola.....JU 6-0040
Reeves Sound Studios, Inc.....OR 9-3550
Hal Roach Studios.....CI 9-6135
Sarra, Inc.....MU 8-0085
Walter Schwimmer, Inc.....EL 5-4616
Screencraft Pictures, Inc.....MU 7-5011
Bernard L. Schubert.....MU 8-0940
Screen Gems, Inc.....PL 1-4432

Show Corp. of Amer.....JU 6-5050
Sound Masters, Inc.....PL 7-6600
Sterling Television Co., Inc.....MU 3-6300
Transfilm Incorporated.....JU 2-1400
Trans-Lux Television Corp.....PL 1-3114
Twentieth Century-Fox.....CO 5-3320
United Artists Assoc.....MU 6-2323
United Artists TV Inc.....CI 5-6000
UPA Pictures, Inc.....PL 8-1405
Universal Pictures Co., Inc., Television.....PL 9-8000
Warner Bros. TV.....CI 6-1000
Van Praag Productions.....PL 7-2687
Ziv Television Programs.....MU 8-4700
Maurice H. Zouary TV Productions.....JU 2-6185

CHICAGO TELEPHONE NUMBERS

AM Radio Stations

WAAF .....RAndolph 6-1932
WAIT .....FRanklin 2-0660
WBEE .....RAndolph 6-6842
WBBM .....WHitehall 4-6000
WCFL .....MOhawk 4-2400
WCRW .....EAstgate 7-6820
WEDC .....CR 7-4100
WGES .....SAcramento 2-1700
WGN .....MIchigan 2-7600
WHFC .....CLiffside 4-7411
WIND .....WHitehall 4-2170
WJJD .....STate 2-5466
WLS .....MOnroe 6-9700
WMAQ .....SUperior 7-8300
WMBI .....MIchigan 2-1570
WSBC .....MOnroe 6-9060
WSEL .....FInancial 6-0120

FM Radio Stations

WEAW .....KEystone 9-6090
WEFM .....STate 2-1357
WENR-FM .....ANdover 3-0800
WFMT .....STate 2-5668
WKFM .....RAndolph 6-2141
WSEL .....FInancial 6-0120

Television Stations

WBBM-TV .....WHitehall 4-6000
WBKB .....ANdover 3-0800
WGN-TV .....MIchigan 2-7600
WNBQ .....SUperior 7-8300

National Networks

American Broadcasting Co.....ANdover 3-0800
Columbia Broadcasting System.....WHitehall 4-6000
Keystone Broadcasting System.....STate 2-8900
Mutual Broadcasting System.....WHitehall 4-5060
National Broadcasting Co.....SUperior 7-8300

Station Representatives

Avery-Knodel, Inc. .....WHitehall 4-6869
Hil F. Best Co.....STate 2-5096
John Blair & Co.....SUperior 7-2300
The Bolling Co.....WHitehall 3-2040
The Branham Co.....CEntral 6-5726
Broadcast Time Sales.....STate 2-1405
Burke-Stuart .....DEarborn 2-6685
Burn-Smith Co. .....CEntral 6-4437
CBS Radio Sales.....WHitehall 4-6000
Thomas F. Clark Co.....STate 2-1663
Crosley Broadcasting Corp. .....STate 2-6693
Everett-McKinney, Inc.....SUperior 7-9052
Forjoe & Co.....DElaware 7-3504
Gill-Perna, Inc. .....FRanklin 2-8665
Headley-Reed Co. .....FRanklin 2-4686
George P. Hollingbery.....DEarborn 2-6060
H-R Representatives .....FInancial 6-6440
The Katz Agency.....MOhawk 4-7150
Robt. S. Keller, Inc.....STate 2-5096
Joseph Hershey McGillvra, Inc.....STate 2-5282
Robert Meeker Associates, Inc.....CEntral 6-1742
National Broadcasting Co.....SUperior 7-8300
John E. Pearson Co. .....STate 2-7494
Peters, Griffin, Woodward, Inc.....FRanklin 2-6373
Edward Petry & Co., Inc.....WHitehall 4-0011
Radio-TV Reps., Inc.....FInancial 6-0982
Paul H. Raymer Co.....SUperior 7-4473
Sears & Ayer, Inc.....SUperior 7-8177
Venard, Rintoul & McConnell.....STate 2-5260
Walker-Rawalt Co. .....ANdover 3-5771
Weed & Co.....WHitehall 4-3434
Adam Young, Inc.....MIchigan 2-6190

Advertising Agencies

Aubrey, Finlay, Marley & Hodgson, Inc. .....FInancial 6-1600
N. W. Ayer & Son, Inc.....ANdover 3-7111
BBD&O .....SUperior 7-9200
Beaumont & Hohman.....RAndolph 6-6181
Gordon Best, Co., Inc.....STate 2-5060
Bozell & Jacobs, Inc.....CEntral 6-0870
Leo Burnett Co., Inc.....CEntral 6-5959
Campbell-Ewald Co. .....CEntral 6-1946
Campbell-Mithun Inc. .....DElaware 7-7558
Dancer-Fitzgerald-Sample .....FInancial 6-4700
W. B. Doner & Co.....ANdover 3-7800
Doremus & Co.....CEntral 6-9132
Erwin Wasey, Ruthrauff & Ryan.....FInancial 6-1833
Foote, Cone & Belding.....SUperior 7-4800
Frank, Clinton E., Inc.....WHitehall 4-5900
Fuller & Smith & Ross.....ANdover 3-5039
Grant Advertising, Inc.....SUperior 7-6500
Robert Kahn & Assoc. Inc.....DIckens 2-2200
H. W. Kastor & Sons Advertising Co...CEntral 6-5331
MacFarland, Aveyard & Co.....RAndolph 6-9360
Malcolm-Howard .....ANdover 3-0022
Maxon, Inc. .....LOrain 7-5710
McCann-Erickson .....WEbster 9-3700
Arthur Meyerhoff & Co.....DElaware 7-7860
C. L. Miller Co.....CEntral 6-1640
Needham, Louis & Brorby, Inc.....WHitehall 4-3400
L. W. Ramsey Co.....FRanklin 2-8155
Roche, Rickerd & Cleary, Inc.....RAndolph 6-9760
Tatham-Laird, Inc. .....HArrison 7-3700
J. Walter Thompson Co.....MOhawk 4-6700
Edward H. Weiss & Co.....CEntral 6-7252
Young & Rubicam.....FInancial 6-0750

Radio-TV Program Prods.

Columbia Records, Inc.....WHitehall 4-6000
Decca Records, Inc.....MOhawk 4-4800
Feature Productions .....MIchigan 2-6015
William Morris Agency.....WHitehall 3-1744
Jewell Radio & TV Productions.....MOhawk 4-5757
Jules Power Prod.....DElaware 7-7422
Les Lear Productions Corp.....RAndolph 6-0905
Morton Radio Productions, Inc.....CEntral 6-4144
Music Corp. of America.....DElaware 7-1100
NBC Radio Recording Division.....SUperior 7-8300
Walter Schwimmer Co.....FRanklin 2-4392
Standard Radio Trans. Service, Inc.....STate 2-5322
Hal Tate Radio Productions.....ANdover 3-6520
L. S. Toogood Recording Co.....CEntral 6-5275
Ziv Television Programs, Inc.....WH 4-1030

News Agencies and Ass'ns.

Associated Press .....STate 2-7700
International News Service.....RAndolph 6-4838

RADIO-TV DAILY .....DEarborn 2-6757

City News Bureau.....STate 2-8100
Community News.....RAndolph 6-0002
United Press .....FRanklin 2-9000

TV Film Producers-Dist.

Walter Schwimmer, Inc.....FR 2-4392
Television Programs of America, Inc.....WH 4-4767
UPA Pictures, Inc.....AN 3-7566

WASHINGTON TELEPHONE NUMBERS

Federal Departments and Agencies

American National Red Cross.....REpublic 7-8300
Archives, National .....REpublic 7-7500
Business and Defense Services Administration .....STerling 3-9200
Capitol, U. S. (Senate, House).....CApitol 4-3121
Census, Bureau of The.....LUdlow 4-3000
Commerce, Department of.....STerling 3-9200
Copyright Office, Library of Congress..STerling 3-0400
Court of Customs and Patent Appeals.National 8-4696
Department of Defense.....Liberty 5-6700
Air Force, Department of The.....Liberty 5-6700
Army, Department of The.....Liberty 5-6700
Navy, Department of The.....Liberty 5-6700
Defense Mobilization, Office of.....EXecutive 3-3300
Executive Mansion (White House)...NAtional 8-1414
Federal Communications Commission.EXecutive 3-3620
Federal Trade Commission.....EXecutive 3-6800
Government Printing Office.....STerling 3-6840
Interior, Department of The.....REpublic 7-1820
Justice, Department of.....REpublic 7-8200
Labor, Department of.....EXecutive 3-2420
National Labor Relations Board.....STerling 3-7373
National Research Council.....EXecutive 3-8100
Patent Office .....STerling 3-9200
Post Office Department.....STerling 3-3100
Radio Correspondents Galleries (Senate and House of Representatives).....CApitol 4-3121
State, Department of.....REpublic 7-5600
Supreme Court of the United States..EXecutive 3-1640
United States Information Agency....REpublic 7-8340
U.S.M.C., AM-TV, Info. Div.....LIberty 5-6700,
White House .....NAtional 8-1414

Non-Governmental

Clear Channel Broadcasting Service..EXecutive 3-0255
National Association of Broadcasters .....DEcatur 2-9300
National Press Club.....REpublic 7-2500
Radio Daily .....EX 3-408
Radio, Electronics-Television Manufacturers Association .....NAtional 8-3902
Radio Corporation of America (Frequency Bureau and RCA Victor Dic.).....DIstrict 7-1260
Westinghouse Broadcasting Co.....STerling 3-0903

AM Radio Stations

WARL .....KEnmore 6-9000
WEAM .....JAckson 7-7100
WFAN .....REpublic 7-8000
WFAX .....JEfferson 2-1220
WGAY .....WHitehall 6-1050
WGMS .....EXecutive 3-8676
WINX .....REpublic 7-8000
WMAL .....KEllogg 7-1100
WOL .....HObart 2-3900
WOOK .....REpublic 7-8000
WPIK .....OVerlook 3-3000
WRC .....EMerson 2-4000
WTOP .....EMerson 2-9300
WUST .....HObart 2-0011
WWDC .....TUckerman 2-7600

FM Radio Stations

WASH .....DIstrict 7-1356
WGMS-FM .....EXecutive 3-8676
WMAL-FM .....KEllogg 7-1100
WRC-FM .....EMerson 2-4000
WTOP-FM .....EMerson 2-9300
WWDC-FM .....TUckerman 2-7600

Television Stations

WMAL-TV .....KEllogg 7-1100
WRC-TV .....EMerson 2-4000
WTOP-TV .....EMerson 2-9300
WTTG .....STerling 3-5300

News Services

Associated Press .....DIstrict 7-1500
United Press .....EXecutive 3-3430

Networks

ABC .....KEllogg 7-1100
CBS .....EMerson 2-9300
MBS .....STerling 3-3500
NBC .....EMerson 2-4000

LOS ANGELES TELEPHONE NUMBERS

AM Radio Stations

KABC .....NOrmandy 3-3311
KALI (Pasadena) .....RYan 1-7149
KBIG .....HOllywood 3-3205
KBLA (North Hollywood).....STate 7-3619
KDAY .....HOllywood 1-9981
KFAC .....WEbster 8-0161
KFI .....DUnkirk 2-2121
KFOX (Long Beach).....NEvada 6-7868
KFSG .....DUnkirk 9-1141
KFWB .....HOllywood 3-5151
KGER (Long Beach).....NEvada 6-4774
KGFJ .....HOllywood 4-0201
KGIL (Sherman Oaks).....STate 4-6291
KHJ .....HOllywood 2-2133
KIEV (Glendale) .....CItrus 1-1133
KLAC .....HOllywood 2-7271
KMPC .....HOllywood 9-5341
KNX .....HOllywood 9-1212
KPOP .....DUnkirk 8-2345
KPOL .....WEbster 8-2345
KRKD .....CApitol 5-4116
KWKW (Pasadena) .....RYan 1-6744
KXLA (Pasadena) .....RYan 1-6991

FM Radio Stations

KABC-FM .....NOrmandy 3-3311
KBMS-FM (Glendale) .....CHapman 5-2090
KCBH .....BR 2-7105
KFAC-FM .....WEbster 8-0161
KFMU-FM .....WEbster 8-5233
KFOX-FM .....NEvada 6-7868
KGLA-FM .....DUnkirk 5-9966
KHJ-FM .....HOllywood 2-2133
KHOF-FM (Glendale) .....CHapman 5-5668
KMLA-FM .....DUnkirk 2-8426
KNOB-FM (Long Beach).....HEmlock 8-5519
KNX-FM .....HOllywood 9-1212
KRHM-FM .....HOllywood 7-5167
KUTE-FM .....CItrus 4-1414
KRKD-FM .....HOllywood 5-2181
KWKW-FM (Pasadena) .....RYan 1-6744

Television Stations

KABC-TV .....NOrmandy 3-3311
KCOP .....HOllywood 2-7311
KHJ-TV .....HOllywood 2-2133
KRCA .....THornwall 5-7000
KNXT .....OLive 1-2345
KTLA .....HOllywood 9-3181
KTTV .....HOllywood 2-7111

Networks

American Broadcasting Company...NOrmandy 3-3311
Columbia Broadcasting System.....HOllywood 9-1212
CBS-Radio .....HOllywood 9-1212
CBS Television—Television City.....OLive 1-2345
Mutual-Don Lee Broadcasting System .....HOllywood 2-2133
National Broadcasting Company.....Thornwall 5-7000

Station Representative

AM Radio Sales Co.....HOllywood 5-0695
Avery-Knodel, Inc. .....DUnkirk 5-6394
Walter Biddick Co.....RIchmond 9-8800
John Blair & Co.....DUnkirk 7-1333
Blair-TV, Inc. .....DUnkirk 1-3811
CBS-TV Spot Sales .....OLive 1-2345
Bolling Company, Inc.....BRadshaw 2-0544
The Branham Co. .....OLive 3-6363
Broadcast Times Sales.....HOllywood 5-1755
CBS-Radio Spot Sales.....HOllywood 9-1212
Crawford, Fred E.....DUnkirk 4-7352
Forjoe & Co.....OL. 5-7755
Gillman, Nicoll & Ruthman.....DUnkirk 7-1325
Gil-Perna, Inc. .....DUnkirk 7-4388
W. S. Grant Co.....HOllywood 3-7194
H-R Representatives, Inc.....HOllywood 2-6453
Hawley, Mark Assoc.....WEbster 8-2181
Headley-Reed Co.....HOllywood 4-8248
Hollingbery, George P., Co.....DUnkirk 5-2071
Katz Agency, The .....DUnkirk 5-6284
McGavren-Quinn Co. .....HOllywood 4-6146
Meeker Co. .....Hollywood 2-2351
Tracy Moore .....HOllywood 2-2351
NBC-KRCA Spot Sales.....THornwall 5-7000
Oakes, Harlan G., Associates.....DUnkirk 2-3200
Lee F. O'Connell Co.....OL. 5-7597
John Pearson Co.....DUnkirk 5-5084
Peters, Griffin, Woodward, Inc.....HOllywood 9-1688
Edward Petry Co.....TUcker 3171
Rambeau, William G., Co.....HOllywood 4-6017
Paul H. Raymer.....HOllywood 2-2376
Scott, Duncan & Co.....DUnkirk 8-4151
Venard, Rintoul, McConnell.....DUnkirk 8-4151
Video Views .....HOllywood 3-4179
Weed & Company.....HOllywood 2-6676
Young, Adam J., Inc.....HOllywood 2-2289

Advertising Agency

Action in Advertising.....DUnkirk 3-3114
Ad Larson .....NOrmandie 4-6552
Advertising Council, Inc.....CRestview 4-8039
Advertising Engineers Corp.....MAdison 3-5039
Alber, R. H., Co.....HOllywood 9-8273
Allen, Dorsey & Hatfield, Inc.....NOrmandie 3-9343
Allen & Marshall Adv., Agency .....OLive 3-1770
Allen, Martin, Co.....WEbster 3-0734
Allied Advertising Agencies.....HOllywood 2-0837
Anderson-McConnell Adv. Agency.....WEbster 6-6161
U. S. Anderson Co.....WEbster 8-7812
Arnold, Rupert Advertising.....DUnkirk 2-0896
Asch, A., Inc.....DUnkirk 7-7600
Associated Advertising Agency.....OL. 2-7690
Atherton Advertising Agency.....OLive 3-2246
Atchison & Hayden.....DUnkirk 5-7191
Ayer, N. W., & Son, Inc.....HOllywood 3-4871
Baldwin, Ben, Adv. Agency.....HOllywood 2-0908
Barnes Chase Co.....DUnkirk 4-1193
Baron, Richard, Co.....HOllywood 2-5657
Bates, Kirk O. .....HU 2-4270
Bates, Ted., & Co.....HOllywood 9-2161
BBDO .....HOllywood 2-6723
Baus & Ross Co.....DUnkirk 8-1107
Bavard, Jere .....OLdfield 5-9355
Becker, Max, Advertising (Long Beach) .....HEmlock 6-5222
Bejach, Leo, Adv. .....GRanite 2-2245
Belford, Ed, Agency.....POplar 6-4334
Bell Advertising .....PLeasant 3-2339
Bennett, Harry, Adv. Agency.....OLive 5-6045
Bennett, Walter F., & Co.....HOllywood 4-8291
Benton & Bowles, Inc.....HOllywood 4-9151
Berghoff Associates, Inc.....OLive 5-7536
Bishop & Associates, Inc.....HOllywood 2-1266
Blades, Richard H. .....MAdison 9-2866
Bloch's Advertising.....HOllywood 3-0647
Blum's Direct Advertising.....DUnkirk 8-3441
Bogerts, The .....HOllywood 3-6871
Bowes, Chas. Adv. Co.....DUnkirk 1-3881
Boyd, John R. .....CLeveland 6-8698
Boylhart, Lovett & Deane.....DUnkirk 4-2161
Bozell & Jacobs, Inc.....BRadshaw 2-2081
Brehme Ad Service (Glendale).....CHapman 5-1539
Broadcasting Advertising.....BRadshaw 2-4840
Brown, Byron H., & Assoc.....OLympia 3-2320
Buchanan & Co., Inc.....OL. 5-8200
Bull, Frank, & Co.....HOllywood 5-4195
Burke, Dowling & Adams Inc.....WEbster 8-3844
Burnett, Leo, Co., Inc.....HOllywood 4-7374
Burtt, George Advertising.....HOllywood 5-1183
Buss, R. H., Associates.....DUnkirk 5-4385
Buxton, Erwin .....RYan 1-5541
California Adv., Agency.....HOllywood 3-3189
Calkins, Holden, Inc.....WEbster 6-5145
Calvert, J. Russell & Assoc.....BRadshaw 2-2868
Campbell-Ewald Co.....DUnkirk 9-1334
Campbell-Mithun, Inc. .....HOllywood 2-0715
Caples Co., The.....DUnkirk 7-4255
Carlson, Milton Co.....DUnkirk 8-9464
Carson-Roberts Inc. .....BRadshaw 2-8366
Case, Roger T., Assoc.....HEmlock 7-3503
Castor & Assoc.....OLeader 2-1315
Chamberlin & Associates.....DUnkirk 7-6444
Cheshire Advertising Associates.....HOllywood 9-4580
Citizen Advertising Agency, Inc.....MAdison 2-2463
Clark, Darwin H., Co.....MAdison 5-2441
Classified Advertising Agency.....HU 2-1690
Cloward Velma Advertising.....DUnkirk 4-2558
Coast Advertising Associates.....TRinity 1269
Cole, Fischer & Rogow.....CRestview 6-3795
Cole, Val Advertising Agency.....CRestview 5-8462
Coleman-Parr Advertising .....OLive 3-7030
Collard, Clark, Adv. Agency.....DUnkirk 7-3388
Columbia Pacific Advertising.....GArfield 3-1047
Compton Advertising, Inc.....OL 2-0100
Consolidated Adv. Directors.....OLive 5-6484
Copy Cat Advertising.....STanley 7-4348
Cowell, Leslie B., Advertising.....STanley 7-5329
Craig & Reid, Inc.....HOllywood 4-8218
Creative Advertising.....OLympia 5-8281
Crist, Ken, Inc.....NOrmandie 1-1287
Culbertson, Robert C. Adv.....OLive 5-8514
Culp, Earl R., Co.....DUnkirk 2-8406
Cunningham & Walsh, Inc.....OL. 2-5690,
Dancer-Fitzgerald-Sample, Inc. .....HOllywood 2-3256
D'Arcy Adv. Co.....DUnkirk 5-3171
Delman, Allen & Assoc.....WEbster 6-2312
Davidson, David, & Co.....HOllywood 2-7753
Davis & Blackwell, Inc.....Victoria 9-2964
Davis, Charlie, Advertising.....AXminster 3-5508
Dennis, Robert, Agency.....MAdison 5-2183
DeSantis Advertising Agency.....CHapman 5-5662
Dibble, Gordon H. .....CHapman 5-2495
Dolson Advertising Agency.....LOraine 9-5111
Donahue & Coe.....DUnkirk 1-2271
Donald, Dick, Advertising.....DUnkirk 8-0555
Doyle, Dane, Bernbach.....WEbster 8-3781
Dozier, Eastman & Co.....DUnkirk 5-6071
Dreyfus Co. Adv.....OLive 5-8255
Dunas, E. C. Advertising.....OLive 6-4100
Durstine, Roy S., Inc.....DUnkirk 8-3411
Ebberts, Dan, Adv. Serv.....LUdlo 7-9161
Edelstein, Irwin L. & Assoc.....OLive 3-7420
Ehlert, Grace .....MAdison 6-2227
Eisaman-Jokes, Advertising .....HOllywood 4-7265
Eisenberg, Ralph .....MAdison 2-0439
Elliott, Neil M. Advertising.....DUnkirk 7-7301
Enyart & Rose Advertising.....OL. 4-4070
Erwin Wasey, Ruthrauff & Ryan, Inc. .WEbster 1-1211
Essig Co. .....POplar 3-4365
Esty, William Co.....HOllywood 2-6301
Faaan, O. K. Advertising Agcy.....MAdison 2-2192
Falkenhainer, Carl .....BRadshaw 2-0136
Fallon & Co.....HOllywood 3-5683
Farrar Advertising .....GRanite 8-3011
Fehlman, Warren P. Adv. Co.....OXnard 4-5270
Fellows, John C., Co.....SYcamore 2-4645
Flax-Bronston Co. .....MAdison 6-7751
Foladare, Maury & Assoc.....HOllywood 9-8135
Foote, Cone & Belding (Hollywood) HOllywood 9-6265
Foote, Cone & Belding (Los Angeles) .MAdison 9-3611
Forestal, R. J. Co.....WEbster 5-1211
Frank, Albert-Guenther Law .....WEbster 3-7595
Frank, Don Advertising (Anaheim)...KEystone 5-6091
Frazier, Cornelius W. .....Madison 5-8392
Fritz, Jimmy, & Associates.....HOllywood 3-3251
Fuller, Smith & Ross, Inc.....OLive 3-0240
Gage, Booth & West, Inc.....OLive 3-1770
Gard, Dalbert & Associates.....DUnkirk 8-8422
Gardner, H. M., & Assoc.....OLive 5-7465
Gaynor, Colman, Prentis & Varley, Inc.....OL. 5-8191
Geissinger, W. B., & Co.....WEbster 3-7178

General Advertising Agency, Inc....HOllywood 3-5128
Gerth, Brown Clark & Elkus.....OLive 3-2320
Gilbert & Benton.....STanley 7-1848
Gilbert, Martin, Agency.....STate 3-2900
Gill Clifford Agency.....OLive 5-8388
Glosser-Gailey, Inc.....DUnkirk 4-2141
Glenn Advertising, Inc.....OL 3-9030
Gold Mike Agency.....RYan 1-4745
Goldstone-Tobias .....OL. 5-6010
Gonda, Francis D., Adv. Agency....HOllywood 2-1325
Goodman, Anderson, Advertising.....OLive 3-6400
Graham, Clyde D.....DUnkirk 3-1266
Grant, Will .....DUnkirk 7-3361
Grant Advertising Agency.....HOllywood 1-9231
Gray-Moore Agency .....HOllywood 9-3591
Greer, Norman Co.....OL 7-0648
Gregory, Willard G., & Co.....MAdison 7-0531
Grey Advertising .....HOllywood 4-7347
Guernin-Johnstone-Jeffries Advertising CLeveland 7-7572
Guild, Bascom & Bonfigli.....HOllywood 9-8217
Hadlock & Associates.....HOllywood 2-6731
Harris, Harlan & Wood Adv.....HOllywood 9-2911
Heintz & Co., Inc.....MAdison 9-3181
Hill, Don .....MAdison 4-5149
Herbert E. Hill.....HU 3-7730
Hixson & Jorgenson, Inc.....DUnkirk 8-3121
Hoel, John D., Adv. Agency.....RYan 1-7131
Hollander, Welsh Advertising.....DUnkirk 9-1171
Honig-Cooper Co. .....DUnkirk 8-3301
House of Leads.....PLeasant 3-2226
Houston Advertising Service Co.....NOrmandie 5-5886
Hubley Adv. Agency.....DUnkirk 2-2366
Hunter & Wilhite Advertising.....WEbster 3-7353
Hutchinson Advertising .....HOllywood 7-4500
Irwin, Howard, & Assoc.....DUnkirk 8-1219
Jay, Clarence L. Industrial Adv.....NOrmandy 4-7131
Jaycraft Co. .....THornwall 2-5310
Jenner, Don, Advertising.....DUnkirk 2-8321
Jensen, Walter L., Advertising.....DUnkirk 9-8355
Jett Advertising .....HOllywood 2-6635
Johnson, J. Howard.....MAdison 4-8464
Johnson & Lewis.....HOllywood 5-7105
Jones, Paul, & Associates.....DUnkirk 1-3003
Kaplan, Sara Jane, Advertising.....OLive 3-6057
Kaufman, Lon, Co.....DUnkirk 8-2725
Kaufman, Hans E., & Co.....HOllywood 3-3800
Kay-Christopher Advertising .....WEbster 9-1347
Keane, Raymond, Advertising.....BRadshaw 2-3548
Keene & Associates.....OLive 3-7420
Kellogg, Edw. S.....DUnkirk 7-5213
Kelso, M. H., & Co.....DUnkirk 2-2072
Kenyon & Eckhardt.....HO 3-2101
Kennedy, Walker & Wooten.....OL. 2-0555
Keyes, Madden & Jones.....HOllywood 9-3974
Killingsworth Co. .....DUnkirk 5-6111
Kirby, Dick, & Associates.....VAndike 8334
Klitten, Martin R., Co.....DUnkirk 7-8395
Kraft Advertising .....DUnkirk 8-6262
Lance Advertising .....CRestview 5-6158
LaRoche, C. J., Advertising.....HOllywood 9-3656
Latta & Co.....MAdison 6-3284
Lawrence Co. .....BRadshaw 2-5820
Lee & Associates.....WEbster 3-9349
Lee, J. Richard.....HOllywood 9-2721
Lee, Robert E., & Associates.....BRadshaw 2-4125
Leni Advertising .....HOllywood 4-0141
Lennon & Newell .....CRestview 1-7221
Lewin, Howard, Advertising.....DUnkirk 8-8771
Lewis Advertising .....HOllywood 5-9040
Lionel & Simons Advertising.....HOllywood 2-7429
Little & Co.....DUnkirk 9-1267
Logan, Dudley L.....DUnkirk 2-8471
Lynn-Western, Inc. .....WEbster 5-3040
Mack Agency .....HOllywood 2-6377
MacManus, John, & Adams.....OLive 3-6130
Mann Advertising Co.....DUnkirk 2-1179
Mannis, Samuel A.....HOllywood 4-7501
Markham Co. .....DUnkirk 8-9495
Martha's Adv. Service.....MAdison 6-4897
Marto, Walter .....SY 6-2239
Mathisson & Associates.....HU 2-1870
Matthews, Anne D. (Pasadena).....SYcamore 9-6504
Mayer Company.....DUnkirk 8-2111
Mayne, Charles H., Co.....OLive 3-0990
Mays & Co .....MAdison 7-8534
McCann-Erickson .....DUnkirk 5-3301
McCarty Co., The.....DUnkirk 5-4011
McCreery, Walter, Co.....OL.2-4480
McElligott, Ford C., & Associates.....MAdison 2-4653
McElroy Adv. Agcy.....RIchmond 9-2047
McHugh Advertising Co.....BRadshaw 2-0233
McKee, Burns Adv.....HOllywood 7-4218

McLain, W. R., & Associates.....NOrmandie 3-8200
McNeill & McCleery .....DUnkirk 5 7341
Meany, Phillip J., Co., Adv.....DUnkirk 5-4181
Meltzler, Richard, Adv.....OLive 3-8550
Meyerhoff, Arthur, & Co.....OL. 3-1633
Miner, Dan B., Co.....DUnkirk 8-3301
Minns, Richard L.....CRestview 1-7207
Monsos, John S., Advertising.....OLive 2-7218
Morgan Company, The.....STate 6-5696
Morgan, Raymond R., Co.....HOllywood 3-4194
Mottl & Sitcman Advertising.....OL. 2-5095
Mowinckel, E. K., Advertising.....RIchmond 7-0529
Mullins, Earl, Advertising.....DUnkirk 5-9088
Nargi Advertising .....VAndike 1647
National Advertising Associates.....DUnkirk 7-4388
National Federation of Advertising
Agencies .....OL. 3-2320
Neale & Associates.....OL. 6-0500
Neave & North Advertising.....HOllywood 2-6044
Neave, Ralph Advertising
(Manhattan Beach) .....FRontier 4-1609
Needham, Louis, & Brorby.....CRestview 6-2073
Nelson Adv. Service .....WEbster 8-3844
Newman, Ben Allah, Advertising
Service .....DUnkirk 9-6649
Newmark, Nelson, Advertising.....MAdison 4-1568
North Advertising .....OL 2-3770
Olen, David, Adv.....OLive 5-7290
Pacific Advertising Service.....RIchmond 9-5803
Packard, Jack Advertising.....CHapman 5-5591
Pardee Co., The.....HOllywood 2-7306
Patch & Curtis Advertising
(Long Beach) .....HEmlock 3-4919
Patton, George Adv.....HOllywood 2-0841
Paul & Baum .....OL 3-2110
Pell, Ben, Advertising.....MAdison 2-1557
Perrett Co., The.....MAdison 8-2388
Pflaum, Stanley, & Associates.....OL. 2-0332
Porter, Wesley H., Adv.....AXminster 3-0400
Productive Advertising .....AXminster 1-1322
Ramsey, Brown & Co.....HOllywood 3-6851
Raymond, J. W., Advertising.....HU 3-4330
Raymond, Larry, Co.....WEbster 6-8125
Robin Co., The.....DUnkirk 3-3114
Robin, Lee & Arnold.....CRestview 4-5853
Robins, Jerome, Agency.....DUnkirk 8-0661
Roche-Eckhoff & Lee.....OLive 5-7670
Rockett-Lauritzen .....REpublic 4-2106
Ross, Charles, Adv., Agency.....HOllywood 2-1184
Ross, Clark .....WEbster 4-5152
Ross, Roy, Inc.....HOllywood 9-6263
Russell-Stuart & Assoc.....HOllywood 3-6156
Sawdon, Frank .....HOllywood 4-3129
Schurrer, Lou, Adv.....HOllywood 3-3800
Scott, M. B., Advertising.....OL 3-5330
Sebrell, J. B., Adv. Agcy.....MAdison 6-9397
Seros, George J., Advertising.....OL. 2-1793
Shane, Leonard, Agency.....HOllywood 9-2258
Shay Advertising .....HOllywood 4-1158
Sheldon, Lisle Adv.....HOllywood 3-2366
Sherman & Pam .....HOllywood 7-3111
Show Management .....WEbster 8-0148
Sieck, Charles H.....GRanite 3-3659
Simmons, Dean .....WEbster 1-1311
Smalley, Levitt & Smith.....MAdison 8-5336
Speer Advertising Agency.....RIchmond 7-9626
Spees Advertising Agency.....DUnkirk 9-6933
Stahl, Charles N., Adv. Agency.....HOllywood 2-7344
Stebbins, Barton A., Adv.....DUnkirk 8-8131
Stebbins, Hal, Inc.....RIchmond 9-5317
Steinlauf, Malcolm, & Co.....WEbster 3-7564
Steller, Miller & Lester. Inc.....DUnkirk 7-5377
Stiller, Rouse & Hunt Advertising.....OL. 5-8550
Stodel Advertising .....MAdison 2-1193
Straus, J. M., & Co.....DUnkirk 3-9561
Stromberger, LaVane & McKenzie.....DUnkirk 5-2211
Sudler Co. .....BRadshaw 2-3438
Sullivan Stauffer Colwell & Bayles,
Inc. .....HOllywood 4-2119
Sussman & Meyer Adv.....OLive 5-8730
Swafford & Co.....OLdfield 5-9690
Taggart & Young.....WEbster 3-8108
Tatham-Laird, Inc. .....HOllywood 1-9228
Taylor Host, Inc. .....CApitol 5-3208
Thompson, J. Walter, Co.....OL 3-0300
Thompson-McDonald .....HOllywood 2-7249
Tilds & Cantz Advertising.....HOllywood 2-6651
Todd, Michael, Advertising.....HOllywood 5-8036
Tullis Co., Inc., The.....HOllywood 2-6333
Tyler-Smith, T., Advertising.....DUnkirk 7-5519
United Bench Advertising.....AXminster 2-8107
Universal Advertising Agency, Inc...HOllywood 4-8218

Van der Boom, Hunt, McNaughton, Inc. ..... DUnkirk 2-6203
Vanderhurst Adv. ..... HOllywood 7-9191
Van-Scott, Inc. ..... DUnkirk 9-2300
Victor, A. J., Company ..... AXminster 4-7555
Voorhees, P. W., Inc. ..... BRadshaw 2-3726
Wade, Geoffrey, Adv. Agency ..... HOllywood 4-7457
Walsh, Nellie L., Advertising ..... MA 2-9853
Warwick & Legler, Inc. ..... OL 3-0130
Weatherwax-Spurgean & Associates ..... MA 7-2633
Webster, R. W., Adv. ..... MAdison 9-2283
Weinberg, Milton, Adv. Co. ..... OLive 3-2300
Weiser, Marty, Co. ..... CRestview 4-8929
Welsh, Hollander & Coleman Adv. ..... DUnkirk 9-1171
Wessells, George M., Company ..... WEbster 6-7668
West-Marquis, Inc. ..... HUntley 2-5430
Westwood, Tom, Adv. Agcy. ..... CH 5-5051
Whiteman, Richard ..... DUnkirk 5-2054
Wilder, Alvin ..... REpublic 4-2186
Williams, Dallas & Sons ..... HOllywood 2-6396
Willis, Harry G., & Assoc. ..... CHapman 5-3325
Winan & Co., Paul ..... RIchmond 7-5189
Wolfer-Douglass-Bennington, Inc. ..... CUmberland 3-6242
Wood, Frank A. ..... WEbster 8-8540
Woolf, Len, Co. ..... DUnkirk 8-2361
World Advertising (Long Beach) ..... HEmlock 5-6094
World Wide Want Ad Service ..... MAdison 7-9983
Wynne-Alexander Advertising (Pasadena) ..... RYan 1-2319
Young, Marvin, Associates ..... HOllywood 2-2684
Young, M. M., Adv. ..... HOllywood 2-2684
Young & Rubicam ..... MAdison 6-7641

Radio-TV Program Prod.

Aladdin Enterprises ..... HOlywood 2-6686
Alexander, M & A, Productions, Inc. ..... HOllywood 4-7571
Burrud, Bill, Productions ..... HOllywood 3-8181
Cavalcade Television Programs ..... OL 4-4144
Cheshire & Associates ..... HOllywood 9-3498
Consolidated Film Industries ..... HOllywood 9-1441
Corradine, Tom J., & Associates ..... HOllywood 2-4448
Commodore Productions ..... HOllywood 9-7502
Crosby, Bing, Enterprises ..... CRestview 1-1171
Fairbanks, Jerry, Inc. ..... HOllywood 2-1101
Gibson, Grace, Radio Prods. ..... HOllywood 9-4580
Guedel John, Radio Productions ..... WEbster 6-6291
Hollywood Central Recording Studios, Inc. ..... HOllywood 3-2131
MacGregor, C. P., Sound Studios ..... DUnkirk 4-4191
MCA-TV ..... POplar 6-3871
Patin, Ray, Productions ..... HOllywood 2-1147
RCA, Victor Division ..... RAymond 3-6661
Radio Recorders, Inc. ..... HOllywood 3-3282
Reynolds, Stuart, Prod. ..... CRestview 4-7863
Rockett, Frederick K., Co. ..... HOllywood 4-3183
Rocket Pictures, Inc. ..... HOllywood 7-7131
Ross, Jack ..... HOllywood 9-4019
Rourke, Jack, Productions ..... HOllywood 3-7178
Screen Gems, Inc. ..... HOllywood 2-3111
Snader Telescriptions Corp. ..... HOllywood 2-1261
Steffner, Wayne, Prods. ..... HOllywood 3-4173
Studio & Artists Recorders ..... HOllywood 4-8241
Sutherland, John, Prods., Inc. ..... DUnkirk 8-5121
Telefilm, Inc. ..... HOllywood 9-7205
Telepix Corp. ..... HOllywood 4-7391
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Tuchman, Harris, Productions ..... WEbster 6-7189
Universal Recorders ..... HOllywood 9-8282
Western Recorders ..... HOllywood 3-6811
Wilding Picture Prods. of Calif. ..... WEbster 8-0183
World Broadcasting System ..... OLdfied 4-2800
Wright, Carter, Enterprises, Inc. ..... HOllywood 9-0944
Ziv, Frederic W., Co. ..... OLdfield 4-2800
Ziv Television Programs, Inc. ..... OLdfield 4-2800

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M & A Alexander Productions ..... HO 4-3414
George Bagnall & Associates ..... OL 2-8050
Bonded TV Film Service, Inc. ..... OLd 4-7575
Frank Cooper Associates ..... CR 4-5971
Jack Denove Productions, Inc. ..... HO 4-8331
Desilu Productions, Inc. ..... HO 9-5911
Walt Disney Studio ..... TH 5-3141
Dougfair Corporation ..... OL 2-7490
Jerry Fairbanks Production ..... HO 2-1101
Family Theater, Inc. ..... HO 2-1317
Don Fedderson Productions ..... HO 9-5911
Filmcraft Productions ..... OL 3-2430
Filmaster Productions, Inc. ..... HO 2-7141
Flying A Prod. ..... HO 9-1425
Four Star Films, Inc. ..... HO 2-6231
Gannaway International Corporation ..... PO 3-8411
Gross-Krasne, Inc. ..... HO 2-7141
Hollywood Television Service, Inc. ..... PO 3-8411
Interstate TV Corporation ..... NO 2-9181
Mark VII, Ltd. ..... ST 7-0621
Robert Maxwell & Associates ..... HO 2-6027
McCadden Productions ..... HO 4-2141
Medallion TV Enterprises, Inc. ..... HO 2-6635
Carlton E. Morse Enterprises, Inc. ..... TH 5-7000
Paramount Television Productions, Inc. ..... HO 9-8700
Playhouse Pictures ..... HO 5-2193
Roland Reed TV Productions ..... HO 9-1628
Revue Productions, Inc. ..... PO 6-3871
Hal Roach Studios ..... TE 0-2931
Screen Gems, Inc. ..... HO 2-3111
Stage Five Productions, Inc. ..... HO 7-3111
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TCF Television Productions, Inc. ..... HO 2-6231
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UPA Pictures, Inc. ..... TH 2-7171
Universal Pictures Co., Inc., Television ..... ST 7-1211
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Artists Agencies

Alexander, Alex Agency ..... CRestview 1-6101
Allan, Lane Agency ..... OL 2-7953
Allied Casting ..... HOllywood 3-7124
Alvarado, Carlos ..... OL. 2-0272
American Federation of Television and Radio Artists ..... HOlywood 4-5123
Aragon Agency ..... TExas 0-4565
Armstrong-Deuser ..... CRestview 4-8135
Ashley-Steiner Corporation ..... CRestview 4-8511
Artigue, Louis ..... CRestview 6-2488
Auer, Miles Bohm ..... HOllywood 2-6416
Barnes, William, Agency ..... CRestview 1-5256
Barry, Vy, Agency ..... HOllywood 9-0989
Barskin Agency, The ..... OL 2-5470
Baxley, Bill Agency ..... HOllywood 9-2878
Bell, Marcella Agency ..... CRestview 6-0012
Bender-Ward ..... OLympia 2-1465
Bernie, Herman ..... CRestview 5-0117
Bonham, C. Herschel ..... HO 4-3060
Brandies, Bob, Agency ..... HOllywood 5-6978
Brewis, Alex ..... OL. 2-7020
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Carr, Beverly ..... CRestview 4-8555
Cloutman-Barskin-Short ..... OL. 2-6833
Columbia Artists Management ..... MAdison 6-2327
Condit Agency ..... HO. 4-3237
Connor, Allen ..... HOllywood 5-0834
Cooper, Frank, Associates ..... CRestview 4-5971
Cooper, Ray ..... CRestview 6-9769
Cumber, Lil Attractions Agency ..... AXminster 3-6159
Darrow Agency, The ..... CRestview 4-7253
Davis, Charles Agency ..... HOllywood 4-0474
Davis, Mary Webb ..... OL. 5-6747
Dawn, Wilma Agency ..... HOllywood 5-7438
Doak, Virginia ..... CR. 4-8121
Donaldson Agency ..... OL. 2-0355
Draewemer, Isabelle, Agency ..... WE. 5-1759
Drexel-Jameson Agency ..... CRestview 4-7551
Faber, Alice ..... CRestview 4-6763
Fame Agency ..... CRestview 6-6238
Famous Artists ..... CRestview 4-7433
Flaire Agency, The ..... OL. 6-3060
French, Hugh ..... CRestview 6-7766
Frings, Kurt ..... CRestview 4-8881
Garfield, Milton ..... CRestview 1-7227
Gefsky, Harold L. ..... OL. 3-6145
General Artists Corporation ..... BR. 2-4259
Gertz, Mitchell ..... CRestview 4-5491
Gold, Sid ..... CRestview 4-7247
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Gould, Billy ..... OL. 6-1122
Green, Ivan ..... OL. 2-4010
Greshler, Abner ..... CR. 4-7563
Griffith, Byron ..... HOllywood 7-2600
Grimae Agency ..... HOllywood 2-1133
Grossman, Milton M. ..... CRestview 4-8631
Halliburton, Jeanne ..... CRestview 5-5575
Halsey, Reece Agency ..... OLive 2-2409
Hamilburg, Mitchell ..... OL. 2-5160
Herdan-Sherrell ..... CRestview 1-5236
Herzbrun, Walter ..... OL. 2-7210
Herzon, Hal ..... OL. 2-4686
Hill Agency & Associates ..... HO. 2-5239
Ingersoll, George, Agency ..... HOllywood 7-0862
Irwin, Lou ..... CRestview 1-7131

Jackson, Edith ..... HOllywood 7-0155
Joyce Agency ..... HOllywood 3-6616
Katz, Fred, Agency ..... OL. 7-0150
Kaufman, Milton ..... CR. 5-5028
Kendall-White Agency ..... OL. 7-1050
Kingston, Al, Enterprises ..... CRestview 6-8538
Kohner, Paul ..... CRestview 1-5165
Kumin-Olenick Agency ..... CRestview 4-5221
Lance, Leon O. ..... OL. 2-0191
Lauren, J. W., Agency ..... OL. 6-4070
Lazar, Irving ..... CRestview 5-6153
Leonard, Fred ..... HOllywood 4-7546
Levee, Sid ..... CRestview 4-8631
Longenecker, Robt. ..... OLive 3-3770
McMillan, Hazel ..... CRestview 6-3603
MacQuarrie, Earl ..... CRestview 4-8919
Manuel, Alvin G. Agency ..... CRestview 4-5288
Marion, Paul Agency ..... OL. 2-9540
Marx, Bert ..... CRestview 4-8555
McHugh, Jimmy, Jr. ..... CRestview 4-5167
Medford, Ben ..... CRestview 1-7021
Messinger, Lili ..... CRestview 5-8541
Meyers, Walter ..... CRestview 1-8161
Middleton, Wallace ..... OL. 6-4460
Mishkin Agency ..... OLive 2-0944
Moore, Lola ..... CRestview 6-5401
Morris, William ..... CRestview 4-7451
MCA Artists ..... CRestview 6-2001
Nugent, Lucille Agency ..... OL. 7-1696
Ochs, Al ..... HOllywood 9-6470
Oliver, Maurine ..... OL. 6-3651
Omega Artists, Inc. ..... HOllywood 9-7187
Palmer, Robert Agency ..... CRestview 4-7053
Payton, Bob ..... OL. 6-1880
Pearson, Ben ..... CRestview 4-5488
Pomeroy, Jack ..... HOllywood 9-6366
Powers-Stanley Agency ..... HOllywood 2-0791
Preminger-Stuart ..... OL. 6-2360
Richards, Danny Agency ..... HOllywood 7-5295
Rocamora, Wynn ..... OL. 2-9710
Rosen-Finger Agency ..... CRestview 4-5861
Rush, Art Inc. ..... CRestview 4-6841
Ryan, Frank ..... CRestview 1-4627
Ryan, John Agency ..... OL. 2-0427
Sackheim-Gold Agency ..... OL. 2-0826
Schuller, William Agency ..... CRestview 4-6949
Schwartz Agency ..... OLive 3-0400
Screen Children's Guild Agency ..... HOllywood 9-6231
Shauer, M. A. ..... CRestview 1-1103
Shaw, Glenn ..... OLive 5-6956
Shipley, Howard Agency ..... CRestview 6-6251
Shurr, Louis ..... CRestview 4-8111
Sindell Agency ..... CRestview 5-4146
Small, Paul ..... CRestview 4-5877
Snitzer, Lou-Fritschi, Al, Inc. ..... HOllywood 9-6271
Sodara Agency ..... TExas 0-6001
Somlyo, E. T. ..... CRestview 6-2041
Stempel, Frank ..... CRestview 4-8343
Stewart, Rosalie ..... CRestview 4-6123
Swanson, H. N. ..... OL. 2-5385
Swoverland, Harold ..... OLive 6-0900
Thompson, Lionel B. ..... CRestview 1-2188
Ullman, George ..... CRestview 4-5238
Usher, Marge ..... CRestview 4-6161
Wadsworth, J. B. ..... CRestview 6-0698
Weil Agency, The ..... OL. 2-2872
Weiner, Jack ..... CRestview 6-7081
Weintraub, Murry ..... CRestview 1-1137
Westwood Artists Agency ..... GRanite 7-1264
White, Wm. B. ..... CRestview 4-6301
Wiley, Richard ..... OLive 2-5775
Wilkins, Paul ..... CRestview 1-6188
Willson, Henry ..... CRestview 4-7433
Wookey, Betty, Agency ..... HOllywood 2-2301
Zimmerman, Herman Agency ..... CRestview 6-0266

Publications

Billboard, The ..... HOllywood 9-5831
Broadcasting Magazine ..... HOllywood 3-3148
Film Daily, The ..... HOllywood 9-5358
Hollywood Reporter ..... HOllywood 4-7411
Media Agencies Clients ..... OL. 7-0550
Prompter, The ..... EX 4-4781
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TV-Radio Mirror ..... CRestview 6-6293
Variety ..... HOllywood 9-1141

Radio-TV Audience Surveys

American Research Bureau ..... HOllywood 9-1683
Facts Consolidated ..... OLive 3-3114
Moffett Research Co. ..... HOllywood 3-5653
National Audience Board ..... CR 1-8141
Pulse, Inc. ..... OL. 3-7733

ADVERTISING INDEX

(See Page 29)

EDITORIAL INDEX

(See Page 7)

mca
NEW YORK
CHICAGO
BEVERLY HILLS
SAN FRANCISCO
SEATTLE
LAS VEGAS
MEXICO CITY
ST. LOUIS
CLEVELAND
MINNEAPOLIS
ATLANTA
NEW ORLEANS
DETROIT
PITTSBURGH
CINCINNATI
DALLAS
MIAMI
MUNICH
TORONTO
ROME
BERLIN
PARIS
LONDON

TELEVISION DAILY

presents

BUSINESS

FINANCIAL DATA

GENERAL STATISTICS

NETWORK TV ADVERTISERS

1959

WILLIAM MORRIS AGENCY, INC.

NEW YORK · BEVERLY HILLS · CHICAGO · LONDON · PARIS · ROME

CAUSES OF BUSINESS FAILURES IN THE UNITED STATES—1958
FOR ALL LINES OF BUSINESS—COMMERCIAL SERVICE

Number	Per Cent	UNDERLYING CAUSES		APPARENT CAUSES	Number	Per cent
41	3.5	NEGLECT:	Due to	Bad Habits	14	1.2
				Poor Health	17	1.5
				Marital Difficulties	5	0.4
				Other	5	0.4
20	1.7	FRAUD:	On the part of the principals, reflected by	Misleading Name	—	—
				False Financial Statement	3	0.25
				Premeditated Overbuy	1	0.1
				Irregular Disposal of Assets	13	1.1
				Other	3	0.25
195	16.6	LACK OF EXPERIENCE IN THE LINE	Evidenced by inability to avoid conditions which resulted in:—	Inadequate Sales	662	56.2
196	16.7	LACK OF MANAGERIAL EXPERIENCE		Heavy Operating Expenses	73	6.2
189	16.0	UNBALANCED EXPERIENCE*		Receivables Difficulties	71	6.0
506	43.0	INCOMPETENCE		Inventory Difficulties	27	2.3
				Excessive Fixed Assets	203	17.2
				Poor Location	19	1.6
				Competitive Weakness	225	19.1
				Other	36	3.1
12	1.0	DISASTER:	Some of these occurrences could have been provided against through insurance.	Fire	3	0.2
				Flood	1	0.1
				Burglary	2	0.2
				Employees' Fraud	1	0.1
				Strike	—	—
				Other	5	0.4
18	1.5	REASON UNKNOWN				
1,177	100.0	TOTAL				

Because some failures are attributed to a combination of apparent causes, the totals of these columns exceed the totals of the corresponding columns on the left.

* Experience not well rounded in sales, finance, purchasing, and production on the part of an individual in case of a proprietorship, or of two or more partners or officers constituting a management unit.

SOURCE: Dun & Bradstreet.

Affiliate of General Artists Corporation

640 FIFTH AVENUE • NEW YORK 19, N. Y.

CIRCLE 7-7543

NEW YORK

CHICAGO

BEVERLY HILLS

MIAMI BEACH

DALLAS

LONDON

TV Stations Reporting Profit or Loss By Full and Part Year Operation

	1957			
	Pre-Freeze	*Post-Freeze*		
	All VHF	*VHF*	*UHF*	*Total*
A. Stations in operation on December 31, 1957:				
Full year operation:				
Profit	97	162	23	282
Loss	11	109	48[a]	168
Data not available	—	3	2	5
Subtotal	108	274	73	455
Part year operation:				
Profit	—	5	—	5
Loss	—	20[a]	9	29
Data not available	—	3	2	5
Subtotal	—	28	11	39
B. Stations in operation during 1957 but ceasing operations prior to December 31, 1957	—	1	11	12
C. Total stations operating all or part of 1957	108	303	95	506

[a] One station in this group ceased operations by July 1, 1958.

Broadcast Expenses Of 3 TV Networks And 501 TV Stations

	1957		
Type of Expense	*Networks and Their Owned and Operated Stations*	*Other Stations*	*Total*
Number of networks	3	—	3
Number of stations	16	485	501
		($ Thousands)	
Technical	$ 55,216	$ 66,881	$122,097
Program	274,577	151,463	426,040
Selling	23,169	43,362	66,531
General and administrative	44,256	124,316	168,572
Total Broadcast Expense	$397,218	$386,022	$783,240

Source: FCC.

Two ways to get them up to their ears in commercials

Some commercials build up resistance . . . others build up sales. The differences—all the way from failure to middling success to real success—show the creative selling ability of your advertising agency.

Young & Rubicam, Inc. Advertising NEW YORK • CHICAGO • DETROIT • SAN FRANCISCO • LOS ANGELES
HOLLYWOOD • MONTREAL • TORONTO • LONDON • MEXICO CITY • FRANKFURT • SAN JUAN • CARACAS

238 Network Television Advertisers

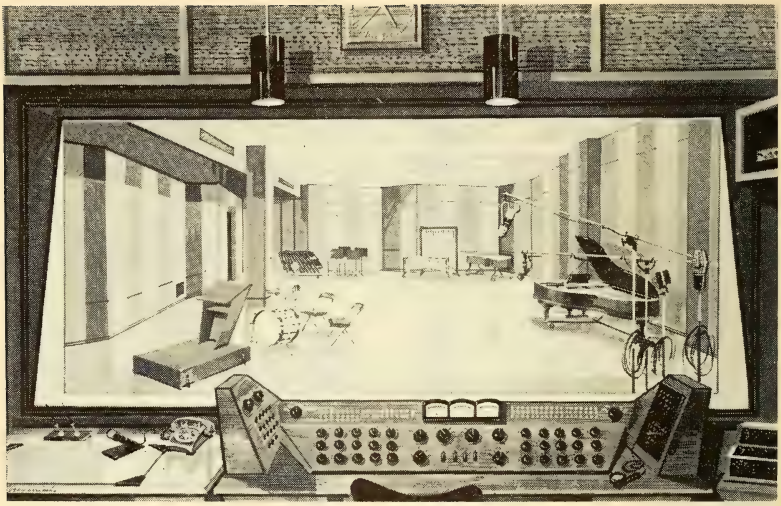
Spending $25,000 or More During 1958

(Gross Time Costs Only)

Rank	Advertiser	Est. Expend.
186.	A. S. R. Products Corp.	$ 136,301
167.	Academy of Mot. Pict. A & S.	212,616
80.	Alberto Culver Co.	1,131,882
230.	Aldon Rug Mills, Inc.	31,590
137.	Aluminum, Ltd.	478,638
77.	Aluminum Co. of America	1,531,362
157.	Amana Refrigeration, Inc.	219,264
159.	Am. Broadcasting, Param. Thea	237,387
88.	American Can Co.	1,253,570
213.	American Character Doll Co.	59,164
43.	American Chicle Co.	2,969,625
97.	American Dairy Ass'n	996,376
207.	American Express Co.	67,940
76.	American Gas Ass'n.	1,549,530
6.	American Home Products Corp.	20,507,683
121.	American Mach. & Foundry Co.	720,590
237.	American Petrofina, Inc.	26,156
90.	American Tel. & Tel. Co.	1,190,176
12.	American Tobacco Co.	11,252,180
183.	Amity Leather Products Co.	141,026
37.	Armour & Co.	3,532,737
49.	Armstrong Cork Co.	2,764,452
181.	Arnlod Schwinn & Co.	150,490
82.	Associated Products, Inc.	1,377,366
86.	Atlantis Sales Corp.	1,322,987
188.	Ballantine, P., & Sons	130,931
118.	Bayuk Cigars, Inc.	743,001
54.	Beech Nut Life Savers, Inc.	2,476,177
120.	Bell & Howell Co.	730,733
225.	Beltone Hearing Aid Co.	36,891
185.	Bird & Son, Inc.	139,822
61.	Bishop, Hazel, Inc.	2,112,594
85.	Block Drug Co., Inc.	1,357,243
62.	Borden Co., The	1,860,634
95.	Breck, John, H., Inc.	1,025,460
103.	Brillo Manufacturing Co.	925,190
8.	Bristol Myers Co.	16,072,802
269.	Brown Shoe Co., nc.	65,397
19.	Brown & Williamson Tob. Co.	8,250,471
70.	Bulova Watch Co.	1,667,057
211.	Bymart Tintair, Inc.	59,901
190.	California Prune Advs. Bd.	129,816
33.	Campbell Soup Co.	4,233,743
206.	Canada Dry Corp.	68,562
151.	Canadian Breweries, Itd.	268,749
52.	Carnation Co.	2,661,252
58.	Carter Products, Inc.	2,340,095
79.	Chemstrand Corp.	1,506,984
41.	Chesebrough Ponds, Inc.	3,098,078
10.	Chrysler Corp.	14,341,471
153.	Church & Dwight Co. Inc.	266,575
149.	Clairol, Inc.	294,795
193.	Clinton Engines Corp.	105,847
2.	Colgate Palmolive Co.	22,857,497
198.	Consolidated Cigar Corp.	80,151
201.	Consolidated Foods Corp.	74,500
119.	Continental Baking Co.	740,261
202.	Coopers, Inc.	74,161
29.	Corn Products Co.	1,927,240
169.	Cracker Jack Co., The	207,372
106.	Distillers' Corp., Seagram's Ltd.	876,022
222.	Dormeyer Corp.	40,831
127.	Dow Chemical Co.	598,592
68.	Drackett Co.	1,699,539
228.	Drexel Furniture Co.	34,706
51.	DuPont, DeNemours, E. I. Co.	2,671,026
155.	Easteo, Inc.	257,996
24.	Eastman Kodak Co.	5,937,361
150.	Elgin National Watch Co.	288,857
69.	Factor, Max & Co.	1,695,612
98.	Falstaff Brewing Corp.	969,879
74.	Firestone Tire & Rubber Co.	1,597,171
102.	Florida Citrus Commission	914,625
112.	Florists' Telegraph Del. A.	807,468
11.	Ford Motor Co.	12,561,121
25.	General Electric Co.	5,295,996
4.	General Foods Corp.	20,733,118
14.	General Mills, Inc.	10,790,118
5.	General Motors Corp.	20,593,366
191.	General Time Corp.	122,935
66.	Gerber Products Co.	1,713,996
232.	Gilbert, A. C., Co.	29,730
7.	Gillette Co.	16,132,360
231.	Goebel Brewing Co.	31,385
89.	Gold Seal Co.	1,195,315
162.	Goodrich, B. F., Co.	228,860
64.	Goodyear Tire & Rubber Co.	1,779,195
195.	Gossard, H. W., Co.	96,190
115.	Graham, Billy, Evang. Assn.	778,011
72.	Greyhound Corp.	1,633,818
131.	Gulf Oil Corp.	519,012
101.	Hallmark Cards, Inc.	920,650
145.	Hamm, Theodore Brew. Co.	366,480
187.	Hanes, P. H. Knitting Co.	134,494
147.	Hartz Mountain Products	311,101
111.	Heinz H. J. Co.	795,518
46.	Helene Curtis Ind. Inc.	2,938,475
130.	Hill's Brothers Coffee, Inc.	558,338
141.	Hoover Co.	404,470
217.	Hygrade Food Prod. Corp.	48,224
220.	Ideal Toy Corp.	46,325
173.	Insurance Co. of North America	184,117
176.	International Shoe Co.	175,858
165.	Jackson Brewing Co.	216,155
229.	Jackson & Perkins Co.	31,711
135.	Jerclaydon, Inc.	495,102
215.	Johnson, Howard, D. Co.	53,064
55.	Johnson & Johnson	2,461,026
39.	Kaiser Industries Corp.	3,387,268
15.	Kellogg Co.	10,290,885
134.	Kemper Insurance	503,057
203.	Kendall Co.	73,297
189.	Keystone Camera Co., Inc.	129,893
44.	Kimberly Clark Corp.	2,966,771
233.	Knapp Monarch Co.	27,180
156.	Lehn & Fink Products Corp.	251,833
3.	Lever Brothers Co.	21,958,373
129.	Lewis Howe Co.	562,503
73.	Libbey Owens Ford Glass Co.	1,623,869
81.	Libby, McNeill & Libby	1,427,411
13.	Liggett & Myers Tobacco Co.	10,849,983
18.	Lorillard, P., Co.	9,791,226
200.	Lowe, Joe, Corp.	76,505
125.	Ludens, Inc.	600,325
124.	Manhattan Shirt Co.	639,070
71.	Mars, Inc.	1,666,141
226.	Marx, Louis, & Co.	36,048
136.	Mattel, Inc.	492,945
53.	Mennen Co.	2,380,733
164.	Mentholatum Co.	957,654
30.	Miles Laboratories, Inc.	4,785,393
113.	Miller Brewing Co.	805,288
117.	Minnesota Mining & Mfg. Co.	756,064
214.	Minute Maid Corp.	57,778
110.	Mogen David Wine Corp.	415,331
146.	Monsanto Chemical Co.	316,256
177.	Murray Corp. of America	167,526
163.	Mutual Benefit Hlth. & Acc. As.	220,526
154.	Nat'l. Ass'n. of Insur. Agnts.	258,787
35.	National Biscuit Co.	3,596,818
158.	National Brewing Co.	240,980

(Continued on Page 117)

This is Gotham



Control room view of *Studio G-3*, newest addition to the Recording, Editing, Mastering and Pressing facilities available at New York's most modern Recording Company. Gotham's 10 years of experience, serving top ad agencies, public service and governmental organizations in all phases of Radio, TV and Film Spot Commercial, Jingle and Program Production can serve you . . .

Gotham Recording Corporation

2 West 46th Street, New York 36, New York • JU 6-5577

Herbert M. Moss, President

(Continued from page 115)

223.	Nat'l. Citizens, Eisenhower/Nix.	39,618
20.	Nat'l. Dairy Prods. Corp.	6,709,514
238.	Nat'l. Federation of Post Off.	25,788
144.	Nat. Grape Co., of Ass'n. Inc.	385,735
166.	National Presto Industries	212,999
36.	Nestle Co., Inc., The	3,537,424
218.	N. Y. State Republican Comm.	47,845
175.	Niagara Therapy Mfg. Corp.	179,689
108.	North Amer. Philips Co., Inc.	840,729
107.	Noxema Chemical Co.	856,729
113.	Olin Mathieson Chem. Corp.	392,868
231.	Osrow Products, Co., Inc.	27,126
138.	Outboard Marine Corp.	470,241
96.	Pan Amer. World Airways	1,002,600
60.	Pet Milk Co.	2,211,093
174.	Peter Paul, Inc.	179,770
16.	Pharmaceuticals, Inc.	10,173,557
216.	Philadelphia & Reading Corp.	48,297
178.	Philco Corp.	162,626
28.	Philip Morris, Inc.	4,967,012
122.	Phillips Van Heusen Corp.	699,234
27.	Pillsbury Mills, Inc.	5,205,578
111.	Pittsburgh Plate Glass Co.	811,189
94.	Polaroid Corp.	1,031,872
164.	Polk Miller Products Corp.	217,864
1.	Procter & Gamble Co.	50,638,617
34.	Prudential Ins. Co. of A.	3,826,756
126.	Purex Corp. Ltd.	599,590
31.	Quaker Oats Co.	4,693,728
21.	Radio Corp. of America	6,458,126
40.	Ralston Purina Co.	3,376,044
139.	Renault, Inc.	420,028
194.	Republican Nat'l. Comm.	102,048
22.	Revlon, Inc.	6,309,037
161.	Rexall Drug Co.	234,455
57.	Reynolds Metals Co.	2,358,852
9.	Reynolds, R. J. Tob. Co.	16,002,213
148.	Ritchie, Harold F., Inc.	303,350
205.	Rock of Ages Corp.	69,397
152.	Ronson Corp.	279,595
99.	Royal McBee Corp.	965,724
109.	Rubenstein, Helena, Inc.	822,346
123.	Bandura Co., Inc.	684,315
197.	Savings & Loan Found., Inc.	84,387
184.	Schering Corp.	140,675
65.	Schick, Inc.	1,737,741
50.	Schlitz, Joseph Brew. Co.	2,724,378
38.	Scott Paper Co.	3,418,096
75.	Sears Roebuck & Co.	1,552,128
81.	Seven Up Co.	1,368,282
160.	Shaeffer, W. A. Pen Co.	236,340
110.	Shulton, Inc.	812,095
59.	Singer Manufacturing Co.	2,225,091
219.	Smith Brothers, Inc.	46,857
192.	Smith, Kline & French Labs.	112,990
67.	Socony Mobil Oil Co., Inc.	1,709,593
227.	Speedway Petroleum Corp.	34,711
91.	Speidel Co.	1,133,904
18.	Sperry Rand Corp.	2,802,210
132.	Staley, A. E. Mfg. Co.	513,850
23.	Standard Brands, Inc.	6,114,983
128.	Standard Oil Co. of Ind.	585,326
221.	Standard Oil Co. of Ohio	38,072
172.	Star Kist Foods, Inc.	181,596
112.	State Farm Mutual Auto Inc.	399,325
17.	Sterling Drugs, Inc.	9,919,859
182.	Sterns Nurseries, Inc.	113,516
199.	Stroh Brewery Co.	77,181
201.	Studebaker Packard Corp.	71,380
93.	Sunbeam Corp.	1,125,580
92.	Sunshine Biscuits, Inc.	1,130,508
63.	Sweets Co. of Amer. Inc.	1,838,374
45.	Swift & Co.	2,953,650
53.	Sylvania Elec. Prods. Inc.	2,597,008
180.	Technical Tape Corp.	150,634
221.	Teleweather, Inc.	42,756
171.	Texas Co., The	200,621
116.	Time, Inc.	774,563
83.	U. S. Rubber Co.	1,372,000
12.	U. S. Steel Corp.	3,086,950
100.	U. S. Time Corp., The	963,377
87.	Union Carbide Corp.	1,305,373
208.	United Republican Dinners	66,174
105.	Van Camp Sea Food, Co., Inc.	920,195
212.	Van Raalte Co., Inc.	59,199
133.	Vick Chemical Co.	510,621
179.	Wander Co.	154,080
47.	Warner Lambert Pharma. Co.	2,892,606
235.	Washington, State of	26,910
32.	Westinghouse Elec. Corp.	4,639,231
236.	White Motor Co., The	26,182
78.	Wildroot Co., Inc.	1,509,171
170.	Williamson Dickie Mfg. Co.	202,650
210.	Young, W. F., Inc.	62,691
168.	Zenith Radio Corp.	211,275

Source: LNA-BAR-TvB.

NATIONAL ELECTION RETURNS

Audience Reached by Television

(All National Networks Combined)

November 4-5, 1958

N. Y. Time	NIELSEN AVERAGE AUDIENCE % U. S. TV Homes	NIELSEN AVERAGE AUDIENCE No. Homes (000)	NIELSEN TOTAL AUDIENCE % U. S. TV Homes	NIELSEN TOTAL AUDIENCE No. Homes (000)
9:00 p.m.	31.1	13,529	34.7	15.095
9:30	29.3	12,746	31.8	13,833
10:00	39.3	17,096	43.0	18.705
10:30	31.0	13,485	34.3	14,921
11:00	21.4	9,309	26.3	11,441
11:30	19.9	8,657	22.5	9,788
12:00	17.0	7,395	19.2	8.352
12:30 a.m.	12.5	5,438	13.8	6,003
1:00	6.7	2,915	7.7	3,350
1:30	5.6	2,436	6.5	2,828
2:00	1.2	522	1.4	609
2:30	0.9	392	1.0	435
Unduplicated Total (9:00 p.m.-2-55 a.m.)			68.9	29,972

Proudly We Announce

CAMPY'S CORNER

260 — 5-Minute Shows

FEATURING

CAMPY, CHRIS SCHENKEL and THE SPORTS GREATS OF ALL TIME

IMPACT AS YOU HAVE NEVER HEARD IMPACT

HERITAGE PRODUCTIONS

45 West 54th St. CI 5-2166 New York, N. Y.

RADIO TELEVISION DAILY

presents

ADVERTISING AGENCIES

BRANCH OFFICES

RADIO-TV CLIENTS

EXECUTIVE PERSONNEL

TIME BUYER BIOGRAPHIES

1959

LAUGH THINK SCARE CRY

IT TAKES ALL KINDS OF SHOWS...TO SELL ALL KINDS OF PRODUCTS..

THRILL EXCITE MYSTIFY

) ALL KINDS OF PEOPLE...AND McCANN-ERICKSON TV COVERS THEM ALL!

LAUGH THINK SCARE CRY THRILL EXCITE MYSTIFY

IT TAKES ALL KINDS OF SHOWS... TO SELL ALL KINDS OF PRODUCTS... TO ALL KINDS OF PEOPLE...AND McCANN-ERICKSON TV COVERS THEM ALL!

the softest sell...

THE HARDEST RESULTS!

Advertising Agency
Product
Promotion Problems
Are Ended
When They Use
The Proven

F O R M U L A S

Perfected By

AL PETKER

for further details write

THE CONTEST MAN

•

BEVERLY HILLS CALIFORNIA

ADVERTISING AGENCIES

—— Agency Recognition Symbols ——

AAAA—American Association of Advertising Agencies
ABC—Audit Bureau of Circulation
ABP—Associated Business Papers
AFA—Advertising Federation of America
ANPA—American Newspaper Publishers' Association
APA—Agricultural Publishers Association
NBP—National Business Publications
NOAB—National Outdoor Advertising Bureau
PPA—Periodical Publishers' Association
SNPA—Southern Newspaper Publishers' Association

A. D. ADAMS ADVERTISING

37 W. 53rd St., New York 19, N. Y.
Phone: CIrcle 6-2940
ABP

Owner.....A. D. Adams
Accts. Supervisor.....L. B. McKay
Media Director.....Wylie Smith

Radio Accounts: Dynavox Corp. (Phonographs) Long Island City, N. Y.; Boetsch Bros. (Phonographs) Mt. Vernon, N. Y.; Hallmark (Stereo Eqpt. & Records) Bronx, N. Y.

ADAMS & KEYES

(See Page 179)

WILLIAM HART ADLER, INC.

919 N. Michigan Ave., Chicago 11, Ill.
Phone: WHitehall 4-5210

AAAA—ABP—ANPA—APA—NBP—NOAB
V.P., Publicity.....Ben E. Graves
Art Director.....A. Warren
Media Director.....Dale Heath
Radio-TV Buyer.....Alidor Belski
Assoc. Research Dir.....Kenneth M. Davee
Pres.-Treas.....William Hart Adler
Vice Pres.....Thorpe E. Wright
Asst. to Pres.....John J. Petrie

Branch Office
101 Park Ave., New York, N. Y.
Manager.....J. G. Berens

Radio Accounts: Central Ice Cream Co., Chicago, Ill.

TV Accounts: Aladdin Industries, Inc., (Vacuum Ware, Outing Kits), Nashville.

ADMASTERS ADVERTISING, INC.

15th & New York Ave., N.W.
Washington 5, D. C.
Phone: District 7-0551

President.....John E. Waterfield
Secretary.....E. H. Bell

ADVERTISERS' BROADCASTING COMPANY

117 W. 46th St., New York 36, N.Y.
Phone: PLaza 7-3560

Exec. Producer.....Sholom Rubinstein
Director .....Bernard Rubinstein
Copy Chief.....David M. Hausdorff

Radio Accounts: Foreign Language Programs: Best Foods, Inc. (H-O Quick Oats, H-O Instant Oatmeal, H-O Cream Farina, Hellman's Real Mayonnaise, Presto Cake Flour); American Home Foods, Inc. (Chef Boy-Ar-Dee Products, G. Washington's Broth & Seasoning, Burnett's Extracts); Cream of Wheat Co. ("Cream of Wheat"); General Baking Co. (Grossinger's Bread); California Walnut Growers Assn. (Diamond Walnuts); California Packing Corp. (Del Monte Pineapple); Kraft Foods, Inc. (Philadelphia Brand Cream Cheese, Kraft Oil, Parkay Margarine, Miracle Margarine); Seald-Sweet Sales, Inc. (Florigold Oranges & Grapefruit); The Nestle Co. (Nescafe Instant Coffee); Calif. Prune & Apricot Growers Assn. (Sunsweet Prunes); General Foods Corp. (Maxwell House Coffee, Instant Maxwell House Coffee, Post Cereals); Diamond Crystal Salt Co. (Diamond Crystal & Weather-Pruf Shaker Salt); Duffy-Mott Co. (Mott's Apple Sauce, Mott's Apple Juice, Sunsweet Prune Juice, Clapp's Baby & Junior Foods); Penick & Ford, Ltd., Inc. (My-T-Fine Deserts, Vermont Maid Syrup); The Boyle-Midway Co. (Aerowax, Wizard Aerosol Easy-Off Oven Cleaner); American Sugar Refining Co. (Domino Sugar); B. T. Babbitt Co. (Bab-O, Glim); Colgate-Palmolive Co. (Palmolive Soap, Colgate Dental Cream, Ajax, Vel, Fab); The S.O.S. Magic Scouring Pads); Purex Corp. (Sweetheart Soap, Dutch Cleanser, Trend); Chesebrough-Pond Inc. (Pertussin); Whitehall Pharmacal Co. (Anacin, Preparation H, Dristan); Pharmaco Co.

TV Accounts: General Foods Corp. (Maxwell House Coffee, Instant Maxwell House Coffee, Post Cereals, Sanka Coffee, Instant Sanka Coffee); Diamond Crystal Salt Co. (Diamond Crystal Salt); Duffy-Mott Co. (Mott's Apple Sauce, Mott's Apple Juice, Sunsweet Prune Juice, Clapp's Junior & Baby Foods); Hunt Foods, Inc. (Hunt's Tomato Sauce) Dugan Brothers (Dugan's Breads & Cakes); Penick & Ford, Ltd., Inc. (My-T-Fine Desserts, Vermont Maid Syrup); The Boyle-Midway Co. (Aerowax, Wizard Aerosol, Easy-Off Oven Cleaner); Whitehall Pharmacal Co. (Anacin, Preparation H., Infra-

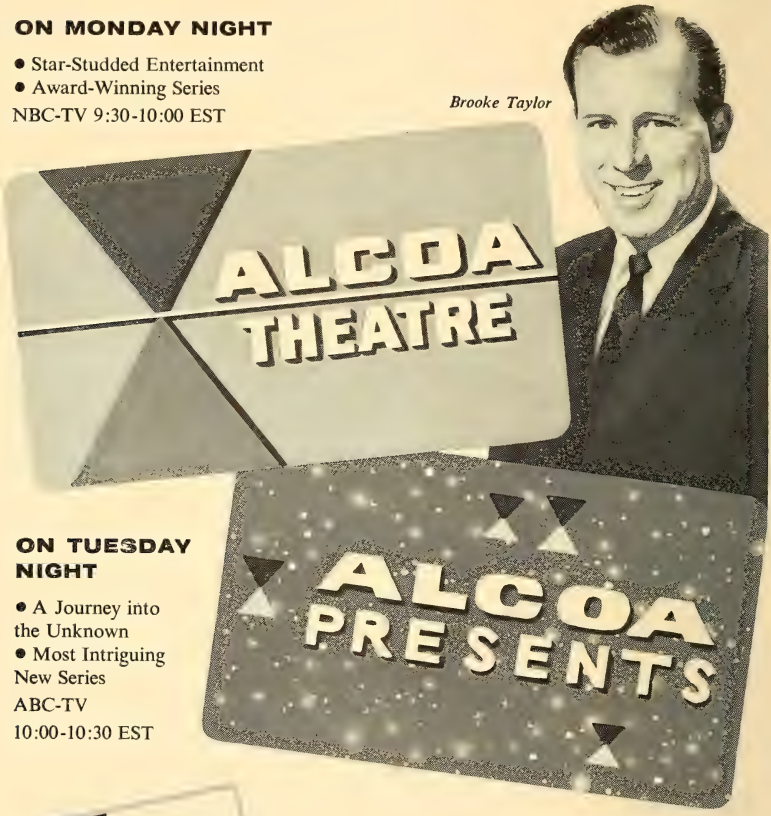
Speaking for ALCOA

ON MONDAY NIGHT

- Star-Studded Entertainment
- Award-Winning Series

NBC-TV 9:30-10:00 EST

Brooke Taylor



ON TUESDAY NIGHT

- A Journey into the Unknown
- Most Intriguing New Series

ABC-TV

10:00-10:30 EST

ALCOA ALUMINUM

BOTH SHOWS BROUGHT TO YOU BY

ALUMINUM COMPANY OF AMERICA

•

FULLER & SMITH & ROSS INC.

Advertising and Marketing

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Phone: ADams 5219

President .....Ralph Kaufman
Radio-TV .....Alice Lilley

Accounts: Globe Industries, Medical Hospital Div.; Ohio Appliances, Inc.; Radio Station WONE; Tru Photo, Inc. (Photo Finishing), Springfield, Ohio.

ADVERTISING ASSOCIATES

918 N. Second St., Phoenix, Ariz.
Phone: ALpine 3-8374
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V.P., Secy.....Kenneth Patton
V.P., Treas.....N. A. Winter, Jr.
Art Director.....Keith Williams
Creative Director.....Hal Ackerman
Copy Division.....Betty Scott
Account Execs.....David McCutcheon, N. A. Winter, Jr., Kenneth Patton, Hal Ackerman.

Accounts: KPHO, Phoenix; KIFN Radio, Phoenix; Motorola Semiconductors Div., Phoenix; Westinghouse Elec. Supply, Ariz.

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V.P.'s.....Harvey Jerome, Sam Porter
Art Director.....Pete Costanza

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V.P.'s...H. B. Montgomery, C. W. Eigenbrot
Treasurer.....Joseph C. Baugher
Art Director.....Al Andrews
Production Director.....C. A. Masci
Research Dir., Publicity..Edward Goldsmith
Radio-TV Time Buyer.....Alan Bobbe
Media Research Dir.....Michael Walsh
Radio-TV Dir.....Allen Gray

Radio Accounts: Mrs. Paul's Kitchens, Philadelphia, Pa. (Frozen Seafood); Pennsylvania Refining Co., (Carburetor Cleaner); First Camden National Bank & Trust Co., Camden, N. J.; Girard Trust Corn Ex. Bank, Philadelphia, Pa.; Fels and Co. (Laundry Products), Philadelphia, Pa.; Carling Brewing Co. (Mid-Atlantic Territory), Cleveland, Ohio; Bachman Bakeries Corp. (Pretzels) Reading; Booth Bottling Co., Inc. (Beverages) Phila.; Capitol Prod. Corp. (Storm Doors & Windows) Mechanicsburg; Monroe Auto Equipment Co. (Shock Absorbers) Monroe, Mich.; Pennsalt Chemicals Corp. (Household Products) Phila.; H. C. Derby Co. (Meats) Phila.; Van Wagenen & Schickhaus Co. (Swift Div.) Meat, Kearny, N. J.

TV Accounts: Mrs. Paul's Kitchens, Inc., Philadelphia; Exide Automotive Div. (Batteries) Philadelphia; Campbell Chain Co., York, Pa.; Fels and Co.; Philadelphia; Carling Brewing Co. (Mid-Atlantic Territory), Cleveland, Ohio. Capitol Products Corp.

R. H. ALBER CO.

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Phone: HOllywood 9-8273

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Secretary-Treas. .....Evelyn R. Jones
Promotion .....Cy Jackson
Acct. Exec.....Fred L. Allen

Radio Accounts: Gospel Broadcasting Assn., Los Angeles, Calif.; Unity School of Christianity, Lee's Summit, Mo.; Christian Science Radio Comm. of Los Angeles County (Lectures and Broadcasts), Los Angeles, Calif.; Christian Science Committee on Publications, Los Angeles, Calif.

TV Account: Christian Science Committee on Publications, Los Angeles, Calif.

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ANPA
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President.....Barton Alexander

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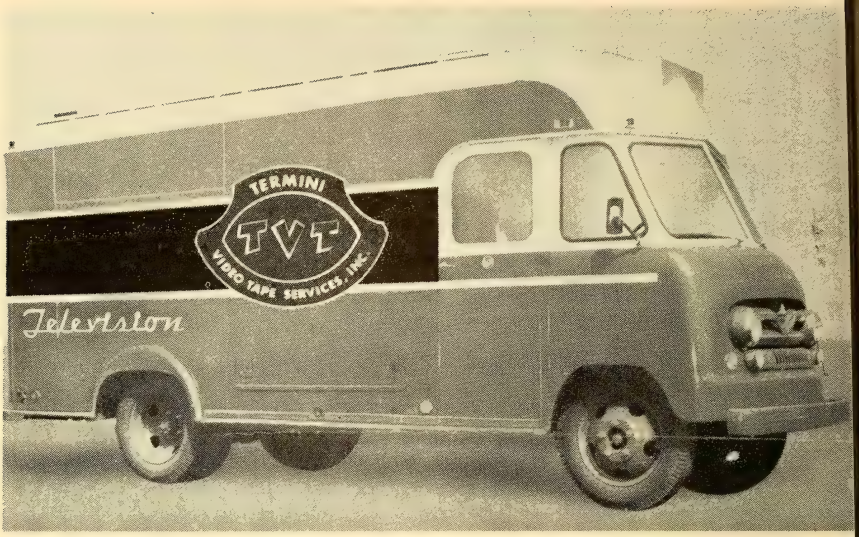
Media Director.....Douglas B. Wall
Public Rel. Director.....Alan B. Amsden
Creative Director.....L. R. Sullivan
Research Director.....O. Earl Lowry
Copy Ch., Radio-TV.....Don B. Amsden
Dir. Radio-TV.....Milton J. Stephan

Radio Accounts: Carpenter Oil Co. (Gas, Oil, Automotive Prod.); Commercial Savings & Loan Assoc.; Fairmont Foods Co. (Dairy Prod., Frozen Foods); Farm Fertilizers; Hayden House (Restaurant); Earl May Seed Co. (Crackers, Cookies), Omaha; Miller Chemical, Omaha; National Alfalfa (Alfalfa Pellets), Omaha; Omaha Public Power District (Public Utility); P. F. Petersen Baking Co. (Bread, Pastries), Omaha; Radio Engineering Inst.; Sidles Company (Appliance Distrs.); Tekseed Hybrid Co. (Hybrid Corn); Uncle Sam Breakfast Foods Co.; U. S. National Bank; Woodmen Accident Co. (Insurance), all Omaha.

TV Accounts: Commercial Savings & Loan Assoc., Omaha; Fairmont Foods Co. (Dairy



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5010 Sunset Blvd., Los Angeles 27, Calif.
Phone: NOrmandy 3-9343
APA—ANPA—ABP—NBP

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Secy. & Treas.....H. H. Allen
Media Director.....Stuart Sneed

Accounts: Lighting Specialties, Corp. (Clip Light Fixtures) Los Angeles, Calif.; Telefilm, Inc. (Commercial Films) Hollywood, Calif.; Tuttle Engineering Inc. (Design & Constr. Engr.) Arcadia, Calif.

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4643 Beverly Blvd., Los Angeles 4, Calif.
HOllywood 2-0837

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Art Director.....Jack Robins
Account Exec.....Dick Gardner

Radio Accounts: Arden Farms (Dairy Products); Harold A. Sparling (Turkeys); Dr. F. E. Campbell (Dental Services); West Pico Furniture Co. (Furniture); First Nazarene Church; Calif. Record Distributors, Travel Center, all Los Angeles; Las Palmas Chili Sauce, Ventura, Cal.

TV Accounts: Pridham Davis (Optometrist); Arden Farms (Dairy Products); Harold A. Sparling (Turkeys); West Pico Furniture Co., all Los Angeles, Calif.

ANDERSON & CAIRNS, INC.

130 E. 59th St., New York 22, N. Y.
Phone: MU 8-5800
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Secy., V.P.....Karl Knipe
Exec. V.P.....Thomas Vohs
Treasurer .....Abraham Fisher
V.P., Ch., Strategy Bd.....W. C. Wheeler
Vice Pres., Radio-TV.....Victor Seydel
R & TV Copy Head.....Ernest Chambers
Copy Chief.....Sherman Rogers
Senior Art Director.....Ev. Hencke

Radio Accounts: Aborns Coffee (Coffee-Div.: Jos. Martinson) NYC; Alderney Dairy (Milk, Ice Cream, Cheese) Newark, N. J.; Lambretta (Motorbike) NYC; all New York; Acousticon (Hearing Aid), Jamaica, N. Y.; Assoc. Bulb Growers of Holland, (Dutch Bulbs) New York; C. H. Masland & Sons (Rugs, Carpets) Carlisle, Pa.; Seeman Bros. (White Rose Tea) NYC.

TV Accounts: Seeman Bros. (White Rose Tea) NYC; Dow-Corning Corp., (Syl-mer Finish) Midland, Mich.; Julius Wile Importers (Cherry Elsinore) NYC.

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65 East 55th St., New York 22, N. Y.
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Branch Office

6801 Hollywood Blvd., Hollywood, Calif.
Manager .....Richard Westman

Accounts: Robert Hall Clothes, Chief Apparel, The American Male, Comark Plastics, Abelsons Jewelers, Meadow Sportswear, West Coast Slacks, Stanley Blacker Associates.

Estimated Billings: $4,000,000.

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Phone: BE 3-0101
ANPA—APA

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Exec. V.P.....G. E. Vinson
Copy Ch., Media & Radio-TV Dir.,
Time Buyer.....Dorothy Koeme

Accounts: KFSD-TV and radio, San Diego, Calif.; Radio Station KSDO, San Diego, Calif.

ATLANTIC ADVERTISING COMPANY

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Phone: LOngacre 5-2674

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Art Dir.....M. Charles
Production Mgr.....Don Williams
Space Buyer.....Sally Carp
Acct. Executives.....Irving H. Glick, Murry
E. Cohen, Donald Williams, M. Charles

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Radio Accounts: International Harvester Co. (Farm Equipment Div.); Williamson Candy Co. (Oh Henry!), all Chicago; Murphy Products Co. (Animal Feed Concentrates), Burlington, Wisc.

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TV Accounts: Illinois Farm Supply Co.; Williamson Candy Co. (Oh Henry!), Murphy Products Co.

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Phone: PLaza 7-5700
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Vice-Pres. & Dir. of Radio-TV.....James E. Hanna
V.P., Radio-TV Plans.....T. J. McDermott
V.P. Chg. Pub. Rel.....Marvin Murphy
V.P.'s.....Edw. R. Dunning, Chas. Hogen, J. Vance Babb, Robt. C. Alexander, Paul F. Biklen, Newton C. Cunningham, Seymour Morris, Thos. G. Watson, Jr.
V.P. Chg. Bus. Devel.....Geo. E. Sweetser

920 Statler Office Bldg., Boston 16, Mass.
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V.P., Mgr.....Raymond W. Heffron

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V.P.'s.....Sterling E. Peacock, Howard Rose, Norman M. Bankart, F. W. Heckel III

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Phone: HOllywood 3-4871
235 Montgomery St., San Francisco, Calif.
Phone: SUtter 1-2534
V.P. Chg. San Francisco...Harry C. Graybill
Vice-President .....Carl Zachrisson

1060 Bishop St., Honolulu, Hawaii
Phone: HAwaii 50-3681
Manager.....James P. Smith

Radio Accounts: American Telephone and Telegraph Company, Armour & Company, The Atlantic Refining Company, B. C. Remedy Company, Butcher Polish, The Chesapeake & Potomac Telephone Companies, Chestnut Farms, E. I. Dupont, French Line, Hills Bros. Coffee, Inc., Illinois Bell Telephone Company, Insurance Company of North America, Howard D. Johnson, Johnson & Johnson, Knouse Foods Cooperative, Inc., Michigan Bell Telephone Company, Ohio Oil Co., Polk-Miller Products Corp., Sheffield Farms Company, Tasty Baking Company, United Air Lines, Stephen F. Whitman & Sons, Inc.

TV Accounts: American Telephone & Telegraph Company, Armour & Co., The Atlantic Refining Company, B. C. Remedy Company, John H. Breck, Inc., Butcher Polish, Carrier Corporation, The Chesapeake & Potomac Telephone Companies, E. I. Dupont, Electric Companies Advertising Program, The First Pennsylvania Banking & Trust Co., P. H. Hanes Knitting Co., Hills Bros. Coffee, Inc., Illinois Bell Telephone Company, Insurance Company of North America, Howard D. Johnson, Johnson & Johnson, Michigan Bell Telephone Company, National Dairy Products Corp.—Sealtest, Ohio Oil Company, Plymouth Division of Chrysler Corporation, Polk-Miller Products Corporation, Sheffield Farms, Tasty Baking, United Air Lines, Stephen F. Whitman & Sons, Inc., Yardley of London, Inc.

AYLIN ADVERTISING AGENCY

904 Lovett Blvd., Houston 6, Texas
Phone: JAckson 9-3766
AAAA

Chmn., Pres.....Robert N. Aylin
Acct. Execs.....Chas. H. Lewis, Alston P. Cameron, Frank Nicholson
Radio & TV Dir.....Jo Moore
Art Director.....Roger I. Helm

Branch Office

1822 National Bank of Commerce Bldg.
San Antonio, Tex.
Phone: CA 4-7055
Manager .....James F. Anderson

Radio Accounts: Black-Brollier, Inc. (Concrete Bldg. Materials); Henke & Pillot, Inc. (Chain Supermarkets); James Bute Co. (Paints); Ivy Russell (Ford Dealer), all Houston; Master Bronze Powder Co. (Paints) Hammond, Ind.; Weldon Cafeteria; Rheem Mfg. Co. (Heaters); Arthur Murray (Dance Instruction); Bank of the Southwest, all Houston; National Bank of Commerce, San Antonio; First State Bank & Trust, Bryan, Tex.; Merchants National Bank, Port Arthur, Tex.; American National Bank, Austin; C. B. Delhomme (Boat Sales & Service); Chrysler Airtemp Sales Corp. (Air Conditioning); Trimlines Reducing Supply (Reducing System); Chemical Corp. of the Americas (Oil Additive), all Houston.

TV Accounts: Henke & Pillot, Inc., (Chain Supermarkets); Rheem Mfg. Co. (Heaters, Air Conditioners, Ranges); Albert Berry (Cars); James Bute Co. (Paints), all Houston; Master Bronze Powder Co. (Paints), Hammond, Ind.; Arthur Murray (Dance Instruction), Houston; Nichols Mfg. Co. (Toy Guns), Jacksonville, Tex.; Bank of the

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Estimated Radio Billings: $88,000.
Estimated TV Billings: $200,000.

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Phone: LIberty 2-3364

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Treasurer.....Franklin S. Browning
Art Director.....Roland M. Newhall
Production Manager.....Phyllis Burlingame
Merchandising Director.....Richard Mason

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Planning Director.....D. C. Bythell
Sec.-Treas.....E. M. Sutherland
Creative Director.....Miss A. Venables
Radio, TV Director.....Jack F. Horler
Radio-TV Exec. Dir.....N. Pahlen
Radio-TV Time Buyers.I Neve, W. Davidson
Media Dirs.....H. L. Howerth, W. Schmidt
Radio-TV Dept. Mgr.....Mrs. H. Blair
TV Producer.....W. Krantz

Branch Office
1255 University St., Montreal 2, P. Q.
Phone: UNiversity 6-3049

Manager .....L. LaRocque

Radio Accounts: General Foods, Ltd, Toronto, Ont.; Adams Brands Sales, Ltd., Toronto Ont.; Frigidaire Products of Canada, Scarborough, Ont.; The Carnation Co Ltd., Toronto, Ont. Pharmaco, (Canada) Ltd., Montreal, P. Q.; Supreme Drug Ltd., Toronto, Ont.

TV Accounts: Adams Brands Sales, Ltd.; Canadian Kodak Co., Ltd.; Carnation Co., Ltd.; General Foods, Ltd., all of Toronto, Ont.; Pharmaco (Canada) Ltd., Montreal, P. Q.; Supreme Drug Ltd., Toronto, Ont.; Kaufman Rubber Co. Ltd., Montreal, P. Q.

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Vice-Pres., Treas.....Mary Bentley Baker
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V.-P. & Research Dir.....Jack M. Kline
V.P., Media Dir.....James D. Evans
V.P., Dir. of Creative Act.....S. Carter, III
V.P.'s.....Harry G. Kebel, Philip J. Kelly
Secretary.....Dorothy K. Smith
V.P. Media Dir.....James D. Evans
Prod. Mgr.....Edward H. Blohm
Radio-TV Dir.....Norman Frank
Acct. Executives.....Mary Bentley, A.M. Gross, H. G. Kebel, Philip J. Kelly, Jas. D. Evans, John Henderson, Chas. Carver

Accounts: Coast Fisheries Div. of Quaker Oats Co. (Puss 'n Boots Cat Food) Wilmington, Calif.; Whitehall Pharmacal Co. (Jo-Cur Wave Set Lotion, Heather Rouges) New York, N. Y.; F. W. Woolworth Co. (National and Chain-Wide Adv. in all Media) New York, N. Y.

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V.P., Ch. of Bd.....W. M. Baldwin
V.P., Acct. Mgt. Supv.....H. R. Keating
V.P., Art Dir.....P. Van Scozza
V.P., Planning Dir.....J. P. Waters
Radio-TV Director.....Richard C. Shepard
Secy., Treas.....Herbert R. Hanson
Controller.....L. Richard Hart
V.P.'s .....N. E. Forgie, E. L. Bowers

Radio and TV Accounts: Buffalo Industrial Bank; Crystal Beach Transit Co.; Niagara Frontier Transit System; Pratt & Lambert (Paints), all Buffalo; Birge Co., Inc. (Wallpaper); General Ice Cream Corp., Schenectady, N. Y.

BALL & DAVIDSON, INC.

670 Delaware St., Denver 4, Colo.
Phone: MAin 3-1291
ABP—ANPA—APA

President.....C. A. Salstrand
Vice President.....Durey G. Ranck

Accounts: Dakota Microfilm Co.; Radio Station KOA, and McMurtry Mfg. Co., both Denver, Colo.

BARLOW ADV. AGENCY

742 James St., Syracuse 1, N. Y.
Phone: GRanite 9-6644
AAAA—NBP—APA

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Media Director.....E. C. Jones
Art Director.....H. C. Millard
Prod. Mgr.....Marc Hughes
TV-Radio Director.....E. C. Jones
Secy., Treas.....Arthur M. Speers
V.P.'s.....J. R. Coleman, Geo. F. Swartz, Robt. K. McCabe
Research Director.....Philip Ward Burton
Publicity Director.....Kenneth S. Johnson

Radio Accounts: Dairymen's League Coop (Milk Products, Ice Cream, Institutional), New York; Will & Baumer Co. (Candles), Syracuse; A. V. Smith Co. (Beans, Peas), Marcellus Falls, N. Y.; National Pet Foods (Kalico Kat Cat Food), Marcellus Falls, N. Y.; Babcock Poultry (Chicks & Eggs); American La France Co. (Fire Extinguishers), Elmira; GLF (Lawn & Garden Supplies, Eggs), all Ithaca, N. Y.

TV Accounts: Dairymen's League Coop (Milk Products, Ice Cream), New York; Will

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ABP—NBP

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V.P., Art Director.....Leonard B. Parker
Production Manager.....William Clark
Controller.....Don R. Roberts
Pub. Rel., Acct. Exec.....Norris West
Merch. Mgr., Acct. Exec.....Jack Buchanan

Branch Offices

3450 Wilshire Blvd., Los Angeles 5, Calif.
Phone: DU 4-1193

V.P., Manager.....Ashby Starr

700 Montgomery St., San Francisco, Cal.
Phone: EX 7-0477

V.P., Mgr.....Jerry Gorin

Radio-TV Accounts: Rohr Aircaft Corporation (Aircraft Parts), San Diego Gas & Electric Co. (Public Utility).

TED BATES & CO., INC.

666 Fifth Ave., New York 19, N. Y.
Phone: JUdson 6-0600
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Bd. Chmn., Exec. Comm. Mem., Dir. .....Rosser Reeves
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Sr. V.P., Controller.....William E. Hatch
V.P. & Acct Sup.....Leicester H. Sherrill
V.P., Acct. Execs.....Robert F. Degen, Farrell Gilmore, David C. Loomis, Dwayne L. Moore
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V.P. & Creative Sup.....Erwin A. Levine
V.P. in charge of Prod. for TV & Radio.....Herbert Gunter
V.P. & Bus. Manager of TV & Radio.....Harold J. Saz
Asst. V.P. & Dir. of Network Relations.....John E. Kucera
V.P. & Mgr. Research....Frank P. McCord
V.P. in charge of Client Service, Research..Charles D. Dunkin, Jr.
V.P. Plans, Review & Analysis.Joan A. Geiger
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Asst. V.P. & Mgr. Media Relations.....Donald W. Severn
Asst. V.P., Media Group Supvrs.....Winston W. Kirchert, Edwin A. Kirschner, Christopher P. Lynch, Martin J. Murphy, Albert J. Petcavage, Albert Skolnik
V.P. Marketing-Merchandising.....Walter W. McKee
V.P. & Marketing Exec.....Richard G. Terry
V.P. Publicity & Pub. Rel. .....Benson Inge
Asst. V.P. & Mgr. of Pub....Meredith Conley
V.P. Print Traffic & Prod.....Richard J. Gay
Asst. Sec., Gen. Counsel .....A. Michael Frothingham
Cast. Dir., Radio-TV.....Charles Kebbe
TV-Radio Supervisor.....Wm. J. Lyons

Branch Offices

1750 North Vine St., Hollywood 28, California
Phone: HOllywood 9-2161

V.P. In Charge..Thomas F. McAndrews, Jr.
Asst. V.P.....Frank O'Connor

Radio and TV Accounts: Amer. Chicle Co.; The American Sugar Refining Company; Brown & Williamson Tobacco Corp.; Carter Prod., Inc.; Colgate-Palmolive Co.; Continental Baking Co., Inc.; Converted Rice, Subsid. of Food Manufacturers, Inc.; Grocery Store Products Co.; M & M's Candies, Div. of Food Manufacturers, Inc., Minute Maid Corp.; Morton Frozen Foods, Div of Continental Baking Co., Inc.; National Biscuit Co.—Special Products Div.; Standard Brands, Inc., Wallace Laboratories, Div. of Carter Products, Inc.; Warner-Lambert Pharmaceutical Co.—Family Products Div.; Whitehall Laboratories, Div. of Amer. Home Products Corp.

Estimated Radio Billings: $1,600,000.
Estimated TV Billings: $64,900,000.

BATTEN, BARTON, DURSTINE & OSBORN, INC.

383 Madison Ave., New York 17, N. Y.
Phone: ELdorado 5-5800
AAAA—ABC—ABP—ANPA—AFA

Chairman of Board.....Bruce Barton
Pres., Exec. Comm. Chmn.....C. H. Brower
Bd. & Exec. Comm. Vice-Chmn...B. C. Duffy
Exec. V.P.'s....E. A. Cashin, J. D. Danforth
Exec. V.P. in Charge Creative Services.....R. L. Foreman
Asst. Treasurer.....Clayton Huff

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Actress-Singer

"She Shall Have Music" **CBS-TV "Edge of Night"**

PL 7-6300

Arthur Pine Assocs.
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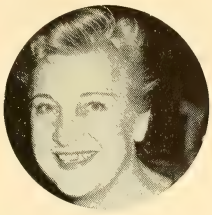
to Pres.....J. R. Schule, W. J. O'Donnell
V.P., Copy.....Alan M. Ward
V.P., Art.....Harry Olsen
V.P., Media Dir.....Fred Barrett
V.P., TV Grp. Supvr.....John G. Hoagland
Media Supvrs.....William Beste, Joe Harris, Herbert Maneloveg, Ted Meredith, Richard Wright
Media Coord. (Trade) ....Robert Anderson
Media Coord. (Newspaper)....Austin Brew
Media Coord. (Magazines).....Lou Millot
Media Coord. (Outdoor).....Dan O'Grady
Media Cord.
(Radio-TV, Net).....Dick McKeever
Media Coord.
(Radio-TV, Spot) .....Ed Fleri
Media Coord.
(Media Plans).....Kent D'Alessandro
V.P., Mgr. TV-Radio....Herminio Traviesas
V.P., TV-Radio Programming
& Planning .....George Polk
Talent & Casting.....Nan Marquand
Programming.....Steve Kaplan, Bill Brown
Radio .....William Hoffman
Sports .....Tom Villante
Live Prodn., Closed Circ.....Al Cantwell
Radio Prodn.....John Dean
Film Prodn.....Bernie Haber
Bus. Mgr., TV-Radio.....Peter Hanson
V.P., TV-Radio Copy.....Art Bellaire
TV Art.....Larry Berger
Prog. & Talent Contracts.....Ed Marshall
V.P., Pub. Relations.....Ralph Major
Prodn. Mgr.....Frank Stolz
Traffic Manager.....Jack Peix
V.P., Marketing.....Ralph Head
Assoc. Dirs.....Dick Risteen, Paul Lideen
V.P., Research.....Ben Gedalecia
Dir., Research.....Robert R. Lindsey
Personnel Director.....Rod Funston
Librarian .....Aina Ebbesen
Radio-TV Time Buyers...Mildred Eberhard, Trow Elliman, Hope Martinez, Mickey McMichael, Elenore Scanlon, Ted Wallower, Doug Yates, John Bestecki, Joan Illmensee, Paul Fitzgerald, Mildred Padova, Mary McHugh, Anne Slattery, Walter Reinecke, Donn Duffy, Harriet Mados, Elizabeth Moore, Hal Davis, Robert Syers, Jack Rochow, Carol O'Kune.

Branch Offices

805 Peachtree St., N. E., Atlanta 8, Ga.
Phone: TRinity 5-8654
Manager .....W. C. Montgomery
462 Boylston St., Boston 16, Mass.
Phone: COpley 7-7800
V.P. in Chg.....R. O. Howe
Rand Building, Buffalo 3, N. Y.
Phone: CLeveland 7915
V.P. in Chg.....D. G. Casto
919 N. Michigan Ave., Chicago 11, Ill.
Phone: SUperior 7-9200
V.P. in Chg.....W. R. Gillen
Nat. City Bank Bldg., Cleveland 14, Ohio
Phone: TOwer 1-7270
V.P. in Chg.....Jack M. Bristow
Mercantile Continental Bldg., Dallas 1, Tex.
Phone: RIverside 7-3431
Manager.....T. L. Hasbrouck
1800 Penobscot Bldg., Detroit 26, Mich.
Phone: WOodward 5-0620
V.P. in Chg.....R. E. Anderson
1680 N. Vine St., Hollywood 28, Calif.
Phone: HOllywood 2-6723
V.P. in Chg.....Wayne Tiss
6363 Wilshire Blvd., Los Angeles 48, Calif.
Phone: Webster 1-1234
V.P. in Chg.....T. C. Dillon
N. W. Bank Bldg., Minneapolis 2, Minn.
Phone: FEderal 8-8401
V.P. in Chg.....Bobb Chaney
Grant Building, Pittsburgh 19, Pa.
Phone: GRant 1-9900
V.P. in Chg.....B. E. Vaughan
120 Montgomery St., San Francisco 4, Calif.
Phone: EXbrook 7-1122
V.P. in Chg.....J. G. Motheral
White-Henry-Stuart Bldg., Seattle 1, Wash.
Phone: MAin 3-5500
Manager.....W. G. Fitzsimons
160 Bloor St. East, Toronto 5, Ont.
Phone: WAlnut 4-3780
Manager.....L. F. Chitty

Radio-TV Accounts: American Home Magazine Corp., American Institute of Men's & Boys' Wear, American Radiator & Standard Sanitary Corp., American Tobacco Co., Inc., Armstrong Cork Co., Air France, American Bestg. Co., Barcalo Manufacturing Company, Boston Five Cents Savings Bank, Bravo Macaroni Products, Bristol-Myers Co., Burgemeister Brewing Corp., California Oil Co., Campbell Soup Co., Bausch & Lomb, Con. Edison Co. of N. Y., Inc., Continental Can Co., Inc., Cream of Wheat Corp., Curtis Circulation Co., De Soto Div., Chrysler Corp., E. I. Du Pont de Nemours & Co., Inc., Eagle Pencil Co., Farmers & Mech. Savings Bank, First National Bank of Boston, First National City Bank of N. Y., Foremost Dairies, Inc., General Baking Co., General Electric Co., General Mills, Inc., B. F. Goodrich Co., Holiday, Geo. A. Hormel & Co., International Salt Co., Inc., Iron Mining Ind. of Minn., William Carter Co., Lever Brothers Co., Libby, McNeill & Libby, Liberty Mutual, Inc.; Coty, Incorporated, Maine Sardine Council, Marine Trust of Western New York, Minn. Dairy Industry Comm., Minnesota Mining & Mfg. Co., MJB Co., National Cranberry Assoc., National Gypsum Co., New England Coke Co., New York Telephone Co., New York Times. Niagara Mohawk Power Corp., Pittsburgh Plate Glass Co., Northern Pacific Railway Co., Northrup, King & Co., Northwestern Bell Telephone Co., Pacific Gas & Electric Co., Pacific Tel. & Tel. Co., Penick & Ford, Ltd., Inc., Peter Hand Brewery Co., Pfeiffer's Food Products, Inc., Philco Corp., Rexall Drug Co., Western Air Lines, Savings Banks' Ass'n. of Conn., Savings Banks' Ass'n of Mass., F. & M. Schaefer Brewing Co., Inc., W. A. Sheaffer Pen Co., Schenley Industries, Inc., Jacob Schmidt Brewing Co., Scott-Atwater Mfg. Co., Shreve, Crump & Low Co., Southern New England Tel. Co., Spreckles Sugar Co., Standard Oil Co. of California, Sheraton, Sunlite Bakery, Inc., Timken Roller Bearing Co., Toro Mfg.



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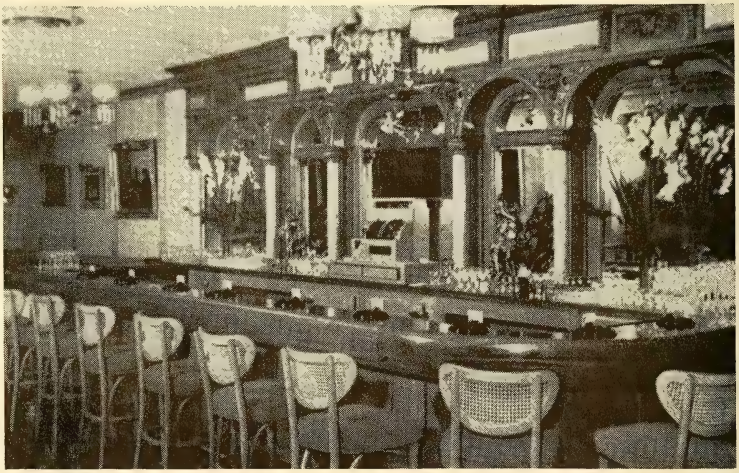

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Telephone: HUnter 2-4211 **MAUDE CRAIG, *Owner-Hostess***

Corp., United Fruit Co., United States Steel Corp., V.C.A. Laboratories, Vick Chemical Co., Westclox, Div. of General Time Corp., Wildroot Co. Inc., J. R. Wood & Sons, Inc., Zinsmaster Baking.

Estimated Radio Billings: $6,000,000.
Estimated TV Billings: $84,100,100.

ADRIAN BAUER AND ALAN TRIPP, INC.

1528 Walnut St., Philadelphia 2, Pa.
Phone: KIngsley 5-7870
ANPA—NBP

Chairman of Board.....Adrian Bauer
President.....Alan R. Tripp
Vice Presidents.....David X. Miller, Roy L. Silver, E. Bradford Hening
V.P., Radio & TV Dir.....Elmer F. Jaspan
Pub. Rel. Dir.....Richard M. Clement
Prod. Mgr.....Harold J. Gribbin

Radio Accounts: Allied Florists of Greater Phil., Inc.; Foremost Dairies, Inc.; Frank's Beverages, Inc.; Safeway Trails, Inc.; Gen. Electric Co. (GE Steam Iron).

TV Accounts: Allied Florists of Greater Phila., Inc.; Foremost Dairies, Inc.; Quaker City Choc. & Conf. Co., Inc.; Frank's Beverages, Inc., all Phila. Trager Mfg. Co. (Sea Mist Ammonia) Scranton; Louis F. Neuweiler & Sons (Beer) Allentown.

BEAN ADV. AGENCY

136 N. Delaware St., Indianapolis 4, Ind.
Phone: MElrose 7-4248

Owner .....Harold Bean

Radio Accounts: Radio Equipment Co. (Appliances); Emrich Furniture Co.

TV Accounts: Radio Equipment Co. (Appliances; Indianapolis, Ind.

Estimated Radio Billings: $6,000.
Estimated TV Billings: $12,000.

BEAUMONT, HELLER & SPERLING, INC.

6th & Walnut Sts., Reading, Pa.
Phone: FR 5-4311
ABP—ANPA—NOAB—NBP

President.....Donald T. Beaumont
V.P., Media Director.....J. L. Sperling
V.P.'s.....R. A. Kline, N. H. Gimmy, J. H. Funk, K. W. Bailey
Vice-Pres. & Treas.....R. F. Heller
Art Director.....R. R. Glassmire
Gen. Production Mgr.....H. Fetterhoff
Publicity Director.....Alfred K. Walter
Research Director.....Robert Beaumont
Radio & TV Dir.....Miss Dee Hassler

Radio Accounts: Rock (Soft Drinks); Reading Trust (Bank); St. Lawrence Dairy Co.; Metropolitan Edison Co. (Utility), all of Reading, Pa.

TV Accounts: Polly-Betts Undies; Fairy Silk Mills (Lingerie); Maier's Bakery, Reading, Pa.

BEAUMONT & HOHMAN, INC.

6 N. Michigan Ave., Chicago 2, Ill.
Phone: RAndolph 6-6181
ANPA—APA—SNPA—NOAB

Secretary, Treasurer.....George Hoefner
Media Director.....C. J. Trudeau

Branch Offices
1299 Bush St., San Francisco 9, Calif.
Phone: GRaystone 4-8446

Chairman.....W. C. Beaumont
President.....H. A. Hohman

Central Bldg., Seattle 4, Wash.
Phone: SEneca 0066

Manager.....C. A. Beaumont

530 W. 6th St., Los Angeles 14, Calif.
Phone: MAdison 2-2986

Manager.....H. A. Hohman

BENNETT ADVERTISING, INC.

208 E. Green St., High Point, N. C.
Phone: 2-4151

Pres., Treas.....Harold C. Bennett
V.P.'s.....Forrest L. Collier, Jr., Robert Tracy, Robt. A. McKericher
Radio-TV Dir.....Ted Kramer

VICTOR A. BENNETT CO., INC.

6 E. 45th St., New York 17, N. Y.
Phone: MUrray Hill 7-2186
ABP—ANPA—NPB—APA

President.....Victor A. Bennett
V.P., Radio-TV Dir.....Edward D. Kahn
V.P., Mdse. Dir.....Robert L. Hoenshel
V.P.'s .....Ford King, John M. Milne
Copy Chief .....Raymond Browne
Art Dirs.....John Dignam, John E. Russell
Public Rel. Dir.....Jack Galub
Media Director.....H. Edward Lehman
Space Buyer.....Herbert W. Thorne
Production Mgr.....Vincent Polito
Traffic Manager.....William Campbell

Branch Offices

Pemberton, Freeman, Bennett & Milne Ltd.
550 Church St., Toronto 5, Ont., Canada
Phone: WAlnut 4-8317

Managing Director.....John M. Milne

Pemberton, Freeman, Bennett & Milne Ltd.
1410 Stanley St., Montreal, P.Q., Canada
Phone: AVenue 8-9134

Manager .....Rupert Mee

Pemberton, Freeman, Bennett & Milne, Ltd.
67 MarineSquare, Port-of-Spain, Trinidad
Phone: 5087

Managing Director.....E. A. Davey

Pemberton, Freeman, Bennett & Milne Ltd.
7 Swallow St., London, W. 1, England
Phone: REgent 7521

Partner .....Robert Freeman

Radio Accounts: Longines-Wittnauer Watch Co., Inc. (Watches & Clocks), New York; British Overseas Airways Corp., New York: Percival Tours, Inc. (Transportation), New York; Burlap Council (Burlap), New York.

BENTON & BOWLES, INC.

666 Fifth Ave., New York 19, N. Y.
Phone: JU 2-6200
AAAA—ANPA—ABP—ABC—AFA

Pres., Ch. Exec.....Robert E. Lusk
Chair. of Exec. Comm. Atherton W. Hobler
Chair. of Board.....William R. Baker, Jr.
Exec. V.P.'s....Alan Sidnam, William Hesse
Sr. V.P.'s.Edw. W. Murtfeldt, John F. Reeder
Sr. V.P. Adm.....Charles A. Pooler

Currently on Radio/Television

...from our Los Angeles client list

Albers Milling Company
Arizona Brewing Company
Carnation Company
California Bank
Consolidated Cigar Corporation
The Frito Company
Los Angeles Soap Company
Northrop Corporation
Pacific Finance Corporation
Rootes Motors, Inc.
L. Rose & Company
Safeway Stores, Inc.
Simple Simon Frozen Foods
Union Oil Company
Van Camp Sea Food Company

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Washington, D.C. · London · Newcastle · Rio de Janeiro · Sao Paulo · Stockholm · Toronto

THE FREDERICK-CLINTON CO. Inc.

ADVERTISING

545 Fifth Avenue New York 17, N. Y.

MU 2-7433

Cr. V.P., Plans Bd. Chmn.....L. T. Steele
Sr. V.P., Plans Bd. Mem.....Geo. Chatfield
V.P., Finance, Controller.....W. W. Vickery
Treas., Ass't Sec'y.....Ralph Neuman
Secretary.....A. M. Gilbert
Vice Bd. Chrmn.....H. O. Pattison, Jr.
V.P., Broadcast Pgmng.....T. J. McDermott
Vice President.....Kenneth McAllister
V.P. Chg. Creative Serv.....Wm. D. Tyler
V.P., Chg. Media.....Lee Rich
V.P., Prog. Dir.....Oliver Barbour
V.P., Copy Chief.....Victor Bloede
V.P. Chg. Research.....Richard F. Casey
V.P. Merch. Dir.....Austin Johnson
V.P. Chg. TV Comm. Prod.....Ray Lind
V.P. Personnel.....Frank W. Noettling
V.P. Chg. Print Prod. & Art..Austin Thomas
Librarian .....Grace Dole

Branch Offices

6253 Hollywood Blvd., Hollywood 28, Calif.
Phone: HOllywood 4-9151
Vice President.....Albert Kaye
1151 E. Memorial Blvd., Lakeland, Fla.
Phone: MUtual 7-0631
Vice President.....Harry E. Warren
10 St. Mary St., Toronto, Canada
Phone: WAlnut 4-9328
Ralph S. Butler, Jr.
197 Knightsbridge (Lambe & Robinson)
London SW 7, England
Phone: KEnsington 1444
Chairman.....Kenneth S. Robinson
Managing Director.....John Cuff
67 Avenue des Champs-Elysees, Paris 8E, France
Phone: ELysees 92-75
Jacques Hirsh
7 Avenue de l'Astronomie, Brussels, Belgium
Phone: 18.50.00
Andre Jadin

Radio Accounts: American Express Co. (Travelers Checks) NYC; Carling Brewing Co. (Carling's Red Cap Ale) Cleveland, O.; Continental Oil Co. (Conoco Petroleum Prod. & Petrochemicals) Houston, Tex.; Procter & Gamble Co. (Tide) Cincinnati, O.; Charmin Paper Products Co., Cincinnati, O.

TV Accounts: Borden Co. (Milk & Ice Cream Prod.) NYC; Continental Oil Co. (Conoco Petroleum Prod., Petrochemicals) Houston, Tex.; Eversharp Pen Co., Arlington Hgts., Ill.; Florida Citrus Commission, Lakeland, Fla.; General Foods Corp. (Gaines Meal, Biscuits, Instant Maxwell House Coffee, Yuban Coffee, Post Cereals, Institutional Products Div.) White Plains, N. Y.; S. C. Johnson & Son, Inc. (Jubilee, Glade, Pledge) Racine, Wis.; Philip Morris (Parliament Cigarettes) NYC; Norwich Pharmacal Co. (Pepto-Bismol) Norwich, Conn.; Procter & Gamble Co. (Tide, Zest, Crest, Ivory, Snow, Whirl Prell Liquid, Prell Concentrate) Cincinnati, O.; Charmin Paper Products Co., Cincinnati, O.; Procter & Gamble Co. of Canada, Ltd. (Tide, Zest, Ivory Snow, Prell, Fluffo) Toronto Can.; Schick (Men's Shavers, Ladies' Shavers, Pre-Shave Lotion, Butane Lighter) Lancaster, Pa.

Estimated Radio Billing: $1,500,000.
Estimated TV Billing: ..65,000,000.

BERGHOFF ASSOCIATES, INC.

511 No. La Cienega Blvd., Los Angeles, Calif.
Phone: OLympia 2-2850
ABP—ANPA—APA

Pres., Bd. Chmn., Exec. Media Dir.....Jerry Berghoff
Vice Pres.....Frances H. Berghoff
Treasurer.....Diane C. Berghoff
Radio-TV Dir. Talent-Time Buyer.....Marold Ross
Space Buyer.....Barry Ziff
Product Sales Dir.....Rick Gorsky
Art, Prod. Dir.....Bill Martin
Publicity Dir., Dir. Mail, Librarian .....Stella Garcia
Copy Chief.....Roslyn Baim

Radio-TV Accounts: Alladin Plastics; Baby Line Furniture Corp., all Los Angeles; Stanley Chevrolet, Norwalk, Calif.; Jaysie Mfg. Corp. (Shutters); D. Feinmon & Co. (Brassieres); Woodruff Investment Co. (Industrial Factoring); Duplex Dispenser Co. (Food Dispensers); Modern Foods Alliance ("Food Tone" Mfg.), all Los Angeles; Navajo Furniture Industries (Juvenile Furniture Mfg.), Gallup, N. M.; International Filon Plastics (Mfg. of Filon Fiberglass Panels) El Segundo, Cal. & Zurich, Switzerland; Lindy's Mexican Prods. (Tacos, Sauces) San Bernardino, Cal.; Certified Chrome Furniture Mfg. Corp. (Chrome Dinette Sets) El Segundo, Cal.

Estimated Radio & TV Billings: $200,000.

BERMINGHAM, CASTLEMAN & PIERCE, INC

234 East 46th St., New York 17, N. Y.
Phone: YUkon 6-8220
AAAA—NOAB—ANPA—APA—NBP

President .....Arch Bermingham
V.P., Creative Dir.....Frederick C. Bruns
Vice President.....Porter F. Leach

Radio Accounts: Julian Freirich Co. (Meats) Long Island City, N. Y.; First Church of Religious Science, N.Y.C.; Drinks, Incorporated (Nufizz) N.Y.C.

TV Accounts: Drinks, Incorporated (Nufizz) N.Y.C.; Julian Freirich Co. (Meats) Long Island City, N. Y.; Marketing, Inc. (Silly Putty) New Haven, Conn.; Teleweather, Inc. (TV Weather Reporting) N.Y.C.; Tele-Pool, Inc. (Jigsaw Quiz Program) N.Y.C.

Estimated Radio Billings: $13,900.
Estmated TV Billings: $150,400.

GORDON BEST CO., INC.

228 N. LaSalle St., Chicago 1, Ill.
Phone: STate 2-5060
ABC—ABP—ANPA—NOAB—APA—NBP

President, Treas.....Gordon Best
Vice-Presidents, Acct. Execs. Roy M. Kirtland Frank F. Morr, Burton G. Feldman. Frank Brodsky, Sidney J. Natkin, Frank E. Duggan, Paul Hay.
V.P., Radio & TV.....Shepard Chartoc
Secretary .....Richard Best
Radio-TV Time Buyer....Katherine Knight
V.P., Merch.....Carl Sigler

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Stylist and
Fashion Coordinator
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TV Commercials —
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LE. 5-1537 National Society of Interior Designers

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- TAPE PLAYBACKS BRING OUR STATIONS 'IN PERSON'.
- MORE THAN 500 ACCOUNTS ON THE AIR!

BROADCAST TIME SALES
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509 Madison Avenue, New York 22, N. Y.

Media Director.....Edwin A. Trizil
Production Manager..Arthur W. Terwilliger
Radio Accounts: Coyne Electrical School (Trade School), Chicago; Milner Products Co. (Pine-Sol, White Wave, Perma Starch, Milner Household Cleaner & Gala Powder Bleach), Jackson, Miss.; Helene Curtis Industries, Inc. (Suave, Men's Suave Creme Shampoo, Beauty Shop Supplies & Equipment), Chicago; General Finance Loan Co., Chicago; Maybelline Co., Chicago.
TV Accounts: Florsheim Shoe Co., Chicago; Helene Curtis Industries, Inc., Chicago; Maybelline Co., Chicago.
Estimated Radio Billings: $240,000.
Estimated TV Billings: $5,900,000.

BLACKSTONE ADVERTISING, INC.

221 West 57th St., New York 19, N .Y.
Phone: CIrcle 7-4915
President .....Milton Blackstone
Secretary .....G. B. Berju
Accounts: Eddie Fisher Music, Inc., New York, N. Y.; Grossinger Hotel, Grossinger, N. Y.

BLAINE-THOMPSON CO., INC.

234 West 44th St., New York 36, N. Y.
Phone: LO 4-0800
ANPA—APA—ABC—NOAB—NBP
President.....Albert Lee Lesser
V.P.'s.....Fred Golden, Philip Solomon, Ingram Ash
V.P., Controller.....P. F. Tuttle
Art Director.....Morris Robbins
Production Mgr.....Paul Kutner
Dir. of Publicity.....George Fenmore
Media Director.....Lee Frankel
Research Director.....Ingram Ash
Account Executives:.....Ingram Ash, Paul Klein, Philip Solomon.
Radio Accounts: Temple Frosted Foods (Chinese Foods) Brooklyn, N. Y.; Barbizon (School of Modeling) New York, N. Y.
TV Accounts: Barbizon.

BEN B. BLISS COMPANY, INC.

The Penthouse, Times Tower, Times Square
New York 36, N. Y.
Phone: BRyant 9-5228
APA
President.....Ben B. Bliss
Radio Director.....S. Marsten
TV Consultant.....Sidney Morse
Art Dir.....John Craig
Prod. Mgr.....Myron Crespin
Media Dir.....Helen Glucroft
Copy Chief.....Gary Zucker
Radio Accounts: State of New York, Saratoga Springs Authority, (Geyser Sparkling Water, Saratoga SPA Health Resort); Eastern Wine Corp. (Chateau Martin Wine); Schapiro Kosher Wine Co., (Kosher Wine); Martin Beverages; William R. McCoo Co., Inc. (Falernum Almond Syrup); Du-Ev Chemical Products Co. (Degreaser Detergent); Ammo-Lan, Inc. (Bonnie Lanolin Ammonia).
TV Accounts: Delca Fish Preservators, Inc. (Delca Herring Tidbits); Eastern Wine Corp. (Chateau Martin Wine); State of New York (Saratoga Geyser Water); Delicia, Inc. (Delicia Sugar Wafers).

BOLAND ASSOCIATES

755 Sansome St., San Francisco 11, Calif.
Phone: YUkon 2-2960
ABP
President.....Barry W. Boland
V.P.,....Foreman Thompson, R. Thompson
Vice-Pres.....William G. Morrisey
Sec'y.....Frances Scott
Treas.....John Ebner
Copy Dir.....W. G. Morrisey
Exec. Art Dir.....Paul Turley
Media, Research Dir.....R. S. Liptak
Media Buyer.....Virginia Collins
Production Mgr.....Maida Rector
Account Supervisor.....W. Lawson Jones

Branch Office
Subsidiary: Boland Associates, Ltd.
1060 Bishop St., Honolulu, Hawaii
Phone: 6-2156
President .....B. W. Boland
Exec. V.P.....Walter C. Lindley, Jr.
Accounts: Adhesive Engineering, Inc. (Structural Adhisives), San Carlos; Ampex Audio, Inc. (Home Music Systems, Tape Recorders), Sunnyvale; Ampex Corp. (Magnetic Tape Recorders), Redwood City; Fairchild Semiconductors Co. (Transistors), Palo Alto; Hiller Aircraft Corp. (Helicopters), Palo Alto; Internat'l. Engr. Co., Inc., San Francisco; Lenkurt Electric Co. (Telecommunications Systems), San Carlos; Miller Freeman Publications (Magazines), San Francisco; Plastic Lume, Inc. (Venetian Blind materials, Sausalito; Sherman, Clay & Co. (Musical Instruments, Records), San Francisco; Tubbs Cordage Co. (Rope, Twine), San Francisco; Varian Associates (Electronic Controls, Components), Palo Alto; William Wallace Co. (Metalbestos Gas Vent Pipe, Chimney) Belmont.

BOONE & CUMMINGS

3003 Louisiana, Houston 6, Tex.
Phone: JAckson 8-5577
ABP—NBP—APA—SNPA—ANPA
Partners.....Malcolm Cummings, Graham Boone, Jr.
Radio-TV Director.....Miss Dana Glover
Art Dir., Prod. Mgr.....Woods Robinson
Secretaries....Joyce Brady, Katherine Curtis
Radio Accounts: DeMontrond Buick; First City National Bank, Loew's Sharpstown Outdoor Theatre; South Main State Bank; Richardson Chevrolet, all Houston, Tex.
TV Accounts: DeMontrond Buick, First City National Bank; Richardson Chevrolet, all Houston, Tex.

BOTSFORD, CONSTANTINE & GARDNER, INC.

115 S.W. 4th Ave., Portland 4, Ore.
Phone: CApitol 8-9541
NBP—APA—NOAB—AAAA—ANPA
Senior V.P.....Ray Andrews
Executive V.P.....Burton R. Durkee
V.P. & Space Buyer.....Frankie Coykendall

Vice-Presidents .....Stanley Parshall, Don Lawton, E. J. Mittelstadt, Bryce Spruill
Sec.-Treas.....L. K. Bender

Branch Offices
1400 Tower Bldg., Seattle 1, Wash.
Phone: MAin 3-3523
Exec. Vice-President.....Joseph Maguire
Vice-Pres. & Mgr.....Reinhart Knudsen
Sr. V.P.....C. P. Constantine
V.P.'s.....John Heverly, Douglas A. Murray
625 Market St., San Francisco 5, Calif.
Phone: EXbrook 2-7565
Chairman.....David M. Botsford
President.....David M. Botsford, Jr.
V.P., Mgr.....Harold M. Walker
Sr. V.P.....Stanley G. Swanber
261 Madison Ave., New York 16, N. Y.
Phone: OX 7-2797
Exec. Vice-President.....Elizabeth Eyerly

BOWMAN & BLOCK, INC.

Rand Bldg., Buffalo 3, N. Y.
Phone WA 0137
President.....Albert A. Bowman
Treasurer.....Nathaniel J. Block
Art Director.....Walter Nehin
Prod. Mgr.....William Cook
Copy Chief.....Richard Mabry

BOZELL & JACOBS, INC.

510 Electric Bldg., Omaha 2, Nebraska
Phone: Jackson 8030
AAAA—ABP—ANPA—APA—NOAB—NBP
Pres.....Morris E. Jacobs
Exec. V.-P., Gen. Mgr.....F. C. Miller
Radio-TV Dir.....Clair Gross
V.P., Creative Dir.....Julian K. Billings
Art Director.....Hans Nielsen
Production Manager...Sands F. Woodbridge
V.P., Copy Ch.....Henrietta Kieser

Branch Offices
205 N. LaSalle St., Chicago 1, Ill.
Phone: WAlnut 3-4524
V.-P. & Manager.....Chas. A. Gallup
1308 Tower Building, Seattle 1, Wash.
Phone: MUtual 2-6027
V.-P. & Manager.....R. H. Wensberg
2 W. 45th St., New York 36, N. Y.
Phone: MUrray Hill 7-6210

President.....Donald D. Hoover
608 Second Ave., S., Minneapolis 2, Minn.
Phone: FEderal 9-8621
V.-P. & Manager.....Sam Kaufman
402 Fairfield Bldg., Shreveport, La.
Phone: 3-6124
V.P., Manager.....Walter T. Pfeiffer
2122 Welch St., Houston 19, Texas
Phone: JAckson 9-4981
V.-P. & Manager.....Carlton Storey
501 Sheraton Bldg., Washington, D. C.
Phone: STerling 3-2406
Manager .....Max Barnes
2110 North Charles St., Baltimore 18, Md.
Phone: BElmont 5-2083
V.P., Manager .....Arthur Booth
1016 Baltimore Building, Kansas City 5, Mo.
Phone: BAltimore 1-4997
Manager .....Bert Bremson
340 North Rodeo Drive, Beverly Hills, Calif.
Phone: BRadshaw 2-2081
Manager .....David R. Brown

Radio & TV Accounts:
Brandeis Store, Omaha; United Gas Corp., Houston; Storz Brewing Co., Omaha; Skinner Mfg. Co., Omaha.

ARTHUR BRAITSCH ADV.

15 Westminster St., Providence 3, R. I.
Phone: DE 1-4115
ABP—ANPA—APA—NBP

Radio Director.....Arthur Braitsch
Secretary .....Maureen O'Brien
Time Buyer.....John A. Lorimer

Radio Accounts: Baird-North, Inc., Oliver Johnson Co., Inc., Health Footwear, Inc., Allen Distributors, Inc., Rocky Point Park, Roger Williams Savings & Loan Assn., Seekonk Family Drive-In Theater, Strand Theater, all Providence.

TV Accounts: Allen Distributors, Inc.; Hillside Farms Inc.; Roger Williams Savings & Loan Ass'n; Strand Theatre; Weybosset Market; all Providence.

J. CARSON BRANTLEY ADV. AGENCY

Owen Bldg., Salisbury, N. C.
Phone: 900

Pres.-Radio Dir.....J. Carson Brantley
Treasurer.....A. R. Monroe
Art Director.....Gladys Dudley

Radio Accounts: Carolina Beverage Corp. (Cheerwine), Isenhour Brick & Tile Co., Salisbury; Duke Power Co., Charlotte; Owen Drug Co. (O-N for Colds), Salisbury, N. C., Free Enterprise Train, (National Train Tour), Salisbury, N. C.; Banna Co. (Banatol), Salisbury, N. C.

TV Account: Carolina Bev. Corp. (Cheerwine), Isenhour Brick & Tile, Banna Co., All Salisbury, N. C.

Estimated Radio Billings: $100,000.
Estimated TV Billings: $25,000.

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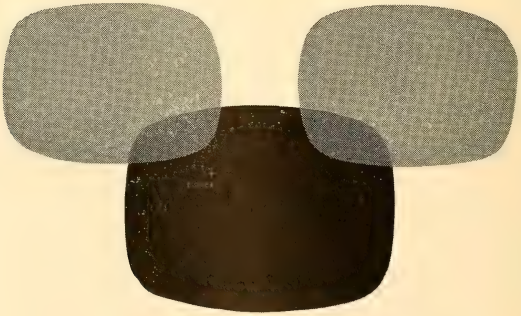

DIVISIONS OF

VIDEO CRAFTS INCORPORATED

A. R. BRASCH & SONS, ADV.

10234 Fenkell, Detroit 38, Mich.
Phone: UNiversity 4-0245

Partners.....David & Miles Brasch

Accounts: RCA Victor Distributing Corp., Detroit, Mich.; Westinghouse Appliance Sales, Detroit, Mich.

R. C. BRETH, INC.

310 Pine St., Green Bay, Wisc.
Phone: HEmlock 2-4650
ABP—APA

President.....R. C. Breth
Vice-President .....Victor G. Geisel
Secretary.....A. W. August

Radio Accounts: Acorn Equipment Co. (Barn Cleaner), Stevens Point, Wis.; Algoma Foundry & Mach Co., Farm Machinery, Algoma, Wis.; Har-Mac, Inc. (Mobile Homes), Stratford, Wis.; Woodlot Seed Co. (Tree, Shrub Seeds), Norway, Mich.

TV Accounts: Algoma Foundry & Machine Co. (Farm Machinery), Algoma; Har-Mac Inc. (Mobile Homes, Stratford; C&W Sales & Mfg. Co. (Barn Equipment), Iola; Woodlot Seed (Tree, Shrub Seeds), Norway, Mich.

Estimated Radio Billing: $12,000.
Estimated TV Billing: $20,000.

BRINLEY ADVERTISING AGENCY

4602 Cedar Street, Bellaire 101, Texas
Phones: MAdison 3-8686 & MOhawk 4-4400
ABP—SNPA—APA—NBP

General Manager.....J. F. Brinley
Sec., Treas.....V. H. Brinley
Assoc. Radio Dir.....R. G. Dunn
Associate TV Dir.....P. Endicott
Assoc. Art Dirs.....C. B. Jones, W. A.Carter

BROOKE, SMITH, FRENCH & DORRANCE, INC.

8469 E. Jefferson Ave., Detroit 14, Mich.
Phone: VAlley 2-9700
AAAA—ABP—NOAB—ANPA—APA—NBP

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Vice Chr., Exec. Committee.....
Willard S. French
Chr. of the Board, Treas.....Guy C. Smith
Chr., Exec. Committee.....Jack Williams
Vice Pres., Media Dir.....George Johnston
V.P., Exec. Art Dir.....Richard Rein-
V.P., Dir. Creative Services.....Blount Slade
V.P., Dir. Graphic Arts.....Fred P. Zick
Vice Presidents .....L. C. Barlow, L. Grant Hamilton, C. Allison Monroe, John S. Pingel, Donald C. Longyear, L. James Schneider.

New York Division
52 Vanderbilt Ave., New York 17, N. Y.
Phone: MUrray Hill 6-1800

V.P., Mgr. Media Dept.....H. E. Pengel
Vice President.....William A. Walker

Radio Accounts: Int'l Breweries, Inc.; Ferry-Morse Seed Co.

TV Accounts: The Ironite, Inc., Int'l Breweries, Inc.

D. P. BROTHER & CO.

General Motors Bldg., Detroit 2, Mich.
Phone: TRinity 2-8250
AAAA—ANPA—ABP
ABC—NOAB—APA

President.....D. P. Brother
Executive Vice President..Guy S. Warren, Jr.
Vice Presidents.....F. E. Egan, T. J. King, L. R. Mange, K. G. Manuel, Walker Graham, Valentine Corradi, Sheldon Moyer, David B. Rank, V. W. Canever L. E. Dean, John J. Remillet, Jr., C. Watts Wacker, Donald W. Walton.
Secretary-Treas.....C. J. Rudesill
Acct. Supvs...Guy S. Warren, Jr., T. J. King
Account Executives.....V. W. Canever, Sherburne C. Brown, A. C. Cochrane, Jr., Robert M. Fitzgibbons, Jack R. Hendrickson, Richard H. Iliff, Thomas W. Jipson, W. Neil Lewton, John J. Remillet, Jr., David D. Wines
V.P., Media Director.....C. Watts Wacker
Marketing Director.....J. J. Remillet, Jr.
Research Director.....V. H. Bergmann
Art Director.....L. R. Mange
Sales Promotion Dir.....Donald W. Walton
Publicity Director.....G. M. Williams
Radio & TV Dir.....Kenneth G. Manuel
Copy Chief.....David B. Rank
Art Buyer.....Frank E. Reschke

Branch Offices
3540 Wilshire, Los Angeles, Cal.
Phone: DUnkirk 5-8288

West Coast Mgr.....T. H. Moriarty
Pac.. Coast Adv. Dir.....A. C. Cochrane, Jr.

720 Fifth Ave., New York, N. Y.
Phone: COlumbus 5-1004

V.P., Manager.....F. E. Egan

Radio Accounts: Oldsmobile Div., Gen. Motors Corp. (Automobiles), Lansing, Mich.

TV Accounts: AC Spark Plug Div., Gen. Motors Corp. (Spark Plugs Oil Filters, Fuel Pumps, etc.), Flint, Mich.; Oldsmobile Div., Gen. Motors Corp. (Automobiles), Lansing, Mich.; Harrison Radiator Div. (Radiators, heaters, air conditioning systems, heat exchangers), Lockport, N. Y.; Hyatt Bearing Div. (Hyatt Roller Bearings) Harrison, N. J.; New Departure Div. (Ball Bearings, bicycle safety brakes) Bristol, Conn.; Saginaw Steering Gear Div. GMC (Power Steering, Steering Gears, Propeller Shafts, Universal Joints, Automotive Jacks, Aircraft & Diesel Engine Parts) Saginaw, Mich.; Gen. Motors Corp. (Institutional "Aim to Live") Detroit; Guide Lamp Div. GMC (Automotive Lighting Equipment, Autronic Eye) Anderson, Ind.; Rochester Prod. Div., GMC (Steel Tubing, Carburetors, Cigaret Lighters) Rochester, N. Y.

Estimated Radio Billing: $1,400,000.
Estimated TV Billing: $7,600,000.

BROWN, E. H. ADV. AGENCY

20 N. Wacker Dr., Chicago 6, Ill.
Phone: FRanklin 2-9494
ABP—ANPA—APA—NBP—NOAB

Owner.....E. H. Brown
Consultant.....Irving R. Allen
Art Dept....Melvin J. Beagle, Rudy L. Hajek
Production Mgr.....D. E. Meintzer
Copy Dept.....E. G. Brown,

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BUCHANAN & CO.

Div.: Lennen & Newell, Inc.
1501 Broadway, New York 36, N. Y.
Phone: BRyant 9-7900
ABP—ANPA—APA—AAAA—NBP
ABC—NOAB

Bd. Chrm., Pres.....John Hertz, Jr.
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Vice Presidents.....Roy Winkler, John McEvoy, George Richardson, W. D. Christman
Media Director.....E. F. Moeller
Prod. Mgr.....Anthony Calanese
Sec'y-Treas.....A. Grace Barrett
Radio-TV Dir.....Nat Strom
Art Director.....Don DeMarco
Merchandising Director.....A. E. Freeman

Branch Offices
451 N. La Cienega Blvd., Los Angeles 48, Cal.
Phone: OLympia 2-0810
Vice Pres.....Fred Keith

Radio Accounts: Reynolds Metals Co. (Farm Building Products, Aluminum Foil) New York, N. Y.; Wilbur Clark's Desert Inn (Resort) Los Angeles; Paramount Pictures (Motion Pictures) Los Angeles.

TV Accounts: Reynolds Metals Co. (Aluminum) New York; Paramount Pictures, Los Angeles, Calif.

BUCHANAN-THOMAS ADV. CO.

5010 Underwood Ave., Omaha 32, Nebr.
Phone: GLendale 6793
ABP—ANPA—APA—NOAB—NBP

Partner, Creative Dir.....Robert E. Savage
Ptnrs.....C. Harding, R. Dundis
Consultant.....C. Buchanan, L. Thomas
Copy Head.....R. R. Foster
Production Manager.....Marge Seaberg
Art Director.....Homer Prohardt

BUNTIN & ASSOC., INC.

203 Broadway Natl. Bank Bldg.
Nashville 3, Tenn.
Phone: ALpine 5-0000
SNPA—APA

President.....Sinclair Butin
Vice President.....Jas. Noel Brown
Radio-TV Dir.....Bettie J. McMillen

Accounts: General Electric Supply Co., Nashville, Tenn.; Martha White Bakeries, Nashville, Tenn.

LEO BURNETT COMPANY, INC.

Prudential Plaza, Chicago 1, Ill.
Phone: CEntral 6-5959
AAAA—ABP—ANPA—AFA—ABC
NOAB

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V.P., B'cstg. Business Div.....David Dole
Adm. Vice Pres.....F. Strother Cary, Jr.
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V.P. Chg. Media.....Thos. A. Wright
V.P., Research Director.....John Coulson
V.P., Chg. TV.....Don Tennant
V.P., TV Film Copy Supvr..Nelson Winkless
V.P., Copy Director.....John Matthews
V.P. .....Norman Levally
V.P., Mktg.....Leonard Matthews

Branch Offices
677 Fifth Ave., New York 22, N. Y.
Phone: MUrray Hill 8-9480
V.P., N. Y.....Paul Louis
1680 N. Vine St., Hollywood 28, Calif.
Phone: HOllywood 4-7374
V.P. Hollywood.....Wendell Williams
Buhl Bldg., Detroit 26, Mich.
Phone: WOodward 1-5959
Manager .....Robert Leonhard

Radio Accounts: Atchison, Topeka, Sante Fe Rwy.; Pure Oil Co. (Gasoline, oil lubricants, tires, batteries and accessories) Chicago; Kellogg Co. (Cereals, Dog Food); Bauer & Black Div., Kendall Co. (Curads, Battle Ribbons, 5 Firsts); Chas. Pfizer & Co., Inc. (Vigo Fac, T.E.F., T.A.F., Mastitis, Terramycin for Cattle); Campbell Soup Co. (Frozen soups, Franco-American spaghetti) Camden, N. J.; Philip Morris, Inc. (Marlboro, Mayfield, Philip Morris) New York; Procter & Gamble Co. (Camay, Joy) Cincinnati, Ohio; Allstate Insurance Co. (Auto, Home Owners') Chicago, Ill., Chrysler Corp.; Pure Oil Co.; Swift & Co. (Allsweet); U.S.A. Tea Council, Inc.; Pillsbury Mills, Inc. (Cake & Frosting Mixes, reg. & loaf sizes, Pudding Cake Mixes) Minneapolis, Minn.

TV Accounts: Brown Shoe Co. (Buster Brown) St. Louis, Mo.; Kellogg Co. (Cereals and dog food) Battle Creek, Mich.; The Pure Oil Co. (Gasoline, oil, lubricants, tires, batteries and accessories) Chicago; Campbell Soup Co. (Franco-American Macaroni, Spaghetti, Spaghetti with Meatballs) Camden, N. J.; Commonwealth Edison Co., Chicago; The Hoover Co., N. Canton, Ohio; Chas. Pfizer & Co. (Vigo Fac, T.E.F., T.A.F., Mastitis) Brooklyn, N. Y.; Philip Morris, Inc. (Marlboro, Mayfield, Philip Morris) New York, N. Y.; Procter & Gamble Co. (Camay, Joy, Lava, Jiff, Secret, Pace) Cincinnati; Atchison, Topeka & Santa Fe R. R., Chicago; Tea Council of U.S.A., New York; Bissell Carpet Sweeper Co. (Sweepers, Shampoo & Upholstery Master, Rug Shampoo); Cracker Jack Co. (Cracker Jack, Camp Fire Marshmallows); Swift & Co. (Allsweet); Kendall Co., Bauer & Black Div. (Curads, Five Firsts); Allstate Insurance Co. (Automobile, Home Owners' & Life); Pillsbury Mills, Inc. (Cake & Frosting Mixes, reg. & loaf sizes; Gingerbread; Pancakes; Angel Food Cake, Cookie, Brownie, & Pudding Cake Mixes).

Estimated Radio Billings: $7,600,000.
Estimated TV Billings: $44,000,100.

AD BUSCH, INC.

425 Franklin St., Buffalo 2, N. Y.
Phone: GArfield 3504

Pres., Media Dir.....Addison F. Busch
TV Director.....William F. Nailos

Accounts: Auvid, Inc., Buffalo, N. Y.; Beam-Cast Inc., Buffalo, N. Y.; WSAY-WNIA, Rochester & Buffalo broadcasting stations.

BYER & BOWMAN ADVERTISING AGENCY

66 So. 6th St., Columbus 15, O.
Phone: CA 1-7751
ABP—ANPA—APA—NBP—NOAB—AAAA

Partners.....Gus K. Bowman, Joel Burghalter, Herbert Byer
Radio-TV Time Buyer.....John D. Metzger
Pub. Rel. Dir.....Nick Popa
Controller .....Joe Hughes
TV Director.....Sandy Hallock
Creative Director.....William Arter
Art Dir., Prod. Mgr.....Harold Graham

Radio Accounts: August Wagner Breweries; City National Bank & Trust; Dollar Federal Savings; T. Marzetti Co. (Salad Dressings); all Columbus, Ohio.

TV Accounts: August Wagner Breweries; Dollar Federal Savings; Auto Show; City National Bank & Trust Co.; Yenkin Majestic Paint Co., all Columbus, Ohio; Marzetti's, Columbus.

HAROLD CABOT & CO., INC.

136 Federal St., Boston 10, Mass.
Phone: HAncock 6-7600
AAAA—ANPA—NOAB—NBP—APA

Board Chairman.....Harold Cabot
President.....Edward F. Chase
Sr. V.P.'s.....William H. Ganick, James I. Summers
V.P.'s.....Joseph R. Wallace, Eugene R. MacArthur
Media Dir.....David R. Williams
Radio-TV Dir.....Harold Cabot, Jr.
Marketing Dir.....Phillip W. Wenig
Secretary.....Edw. F. Glacy
Production Manager.....John B. Havey

Radio Accounts: New England Tel. & Tel., Boston, Mass.; New England Electric System and Gas Division (Electricity, Gas), Boston; Boston Gas Co., Boston, Mass.; Carling Black Label Beer (N.E.), Cleveland; National Shawmut Bank, Boston; S. S. Pierce Co. (Retail Food Store) Boston.

TV Accounts: Carling Brewing Co. (N.E.); New England Tel. & Tel. Co.; Rock of Ages Corp. (Monuments), Barre, Vt.; Boston Gas Co.; New England Elec. System Gas Div. (Gas), Boston; S. S. Pierce Co. (Retail Food Store), Boston.

CALDWELL, LARKIN & SIDENER-VAN RIPER, INC.

Merchants Bank Bldg., Indianapolis 4, Ind.
Phone: MElrose 2-6501
APB—ANPA—APA—NBP

Board Chairman.....Guernsey Van Riper
President.....Howard C. Caldwell
Exec. V.P.....Storey M. Larkin
Radio-TV Dir.....Don Howell

Accounts: Ajax Mfg. Corp., Racine, Wis.; Electric Switch Corp., Indianapolis, Ind.; WFBM & WFBM-TV, Indianapolis, Ind.

J. M. CAMP & COMPANY

213 W. Wesley, Wheaton, Ill.
Phone: MOntrose 8-8000
APA

President.....John M. Camp
Radio-TV Time Buyer.....Grace R. Jordan

Accounts: The Evangel Hour, Newark, N. J.; HCJB, Quito, Ecuador; Youth On the March TV Film, Philadelphia, Pa.

CAMPBELL-EWALD COMPANY

General Motors Bldg., Detroit 2, Mich.
Phone: TRinity 2-6200
AAAA—ANPA—NOAB—APA—ABP

Chairman of Board.....Henry G. Little
President.....Thomas B. Adams
Vice-Chmn. Bd., Sr. V.P.....J. J. Hartigan
Chrmn. of Exec. Comm., Sr. V.P.....L. R. Nelson
Exec. V.P.'s.....Colin Campbell, Clarance Hatch, Jr.
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Comptroller & Asst. Treas.....E. M. Talbert
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V.-P., Radio & TV Dir.....P. L. McHugh
V.P., Media Dir.....Carl Georgi, Jr.
V.P., Copy Director.....Walter B. Booth
V.P., Art Director.....James N. Hastings
Vice President.....M. Craig Miller

Branch Offices

488 Madison Ave., New York 22, N. Y.
Phone: MUrray Hill 8-3400
V.-P. and Mgr.....Frank W. Townshend
Space Buyer.....John A. Blomstrom
Radio & TV Dept.....A. J. Miranda III
Art Director.....Kenneth T. Vincent

230 N. Michigan Avenue, Chicago 1, Ill.
Phone: CEntral 6-1946
V.P. and Mgr.....Reginald G. Carey
Space Buyer.....John D. Varnier

3460 Wilshire Blvd., Los Angeles 5, Calif.
Phone: DUnkirk 9-1334
V.P., West Coast Mgr.....Richard C. Francis
Mgr. Los Angeles Office...Richard W. Byrne

235 Montgomery St., San Francisco 4, Calif.
Phone: EXbrook 2-0145
V.-P. and Mgr.....T. Milburn Johnston

11 Pryor St., S.W., Atlanta 3, Ga.
Phone: JAckson 4-3858
Manager.....Arthur T. Duhaime

1625 Eye St., N.W., Washington 6, D. C.
Phone: REpublic 7-0015
Manager .....Ross Linday

Bryan & Bullington Sts., Dallas 1, Texas
Phone: RIverside 2-6889
Manager.....Lorne T. Denton

4010 Washington Ave., Kansas City 11, Mo.

Phone: Jefferson 1-5601
Manager.....Lawrence R. Amos
1750 N. Vine St., Hollywood, Calif.
Phone: HOllywood 9-2931
Manager.....Richard L Eastland
Account Exec. for Radio, TV..Willard Hanes
441 Vine St., Cincinnati 2, Ohio
Phone: MAin 1-0500
Manager.....James E. Defebaugh
1700 Broadway, Denver 2, Colo.
Phone: KEystone 4-4281
Manager.....Richard H. Katerndahl

Radio Accounts: Chevrolet Motor Div., General Motors Corp.; The Detroit Edison Co.; General Motors Acceptance Corp.; Goebel Brewing Co.; National Bank of Detroit; Hertz Systems, Inc.; The Firestone Tire & Rubber Co.; Stran-Steel Corp.; General Motors Corp. (Motorama).

Television Accounts: Chevrolet Motor Div., General Motors Corp.; The Detroit Edison Co.; Goebel Brewing Co.; National Bank of Detroit; The Firestone Tire & Rubber Co.; General Motors Corp. (Motorama).

Estimated Radio Billings: $9,000,000.
Estimated TV Billings: $13,000,000

CAMPBELL-MITHUN, INC.

1300 Northwestern Bank Bldg.,
Minneapolis 2, Minn.
Phone: FEderal 9-7383
AAAA—ABP—ANPA—APA—NBP—NOAB
President.....Ray O. Mithun
Asst. to President.....Eugene A. Patterson
Media Director.....Harry M. Johnson
Research Director.....Leslie A. Beldo
Production Dept. Mgr.....Oliver H. Hangen
Radio-TV Bus. Mgr.....Richard L. Stevens
Exec. V.P. .....Albert R. Whitman,
Vice-Presidents.....Kenneth D. Ruble
B. E. Howard, R. L. Forrest, Arnold C. Aslakson, E. W. Burke, G. P. MacGregor, M. Oakley Bidwell, A. H. Lund, Charles R. Strotz, E. W. Turner, R. F. Wittgraf

Branch Offices

Secretary.....E. Brugette Flynn
Treasurer.....Beatrice N. Sandquist
TV Creative Supvr.....Cleo W. Hovel

Branch Offices

919 N. Michigan Ave., Chicago 11, Ill.
Phone: DElaware 7-7553
Exec. V.P.....Lee A. Terrill

420 Lexington Ave., N. Y. 17, N. Y.
Phone: OR 9-8744
V.P., Gen. Mgr.....M. Oakley Bidwell

1213 Hollywood-Taft Bldg., Hollywood 28, Cal.
Phone: HOllywood 2-0715
V.P., Gen. Mgr.....Paul E. Morgan

Radio Accounts: Theo Hamm Brewing Co. (Beer) St. Paul, Minn.; The Kroger Co. (Grocery) St. Louis, Mo.; Land O'Lakes Creameries (Dairy Products, Feeds) Minneapolis, Minn.; John Morrell & Co., Red Heart Div. (Dog Food), Chicago; Nash Coffee Co., St. Paul, Minn.; Nash-Finch Co. (Grocery Products) St. Paul, Minn.; Northern States Power (Electric Power) Minneapolis, Minn.; Northwestern National Bk. (Banking Service) Minneapolis, Minn.; Pillsbury Mills, Inc. (Flour, Refrigerated Products, Bakery Mixes, Ballard Products, Feeds) Minneapolis; Top Value Enterprises (Trading Stamps) Dayton, Ohio; American Dairy Assoc. (Dairy) Chicago; Northwest Orient Airlines (Passenger Cargo) Minneapolis; Malt-o-Meal Co. (Hot Wheat Cereal) Minneapolis; Northwest Bancorporation, Minneapolis.

TV Accounts: American Dairy Assn. (Dairy) Chicago; Fenn Bros. (Candy) Sioux Falls, S. Dak.; Gold Seal Co. (Glass Wax, Snowy Bleach) Bismarck, N. Dak.; Theo Hamm Brewing Co. (Beer) St. Paul, Minn.; Kemps Ice Cream Co., Minneapolis; The Kroger Co. (Grocery) Cincinnati, O.; Malt-O-Meal Co. (Hot Wheat Cereal) Minneapolis, Minn.; Mishawaka Rubber & Woolen Mfg. Co. (Tennis Shoes) Mishawaka, Ind.; John Morrell & Co., Red Heart Div. (Dog Food) Chicago; Nash Coffee Co., St. Paul, Minn.; Nash-Finch Co. (Grocery Products) St. Paul, Minn.; Northern States Power (Electric Power), Minneapolis; Food Sales, Inc. (Combo Popcorn) Minneapolis; Northwest Bancorporation (Banking Service) Minneapolis; Tecnique (Hair Rinse) Minneapolis; Top Value Enterprises (Trading Stamps), Dayton, Ohio; Iowa-Des Moines National Bank; Larsen Co. (Canned Vegetables), Green Bay, Wis.; Northwest Orient Airlines (Passenger, Cargo) St. Paul, Minn.; Pillsbury Co. (Flour, Refrigerated Products, Bakery Mixes, Ballard Products, Feeds) Minneapolis, Minn.

Estimated Radio Billings: $4,000,000.
Estimated TV Billings: $10,500,000.

THE CAPLES COMPANY

216 E. Ontario St., Chicago 11, Ill.
Phone: SUperior 7-6016
ANPA—APA—NBP—NOAB
President.....R. N. Hartsing
Sr. V. P.....J. E. Erickson
Exec. V. P.....D. Powers, M. Martin
V. P., Sec. & Treas.....R. N. Hartsing, Jr.
Media Dir.....H. M. Taylor
Time Buyer.....M. Convery
Art Dir.....W. A. Aldrin
Prod. Mgr.....O. Gorrill
Acct. Execs.....J. E. Erickson,
R. A. Hansen, R. N. Hartsing, Jr., J. P. Hotchkiss, E. J. Lewinski, M. T. Martin, D. J. Powers

Branch Offices

10 E. 40th St., New York City
Phone: MUrray Hill 4-6800
V.P. in Chg.....Hudson F. Meyer

1504 Dodge St., Omaha 2, Neb.
Phone: JAckson 7795
V.P. in Chg.....L. M. Branch

301 S. Kingsley Dr., Los Angeles 5, Cal.
Phone: DUnkirk 7-4255
V.P. in Chg.....M. E. Welborn

519 S. 3rd Ave., Portland 4, Ore.
Phone: CApitol 6-2981
V.P. in Chg.....Robert J. Livingston

CASMIR ADVERTISING CO., INC.

551 Fifth Ave., New York 17, N. Y.
Phone: MUrray Hill 2-2014
ABP—APA

Pres., Treas.....Marvin Casmir
Copy Ch., Radio Dir.....Nancy B. Wooten
Art Dir.....William E. Burgess

Radio Accounts: New York Allerton Corp., (Midston House, Allerton House) New York

TV Accounts: D'amico Fifth Ave., (Beauty Consultant)

CAYTON, INC.

9 East 40th St., New York 16, N. Y.
Phone: LExington 2-1711
ABP—ANPA—APA—NBP

President.....William D'Arcy Cayton
Secretary.....D. R. Roberts
Art Director.....Bob Lee
Media Dir.....Hy Crandall
Time Buyer.....Sally Luchs
Creative Director.....Fred Ladd
Merchandising Director.....Pat Croft
Media Director.....G. Lustig
Space Buyer.....Lee Dalia
Publicity Director.....Michael L. Cook
Research Director.....M. Brian

Radio Accounts: Charles Antell, Inc. (Men's hair products) Baltimore, Md.

TV Accounts: Aldon Industries, Inc. (Skill Games, Plastic Toys) Rego Park, N. Y.; Morris Plastics Corp. (Toys), N. Y. C.; Nat'l. Games, Inc., Springfield, Mass.; Earl Randolph Corp. (Children's Furniture) New Bedford, Mass.; Harwyn Pub. Corp. (Picture Encyclopedia), N. Y. C.; J. A. Gray Co. (Toy Trains) N. Y. C.

NELSON CHESMAN ADVERTISING

240 East 11th Street, Chattanooga 1, Tenn.
Phone: AM 6-4942
ABP—SNPA—ABP

Pres., Media Dir.....Richard H. Leiper
Secy.-Treas. .....John Goss
Time Buyer.....Vann Campbell

Radio & TV Accounts: Fleetwood Coffee Co.; Adcox-Kirby Pontiac; Ray Moss Farms; W. M. Cline Co.

JAMES THOMAS CHIRURG CO.

414 Park Square Bldg., Boston 16, Mass.
Phone: HAncock 6-7310
APA—SNPA—NOAB—BPA

Chairman.....James T. Chirurg
Treasurer .....Gilbert French
General Manager.....Scott Costello
Research Dir.....Prescott Winkley
Mgr. Plans Service Dept.....R. Gaeta
V.P., Mktg. Dir.....Howard G. Sawyer
Media Dir.....Jackson L. Parker
Copy Chief.....John Nazzaro
Radio-TV Dir.....E. T. Sullivan
Production Director.....R. D. Sisson

Branch Offices
1612 Chanin Bldg., New York 17, N. Y.
Phone: MU 7-5040

President.....W. L. Shepardson
V. P., Gen. Mgr.....D. W. Jackson

Radio Accounts: Martin L. Hall Co. (Coffee, Tea) Boston; Waitt & Bond, Inc. (Cigars: Yankee, Blackstone, Haddon Hall) New York; Boston Herald Traveler.

TV Accounts: Martin L. Hall Co. (Coffee, Tea); Herald Traveler; Vogue Dolls (Ginny Dolls) all of Boston; Waitt & Bond, Inc. (Cigars: Blackstone, Yankee, Haddon Hall); Binney & Smith, Inc. (Crayola Crayons), both New York.

CLEMENTS COMPANY, INC.

Horn Bldg., Philadelphia 3, Pa.
Phone: RIttenhouse 6-0236
ANPA

President.....Alice V. Clements
V.P. & Copy Chief.....Elizabeth M. Zindel
V.P. & Acct. Exec.....Robert H. Smith
V.P., Art Dir.....Stanley F. Squire
Treas., Dir. of TV.....David S. Roberts
Secy. & Space Buyer.....Katherine E. King
Production Manager.....C. Skilling
Time Buyer.....Alvin L. King

COHEN & ALESHIRE, INC.

41 East 42nd St., N. Y. 17, N. Y.
Phone: OX 7-0660
ABC—ABP—ANPA—NPB—APA
NOAB

Chairman.....Harry B. Cohen
President .....Edward Aleshire
Exec. V.P.....Francis X. Brady
V.P., Sec'y.....Harry B. Cohen, Jr.
Vice-President.....Edith S. Cohen
V.P. Chg. Art & Prod.....Oscar Fileppo
Head Space Buyer.....Jeanette Le Brecht
Art Director.....Dave Smiton
Research Director.....Don Johnstone
TV-Radio Production.....Robert Wahl
Head Time Buyer.....Beth Black
Time Buyer.....Emanuel Klein

Radio-TV Accounts: Grove Laboratories, Inc. (Pazo, 4-Way Cold Tablets & Liquid; Fitch Dandruff Remover Shampoo & Ideal Hair Tonic) St. Louis, Mo.; Pharma-Craft Co. (Ting) Cranbury, N. J.; Lydia E. Pinkham Med. Co. (Tablets & Veg. Compound) Lynn, Mass.; Chattanooga Medicine Co. (Black Draught & Syrup & Coated Tablets) Chattanooga, Tenn.; Carter Products, Inc. (Frenchette, Italianette—Mayonette Dyrid) N.Y.C.; Dormin, Inc. (Dormin) N.Y.C.; Kiwi Polish Co., Pty. Ltd. (Kiwi) Pottstown, Pa.; Paradorm, Inc. (Paradorm) N.Y.C.; Low Calorie Candy Co. (Magic Mints) Yonkers, N. Y.

Estimated Radio-TV Billings: $7,000,000.

COHON, HERBERT W., CO.

565 Fifth Ave., New York 17, N. Y.
Phone: OXford 7-9277
APA—ABP

Pres., Media Dir.....Herbert W. Cohon
V.P., Art Dir.....Irving M. Cohon
Acct. Execs.....H. W. Cohon, I. M. Cohon
Space Buyer.....Sylvia Zambrowsky

COMPTON ADVERTISING, INC.

625 Madison Ave., New York 22, N. Y.

Phone: PLaza 4-1100
AAAA—ABC—ANPA—APA—NBP
NOAB—ABP

Bd. Chrmn., Dir.....Robert D. Holbrook
President, Director....Barton A. Cummings
Exec. V.P., Dir. & Creative Dir.....
Alfred Seaman, Jr.
Exec. V. Pres., Dir.....C. James Fleming, Jr.
Sec., Asst. Treas.....Charles J. Gizerian
V.P., Research Dir.....Edward Battey
V.P., TV Commercials.....Frank Brendt
Head Time Buyer.....Bertrand Mulligan
Radio-TV Traffic Mgr.....Maria Sutherland
Vice Pres., Dir.....Henry R. Bankart,
Allen F. Flouton, William J. Heggen, Jack P. Rees, Olin A. Saunders
V.P., Treas., Asst. Secy., Dir...Henry Haines
V.-P. & Dir. Radio-TV
Programming.....Lewis H. Titterton
V.P. Chg. TV Comm'l.....G. W. Schloat, Jr.
V.-P. & Dir. of Media.....Frank B. Kemp
Vice President.....Carvel Nelson
Publicity Dir.....Elle Kofler

Branch Offices

141 West Jackson Blvd., Chicago 4, Ill.
Phone: HArrison 7-6935
V.P., Chg. Midwest Oper.....E. Dean Landis
V.-P., Manager.....L. O. Holmberg

744 N. Fourth St., Milwaukee 3, Wisc.
Phone: BRoadway 1-9475
V.P. & Manager.....R. F. Gomber

6505 Wilshire Blvd., Los Angeles 48, Calif.
Phone: OLive 3-0100
V.P. .....Waldo H. Hunt
V.P., Radio & TV.....Alvin Kabaker
V.P.....Edward E. Keeler

703 Market St., San Francisco, Calif.
Phone: GArfield 1-4854
V.P., W. Coast Oper.....T. Santacroce
V.P., Manager.....Richard E. Goebel

1604 S.W. 10th Ave., Portland, Ore.
Phone: CApitol 2-1821
Manager .....Carvel Nelson

Radio & TV Accounts: The Allis-Chalmers Mfg. Co.; American Can Co.; The Goodyear Tire & Rubber Tire Co.; New York Life Insurance Co.; Phelps-Dodge, Copper Prods. Corp.; The Procter & Gamble Co.; Kelly-Springfield Tire Co.; The Socony Mobil Oil Co.; Standard Brands, Inc. (Chase & Sanborn Coffee, Instant Chase & Sanborn Coffee).

COMSTOCK & COMPANY

651 Delaware Avenue, Buffalo 2, N. Y.
Phone: LIncoln 6187
ABP—ANPA—APA—NOAB—NBP—SNPA

Partners.....Henry W. Comstock,
H. Earl Close, Frank J. Hess
V.P., Mktg., Dir.,
Acct. Supvr.....T. Sloane Palmer
Media, Research Dir.....Herbert Moore
Art Dir.....William B. Cormier,
Prod. Mgrs.....A. H. Briggs,
Grant F. Hess, Otello A. Manna.
Exec. Dir. Radio-TV...Everett L. Thompson
Creative Dir.
TV-Radio.....Howard C. Schellenberg
Creative Writers TV-Radio.....Duane M. Palmer, Payne Williams
TV Art Directors.... .....Joseph Petrino
TV Producer..... .....Stuart F. Levin
Asst. TV Producer.....Harvey F. Jeacock

Radio Accounts: Manufacturers and Traders Trust Co. (Banking Services); Sterling Amherst Farms Dairy, Inc. (Milk); Adam, Meldrum & Anderson Co. (Dept. Store); Buffalo Optical Co. (Prescription Opticians); Cling-Surface Co. (Sta-Put Rug Spray); Leous Furriers; Pritchard Pharmacy, all of Buffalo; Fred Koch Brewery (Koch's Beer & Ale) Dunkirk, N. Y.

TV Accounts: Frontier Oil Refining Co. (Gasoline; Motor, Fuel & Range Oil) Buffalo, N. Y.; Hospital Service Corp. of Western N. Y. (Blue Cross, Blue Shield); Manufacturers & Traders Trust Co., American Stores Co. (Nu-Way Supermkt.) Syracuse; Nationwide Insurance Co. (All Forms); Nu-Way Supermkts., Inc.; 7-Up Bottling Co.; Pepsi-Cola Bottling Co., Elmira, Buffalo, Syracuse, Tonawanda, N. Y.; O'Keefe Brewing Co. (Beer, Ale) Toronto.

ROBERT CONAHAY, INC.

261 Madison Ave., N. Y. 16, N. Y.
Phone: MUrray Hill 2-5645
ABP—ANPA—NBP

President.....Robert S. Conahay
Secretary.....Robert Conahay III
V.-P. & Copy Chief.....Frank Denman
V.-P. Market Research.Benjamin B. Mitchell
Production Mgr.....John S. Wassmer
Media Dir., Space &
Time Buyer.....Marie Hughes
Vice President.....Joseph F. Beck
Art Director.....Achille Pelizzari

Radio Accounts: Chesapeake & Ohio Railroad, Cleveland, Ohio; Colonia, Inc. 4711 (Cologne), both New York, N. Y.

THE CONDON COMPANY

Perkins Bldg., 14th & A Sts., Tacoma 2, Wash.
Phone: MArket 7-8155
ABP—ANPA—APA—AAAA—NOAB
NBP

Partners.....Roscoe A. Smith,
Victor Kaufman, Harold C. Dixon
Art Dir.....Daniel J. Snope
Production Mgr.....Mildred Nelson
Acct. Executives.....Roscoe A. Smith
Victor Kaufman, Kay Shinn, Harold C. Dixon, Gordon Bennett, James Shulz

Accounts: Buckley-King Funeral Ser.; Douglas Fir Plywood Assn.; Fuel Oil Service Co.; KTNT-TV, Tacoma, Wash.; Northwest Syndicate; Pacific First Federal Savings & Loan Assn.; Puget Sound National Bank; St. Paul & Tacoma Lmbr. Co.; United Pacific Insurance Co.; Ward Smith, Inc.

THOMAS F. CONROY, INC.

1101 Majestic Bldg., San Antonio 5, Texas
Phone: CA 7-3456
AAAA—ABP—ANPA—NPA—NBP—SNPA

President.....Thomas F. Conroy
Vice Pres.....Mrs. Thomas F. Conroy

V.P., Copy Chief.....Bill Holchak
Art., Prod. Mgr.....Paul Van Tuyl

Radio Accounts: The Quaker Oats Co., Chicago, Ill.; Studer's Inc. (Photography), San Antonio.

TV Accounts: La Vue Cosmetics, San Antonio; Studer's Inc. (Photography), all San Antonio.

CO-ORDINATED MARKETING AGENCY, INC.

16 W. 46th St., New York 36, N. Y.
Phone: JUdson 2-2100
ABP

President.....Lester L. Wolff
Exec. V.P., Prod., Time Byr.....Irving Herz
V.P.'s.....Louis DeNunzio, Arthur A. Peltz, Morris M. Winer
Secretary .....Philip F. Schneider
Director .....Frederick Roselius
TV Producer.....Lester L. Wolff
Radio-TV Dir., Prod.....Arthur A. Peltz
Asst. Prods.....Barbara R. Marks, George Mendoza

Radio Accounts: N. Dorman & Co. (Packaged Cheeses), New York; I. Rokeach & Sons, Inc. (Kosher Foods), New York City; Sunrise Supermarkets Corp., Hicksville, N. Y.; Associated Food Stores (Supermkt. Co-op) Jamaica, N. Y.; Pioneer Food Stores (Supermkt. Co-op.) N. Y. C.; Daitch Crystal Dairies (Supermkt. Chain) Bronx, N. Y.; Affiliated Food Stores (Supermkt. Group) Metropolitan, N. Y.; Dilbert Quality Stores (Supermkt. Chain) Brooklyn, N. Y.; A. Goodman & Sons (Matzos, Baked Goods) Long Island City, N. Y.

TV Accounts: General Baking Co., New York; Roselux Chemical Co. (Liquid Starch, Bleach) Brooklyn; N. Dorman & Co. (Packaged Cheeses) New York; Associated Food Stores (Supermkt. Co-op.) Jamaica, N. Y.; White Rock Corp. (Soft Drinks) Brooklyn. N. Y.; Affiliated Food Stores (Supermkt. Chains) Metropolitan N. Y.; Seabrook Farms Co. (Frozen Foods) Seabrook, N. J.; Brooklyn Cheese Co. (Bread Crumb Mix) Brooklyn, N. Y.; Acqua Lina Mfg. Co. (Liquid Detergent) Brooklyn, N. Y.

COX & TANZ ADVERTISING

333 S. 21st St., Philadelphia 3. Pa.
Phone: RIttenhouse 6-7502

Owner.....Eugene R. Tanz
TV Director.....J. Kirkconnell
Continuity Director.....Paul Stern
Art Director.....R. Rivers
Prod. Mgr., Media Dir.....R. D. DiCarlo
Research Director.....E. Field

Radio Accounts: ABC Chicks, Lancaster, Pa.; Jim Brady Shoes, Philadelphia; Badder & Snoke (Shoes); Philadelphia; M & M Auto Seat Cover Co., Philadelphia; Minit Man Car Wash Co., Philadelphia; Manchester Laundry, Philadelphia; Sunset Beach (Amusement Park) Almonesson, N. J.; Mort Co. (Hardware, Philadelphia; Tappins (Jewelry) Newark, N. J.; Van Sciver Co. (Furniture) Philadelphia; Xcel Products Co. (Metal Storm Sash, Metal Awnings) Philadelphia; Crowl Chemical Co. (Cough Remedy), Shamokin, Pa.; Franklin Research Co. (Floor Wax), Philadelphia.

TV Accounts: Jim Brady Shoes, Philadelphia, Pa.; Export Import Clothing, Chester, Pa.; M & M Auto Seat Cover Co., Philadelphia; Minit Man Car Wash Co., Philadelphia; Tappins Jewelry Stores, Newark, N. J.; Thornton-Fuller Co. (Automobiles) Philadelphia, Pa.; Xcel Products Co., Philadelphia; Crowl Chemical Co. (Cough Remedy), Shamokin, Pa.

Estimated Radio & TV Billings: $350,000.

JOHN GILBERT CRAIG ADV., INC.

913 Washington St., Wilmington 99, Del.
Phone: OLympia 5-6185
ABP—ANPA—AAAA—APA—NBP

President.....J. Gorman Walsh
Sec.-Treas. .....Kathleen A. Walsh
Vice Pres.....Ruth Craig
Account Executives.....J. Gorman Walsh, Kathleen A. Walsh, William H. Gordy,
Production Manager.....William H. Gordy
Media Buyer.....Ralph R. Swann

Radio Accounts: Joseph Bancroft & Sons Co. (Textile Finishing) Delaware Power & Light Co., Wilmington, Del.; Diamond Ice & Coal Co. (Fuels, Home Products); Group Hospital Service, Inc. (Blue Cross) Wilmington, Del.

THE CRAMER-KRASSELT CO.

733 North Van Buren St., Milwaukee 2, Wis.
Phone: BRoadway 6-3500
ABP—ANPA—APA—NBP—ABC
AAAA—NOAB

President.....A. W. Seiler
Exec. Vice-President.....H. N. Pasteur
Exec. Vice-Pres.-Treas.....C. W. Faude
Secretary .....F. Aumueller
Vice-Pres. in Chg. Media.....L. H. Ness
Vice-Presidents.....H. Dyson, C. H. Brehm, R. F. Timm, N. L. Telander
V.P., Radio-TV.....Roger W. LeGrand
Radio Time Buyer.....Loretta Mahar
Radio-TV Acct. Execs.....K. Hegard, J. Pritchard
Dir. of Research.....H. V. Swenson
Production Manager.....H. J. Fink
Art Director.....A. H. Bierman

Radio-TV Accounts: Blue Cross-Blue Shield, for State of Wisconsin; First Federal Savings & Loan Assn. of Wisc.; First Wisconin Nat'l Bank of Milwaukee, all Milwaukee; Milw. Gas Light Co.; Evinrude Motors (Outboard Motors); Wisconsin Telephone Co,. all Milwaukee; A. O. Smith Corp. (Permaglas Water Heaters), Kankakee, Ill.

CUNNINGHAM & WALSH, INC.

260 Madison Ave., New York 16, N. Y.
Phone: MUrray Hill 3-4900
AAAA—ANPA—ABP—APA—NBP—NOAB

President.....Robert R. Newell
Exec. V.P.....William M. Mulvey

Senior V.P.'s.....George S. Fowler, Herbert S. Fox, Carl R. Giegerich, Conklin Mann, Newman F. McEvoy, William Revdel, Herbert Thwaite, Fred H. Welsh, John S. Williams.
Sr. V.P., Secy.....Edward G. Comstock
Sr. V.P., Treas.....George A. Moran
V.P., Radio-TV.....Edward H. Mahoney
V.P., Crea. Grp. Head.....Joe McDonough
V.P., Dir. Comm. Prod.....William LaCava
V.P., Dir. Programming.....Jerome Feniger
V.P., Mktg. Dir.....Stanley T. Peterson
Business Manager.....Edward F. Moore

Branch Offices
6 N. Michigan Ave., Chicago 2, Ill.
Phone: ANdover 3-3138
Exec. V.P.....Ivan Hill
Sr. V.P.....L. W. Scott
8721 Sunset Blvd., Hollywood 46, Calif.
Phone: OLympia 2-5690
Manager .....William Peterson
2301 W. Third St., Los Angeles 57, Calif.
Phone: DUnkirk 8-2111
Exec. V.P.....Henry Mayers
Sr. V.P.....Sherman Slade
1660 Bush St., San Francisco 9, Calif.
Phone: PRospect 6-2600
Exec. V.P.....Franklin C. Wheeler
Sr. V.P., Gen. Mgr.....Jerome J. Cowen
Sr. V.P.....Robert Brisacher
2216 Penobscot Bldg., Detroit 26, Mich.
Phone: WO 3-6580
V.P. in Chg.....Bob Powell
Radio-TV Buyer.....Marian B. Athay
706 Melrose Bldg., Houston 2, Tex.
Phone: CApital 8-6143
Manager.....Thos. E. Graham

Radio Accounts: Advisory Board for Promotion of Fresh California Bartlett Pears; American Cyanamid Co. (Farm & Home Div.); Decca Records, Inc. (Phonograph Records); Beatrice Foods Co.; Jaguar Cars, Inc. (Motor Cars); Chase Manhattan Bank; Colgate Palmolive Co. (Brisk, Super Suds); Contadina Foods (Tomato Paste & Whole Peeled Tomatoes); Crown Zellerbach (Zee Paper Products); Wheeling Stl. Corp.; J. A. Folger & Co. (Coffee); Chase Brass & Copper Co., Inc. (Fabricators: Copper, Brass) George W. Helme Co. (Snuff); Italian Line (Travel); Andrew Jergens Co. (Jergens & Woodbury Products); Kitchens of Sara Lee, Inc. (Baked Goods); Mosler Safe Co. (Safes, Safe Deposit Boxes); Narragansett Brewing Co.; New York News; Sunshine Biscuits, Inc.; The Texas Company; Universal Pictures Co., Inc.; Wheatena Corp.; Geo. W. Helme Co. (Viking Snuff); Pharma-Craft Corp. (Pro-Goods); Mosler Safe Co. (Safes, Safe Deposit prietary Drugs); Thos. Cook & Son, Inc. (Travel Service); Conn. Gen. Life Ins. Co. (Life, Accident, Health, Group Insurance).

TV Accounts: American Cyanamid Co. (Farm & Home Div.); American Telephone & Telegraph (Yellow Pages); Beatrice Foods Co.; Chase Brass & Copper Company, Incorporated (Fabricators: Copper, Brass); Brooklyn-Union Gas Co.; Chase Manhattan Bank; Colgate-Palmolive (Brisk); Crocker-Anglo National Bank; American Machine & Foundry Company, AMF Pinspotters Div.; Eversharp, Inc.; J. A. Folger & Co. (Coffee); Connecticut General Life Insurance Company (Life Accident, Health, Group Insurance); Italian Line (Travel); Andrew Jergens Co. (Jergens & Woodbury Products); Kitchens of Sara Lee (Baked Goods); Narragansett Brewing Co.; New York News; Geo. W. Helme Co. (Viking Snuff); Sears, Roebuck & Co.; Smith Corona (Typewriters, Adding Machines); E. R. Squibb & Sons; Sunshine Biscuits, Inc.; The Texas Company; Universal Pictures Co., Inc.; Wheatena Corp.; Walter Kidde & Co., Inc. (Fire Extinguishers); Mosler Safe Co.; Pharma-Craft Corp. (Proprietary Drugs); Stephan Distributing Corp. (Hair Lotion); Wheeling Steel Corp.; Western Electric Co. (Bell Phone Equipment).

Estimated Radio Billings: $1,500,000.
Estimated TV Billings: $17,000,000.

CURTIS ADVERTISING COMPANY

1 Park Ave., New York, N. Y.
Phone: LE 2-2015
ABP-APA

President.....Lawrence R. Curtis
Vice-President.....S. R. Coombs
Secy.-Treas.....Rose Berg
Art Director.....Joseph Curtin
Prod. Mgr., Space Buyer.....A. Balstra
Publicity Director.....I. Nichols
Radio-TV Dir.....L. R. Curtis
Copy Dir.....K. Groesbeck

Radio-TV Accounts: American Sponge & Chamois Co.; Apex Die Cutting Corp.; Bar Mart, Inc.; Brett, Wyckoff, Potter, Hamilton; Carolina Shirt Lining Corp.; Cineque Laboratories (Colorfilms); Cloud Coach Airlines, Inc.; Eastern Tea Corp.; Federated Purchaser, Inc.; Gentry Magazine; Gothom Instrument & Machinery Co., Inc.; MacFadden Foundation; National Pix Slide Co.; O'Connell Hat Corp.; Rands Food Chain; Regent Shirt Co., Inc.; Scoffee; Silver Lining, Inc.; Stern, Bill Sports Shirts; Super-Cel Cellulose Sponges; Webb & Knapp, Inc.

DANCER-FITZGERALD-SAMPLE, INC.

347 Madison Ave., New York 17, N. Y.
Phone: ORegon 9-0600
AAAA—ANPA—ABC—AFA

President.....Clifford L. Fitzgerald
Exec. V.P.....Chester T. Birch
V.P., Sec'y.....Fred T. Leighty
V.P., Treas.....W. F. Maughan
V.P., Radio-TV Dir.....J. J. Neale
V.P., Prog. Dir.....David O. Nyren
V.P., Radio-TV Comm. Prod.....Norman Mathews
Sr. V.P.'s.....L. O. Brown, S. J. Hamilton, G. H. Johnson, G. G. Tormey.

Branch Offices
221 N. La Salle Street, Chicago 1, Ill.
Phone: FI 6-4700
Sr. Vice-Pres.....F. Sewall Gardner

1680 N. Vine St., Hollywood 28, Cal.
Phone: HOllywood 2-3256
V.P., Gen. Mgr.....Betty O'Hara

920 Russ Bldg., San Francisco, Cal.
Phone: DO 2-5107
V.P., Gen. Mgr.....Lawrence Dunham

200 St. Clair Ave. West, Toronto 7, Ontario
Phone WAlnut 4-8425
V.P. & Mgr.....Gilbert Nunns

333 W. 1st St., Dayton 2, O.
Phone: BAldwin 6-2492
Vice President.....Clyde E. Rapp

Radio-TV Accounts: Alliance Mfg. Co.; American Chicle Co., Carey Salt, Falstaff Brewing Corp.; Family Circle; Fritos; Gen. Mills Co.; Sterling Drug, Inc.; Ekco Products Co.; Nestle Co.; Best Foods; Peter Paul Co.; Pfaff International Corp.; Wine Growers Guild; Liggett & Myers Co.; The Borden Co.; Frigidaire Div. of GMC; Glenbrook Lab. Div. of Sterling Drug, Inc.; Procter & Gamble Co.; Riverview Park Co.; Siegler Corp.; Stokely-Van Camp of Canada, Ltd.; Swift & Co.; Tri-Valley Packing Assn.; U. S. Army & U.S.A. Reserve; Interstate Bakeries Corp.; McKesson & Robbins, Inc.

D'ARCY ADVERTISING CO.

Missouri Pacific Bldg., St. Louis 3, Mo.
Phone: CEntral 1-6700
AFA—AAAA—ABP—ANPA—ABC

President.....Harry W. Chesley, Jr.
Vice Pres.....Marvin D. McQueen
Dir. Radio-TV.....Harry K. Renfro
V.P., Treas.....E. D. Cronk
V.P., Art Dir.....Gene M. Kowall

Branch Offices

430 Park Ave., N. Y. 22, N. Y.
Phone: PLaza 8-2600
Chm. of Bd.....Robt. M. Ganger
Vice-President.....F. S. Ott

Terminal Tower Bldg., Cleveland 13, O.
Phone: TOwer 1-3911
Vice-President.....Stanley P. Seward

75 Bloor St. W., Toronto, Ontario, Can.
Phone: WAlnut 1-3135
Vice-President.....G. P. Altenbernd

75 Eighth St. N.E., Atlanta 9, Ga.
Phone: TRinity 2-8815
Vice-President.....M. L. Boyd, Jr.

3540 Wilshire Blvd., Los Angeles 5, Calif.
Phone: DUnkirk 5-3171
Vice President.....Vern Eastman

Prudential Plaza, Chicago, Ill.
Phone: MIchigan 2-5332
Vice President.....W. C. Edwards
Mgr., Radio-TV Dept....Peter A. Cavallo, Jr.

Texas Nat'l Bank Bldg., Houston 2, Texas
Phone: CApitol 4-9751
Vice-President.....J. Bob Wilson

Radio Accounts: Laclede Gas Co., St. Louis, Mo.; General Tire & Rubber Co., Akron, Ohio; Anheuser-Busch, Inc., St. Louis, Mo.; Gerber Products Co., Fremont, Mich.; Friedman-Shelby Div., Int'l Shoe Co., St. Louis, Mo.; Standard Oil Co. (Indiana), Chicago; Lance, Inc., Charlotte, N. C.; Houston Lighting & Power Co., Houston, Texas; Reardon Paint Co., St. Louis, Mo.; Patterson Sargent Paint Co., Cleveland, Ohio; Banquet Canning Co., St. Louis, Mo.; Brooks Foods, Inc., St. Louis, Mo.; Consolidated Foods Corp., Chicago; Doyle Packing Co., (Strongheart Dog Food) Chicago; Fedders-Quigan Corp. (Air Conditioners) N. Y. C.; Krey Packing Co. (Meat Products) St. Louis; Missouri Pacific RR; Reddi-Wip, Inc. (Toppings) Los Angeles; St. Louis Globe-Democrat Publishing Co., St. Louis; Colgate-Palmolive, N. Y.; Studebaker, N. Y.; Dixie Products, Atlanta; Nehi Corp., Atlanta.

TV Accounts: Laclede Gas Co., St. Louis, Mo.; General Tire & Rubber Co., Akron, Ohio; Anheuser-Busch, Inc., St. Louis, Mo.; Gerber Products Co., Fremont, Mich.; Standard Oil Co. (Indiana), Chicago; Houston Lighting & Power Co., Houston, Tex.; Reardon Paint Co., St. Louis, Mo.; Friedman-Shelby Div., Int'l Shoe Co., St. Louis, Mo.; Patterson-Sargent Paint Co.; Banquet Canning Co.; Brooks Foods, Inc.; Consolidated Foods Corp.; Doyle Packing Co.; Fedders-Quigan Corp.; Krey Packing Co.; Reddi-Wip, Inc.; Parti Day, Inc., Los Angeles; Colgate-Palmolive; Studebaker; Nehi Corp.

Estimated Radio Billings: $2,500,000.
Estimated TV Billings: $13,100,000.

DAVIS-HARRISON-SIMMONDS

6600 Lexington Ave., Hollywood 38, Calif.
Phone: HOllywood 3-6903

President.....Don L. Davis
V.P.'s .....Mardon S. Davis,
Ralph A. Vaughn
Radio-TV Dir. Dawnelle M. Davis

Accounts: National Bargain Buyers Club of America, Inc., Los Angeles, Calif.; Radio Merchandisers, Ltd., Hollywood, Calif.; Toy of the Month Club, Los Angeles, Calif.

THE IRVING DAVIS ADV. AGENCY

151 West 51st St., New York 19, N. Y.
Phone: CIrcle 7-1870
APA—ABP

Owner .....Irving Davis

HERSCHEL Z. DEUTSCH & CO., INC.

30 E. 60th St., New York 22, N. Y.
Phone: PLaza 3-1788
ABP—ANPA

President .....Herschel Z. Deutsch
Secty.....M. A. Deutsch
Treas. .....Robert Stone
Merchandising Director.....Ed. R. Rader
Media Director.....Madeleine Allison
Time Buyer.....Dorothy Glasser

Radio Accounts: E. T. Browne Drug Co. (Palmer's "Skin-Success"), New York; M. J. Breitenbach Co. (Pepto-Mangan), New York; Lander Co. (Dixie Peach Hair Pomade, Deodorant), New York; Household

Products, Inc. (Sulfur-8, Gloss 8), Stamford, Conn.; Associated Sepian Prods. (Toiletries Cosmetics, etc.), New York, N. Y.; Kilmer & Co., Inc. (Staze & Swamproot), Stamford, Conn.

TV Accounts: Associated Sepian Products (Toiletries, Cosmetics), New York, N. Y.

DEUTSCH & SHEA, INC.

230 West 41st St., New York 18, N. Y.
Phone: LOngacre 4-5900
ABP—AAAA—ANPA

Radio .....James Crawford
TV .....Robert Unger

DITTMAN & KANE, INC.

225 S. 15th St., Philadelphia 2, Pa.
Phone: PE 5-1546
ANPA

Chairman.....H. M. Dittman
Pres., Treas., Radio-TV Dir....J. Jessie Kane
V.P., Acct. Exec.....Paul Kane
Sec'y., Copy Chief.....E. Horwitz
Art Dir.....Samuel Irving
Publicity Dir.....Phoebe Seigle

DOE-ANDERSON ADV. AGENCY

315 Commonwealth Bldg., Louisville 2, Ky.
Phone: JUniper 5-3193
ANPA—ABP

Acct. Execs.....Warwick Anderson, D. Larry Barker, Richard R. Mau, Louis E. Schneider
Media Buyer.....Miss G. P. Wagner
Production Manager.....J. B. Peterkin
Art Director.....Joseph V. Rigsby

Radio Accounts: Federal Chemical Co. (Fertilizer); Commonwealth Life Ins. Co.; First National Bank (also TV); Brown Hotel Co., all Louisville, Ky.

Estimated Radio & TV Billings: $54,400.

DOHERTY, CLIFFORD, STEERS & SHENFIELD, INC.

530 Fifth Ave., New York 36, N. Y.
Phone: YUkon 6-6500
AAAA—ABC—ABP—ANPA—APA—NOAB

Chr. of the Bd.....Donald K. Clifford
Pres., Secy.....William E. Steers
Treasurer.....Nelson O. Argueso
Asst. Secy.....Marie L. Brennan
Vice Presidents.....Francis J. Doherty, Joel F. Jacobs, Harry M. Ireland, William E. Holden, Robert Hayes, John H. Owen, James R. Frankenberry, Robert M. Curtis, Martin Oeschner.
V.P., Creative Dir.....James F. Egan
V.P., Art Dir.....Robert E. Shaw
V.P., Publicity Dir.....Richard Fehr
V.P., Dir. of Research..Lawrence J. Hubbard
V.P., Media Dir.....Donald H. Quinn
V.P., Dir. Radio-TV Programming, Production .....Hal James
V.P., Dir. Radio-TV Commercials .....Harry Bressler
V.P., Copy Superv.....Howard S. Foley
V.P., Production Mgr.....William Stollwitz
V.P.'s.....John Rockwell, Phillip Brooks
V.P., Radio-TV Time Buyer .....Robert Widholm
Buyers...Robert Widholm, Samuel B. Vitt

Radio Accounts: Bristol-Myers Co. (Ipana, Vitalis, Mum, Mum Mist, Theradan, Minit Rub), New York, N. Y.; The Borden Co. (Borden's Instant Coffee), New York, N. Y.; Pharmaco, Inc. (Feen-a-Mint, Chooz, Medigum, Regutol), Kenilworth, N. J.; Pioneer Ice Cream Div. of the Borden Co. (Ricciardi, Reid's, Horton's, Borden's Ice Cream); Fulham Bros. (4 Fishermen Frozen Fish Prods.)

TV Accounts: Bristol-Myers Co. (Ipana, Vitalis, Mum, Mum Mist, Ammens, Theradan, Minit Rub), New York, N. Y.; The Borden Co. (Borden's Instant Coffee), New York, N. Y.; Pharmaco, Inc. (Medigum, Regutol, Feen-A-Mint, Chooz), Kenilworth, N. J.; Pioneer Ice Cream Div. of the Borden Co. (Ricciardi, Horton, Reid and Borden Ice Cream), New York, N. Y.; Fulham Bros. (4 Fishermen Frozen Fish Prods.)

Estimated Radio Billings: $3,460,000
Estimated TV Billings: $8,000,000.

RALPH L. DOMBROWER CO., INC.

11 E. Franklin St., Richmond 19, Va.
Phone: MIlton 3-1113

Pres.-Treas.....Ralph L. Dombrower, Sr.
V.P., Time Buyer..Ralph L. Dombrower, Jr.
Sec'y.....Malcolm B. Dombrower
Art Director.....Hobart Britton
Radio, TV Dir., Talent Buyer.....T. Michaux Moody
Media Dir.....Janet Hanson

Branch Office
Woodward Bldg., 15th & H Sts., N.W., Washington, D. C.
Phone: REpublic 7-1420

Manager .....Philip Rosenfeld

Radio Accounts: Etchison Hat Co., Inc., Chesterfield Hat Corp.

DONAHUE & COE, INC.

1270 Ave. of Amer., New York 20, N. Y.
Phone: COlumbus 5-2772

President.....E. J. Churchill
V.P., Chrmn. Plans Bd.....Wm. Schneider
Exec. V.P.....Walter Weir
V.P., Secy.....O. A. Kingsbury
Vice Pres.....Lewis F. Owen
V.P. Dir. Radio-TV.....Carl Rigrod
Media Dir.....Daniel M. Gordon
TV-Radio Dept. Bus. Mgr.....Evelyn Jones

Branch Offices
258 Hurt Bldg., Atlanta 3, Ga.
Phone: MUrray Hill 8-5662

Vice-President.....H. L. Morrill

919 N. Michigan Ave., Chicago 11, Ill.
Phone: WH 3-2133

President .....Arthur Grossman

3243 Wilshire Blvd., Los Angeles, Calif.
Phone: DUnkirk 1-2221

Exec. V.P., Gen. Mgr.....Richard C. Moses

10 St. Catherine St., Montreal 2, Que.
Phone: UN 6-8851

Managing Dir.....Wilfred J. LaVigne

Radio Accounts: N. Y. Herald-Tribune; Burlington Mills, Inc. (Bur-Mil Cameo Hosiery); N. Y. World-Telegram & Sun; River

Brand Rice Mills, Inc.; E. T. Babbitt, Inc.; MGM Pictures), all New York; Scholl Mfg. Co. (Foot Comfort Remedies), Chicago, Ill.; Chemway Corp. (Lady Esther), Mountain View, N. J.

TV Accounts: Burlington Mills, Inc. (Bur-Mil Cameo Hosiery); N. Y. Herald-Tribune, both New York; Scripto, Inc. (Pens & Pencils), Atlanta, Ga.; Corn Products Refining Co. (Bosco); E. F. Drew & Co., Inc. (Tri-Nut Margarine), both New York; Chemway Corp. (Lady Esther), Mountain View, N. J.; Norge Corp. (Auto. Washers & Dryers), Chicago, Ill.; National Presto Ind., Inc. (Electric Housewares), Eau Claire, Wis.

Estimated Radio Billings: $3,500,000.
Estimated TV Billings: $3,600,000.

DONALL & HARMAN INC.

488 Madison Ave., New York 22, N. Y.
Phone: ELdorado 5-7270

Pres., Radio-TV Dept. Hd....Elihu E. Harris
Treasurer.....Leonard I. Kornblum
Art Director.....David Meranus
Copy Dept. Mgr.....Elise Alberts
Media Director.....Florence Schwartz
Sales Prom. Coordinator..Madeleine Migden
Prod. & Traffic.....Matthew Siegel

TV Account: Independent Television Corp. (TV Films), N. Y. C.

W. B. DONER & COMPANY

505 Washington Blvd. Bldg., Detroit 26, Mich.
Phone: WOodward 5-7400

President.....W. B. Doner
Exec. Vice-Pres.....Charles F. Rosen
Treasurer.....Julian A. Grace
Vice-President .....Felix Hower
Secy., Art Director.....Ben Goldstein
Prod. Manager.....Henry Brenkus
Media Director.....Mrs. Ellen K. Dryer
Time Buyers.....Wilfred B. Doner, Charles F. Rosen, Felix Hower, Julian A. Grace, Ellen K. Dryer

Branch Offices

35 E. Wacker Dr., Chicago, Ill.
Phone: ANdover 3-7800

President.....Marvin H. Frank

1324 W. Wisconsin, Milwaukee 3, Wis.
Phone: WEst 3-9315

Account Exec.....Gil Breimeister

2225 N. Charles St., Baltimore 18, Md.
Phone: BElmont 5-1212

Vice Pres.....Herb Fried

Louis Tower Bldg., Philadelphia 2, Pa.
PhonePEnnypacker 5-6804

Exec. V.P.....Murray Firestone

Radio Accounts: Charlie's Olds-Cadillac; Detroit Creamery (Sealtest Milk & Ice Cream); The Detroit News; Federal Dept. Stores; Hygrade Food Products (Meat & Meat Products); Kessler Buick; Jerry McCarthy Chevrolet; Radio Distr. Co. (Norge & Zenith Appliances); Rox Masonry Paint; Manufacturers Nat'l Bank, all Detroit; Chicago Retail Furniture Assn.; Gingiss Bros., Inc. (Formal Wear Rental); Gordon Buick Co.; Kelley Paint Co.; Peter Pan Restaurants; Richards Drive-In Restaurants; Petroleum Heat & Power; Plastone Co. (Turtle Wax Auto Polish); Holsum Bread, all Chicago, Ill.; Wisconsin Independent Oil Co., Milwaukee, Wis.; Coastal Foods, Phillips Div. (Canned Vegetables & Soups); Family Finance, both Baltimore, Md.; Holsum Products Co. (Food Processor), Ruby Chevrolet, Inc., both Milwaukee, Wis.; Atlantic Brewing Co.; Z. Frank, Inc. (Chevrolet Dealer); Wm. A. Lewis Co. (Women's Clothier); Lincoln Radio & TV, all Chicago, Ill.

TV Accounts: Charlie's Olds-Cadillac; Hygrade Food Products; Jerry McCarthy Chevrolet; Radio Distr. Co.; Manufacturers Nat'l Bank, all Detroit; Coastal Foods (Phillips Div.); Family Finance, both Baltimore, Md.; Holsum Products Co.; Ruby Chevrolet, Inc., both Milwaukee, Wis.; Atlantic Brewing Co.; Z. Frank, Inc.; Wm. A. Lewis Co.; Lincoln Radio & TV; Petroleum Heat & Power; Holsum Bread, all Chicago, Ill.; Wisconsin Independent Oil Co., Milwaukee, Wis.

DONER & PECK, INC.

400 Madison Ave., New York 17, N. Y.
Phone: PLaza 3-0900
AAAA—ABP—ANPA—APA

Chairman of Board.....Harry Peck
President .....Sidney Garfield
Ex. V.P.....Sanford Hirschberg
Secretary .....Marvin Frank
V.P., TV-Radio.....Sylvan Taplinger
Time Buyer.....Mary Franklin
Media Dir.....Frieda Weiss

Radio Accounts: Andrea Radio Corp., Long Island City, N. Y.; Bilt-Rite Carriage Co., (Baby Carriages) Brooklyn; Metropolis Brewery of N. J. (Regent Beer & Champale), Trenton, N. J.; Gordon Baking Co. (Silver-Cup Bread), N. Y.; Casco Products Corp. (Electrical Appliances) Bridgeport, Conn.

TV Accounts: U. S. Time Corp. (Timex Watches) New York, N. Y.; Sweet Orr & Co. (Workwear) New York, N. Y.; S. W. Farber, Inc. (Farberware) N. Y.; Manhattan Shirt Co. (Men & Women's Shirts) N. Y.; House of Worsted Tex (Men's Clothes) Philadelphia, Pa.; Browning-King Co. (Men's Clothing, Haberdashery) N. Y.

DOREMUS & COMPANY

120 Broadway, New York 5, N. Y.
Phone: WOrth 4-0700
ABP—ANPA

Chairman of Board.....Wm. H. Long, Jr.
Vice-Board Chairman...Walter H. Burnham
President.....Louis W. Munro
V.P., Secy., Treas.....Richard E. Williams
V.P., Prod. Mgr.....Dewey B. Holland
Exec. V.P.....George Erickson
Radio & TV Dir.....Vincent H. Coryell, Jr.

Branch Offices

208 S. LaSalle St., Chicago 4, Ill.
Phone: CEntral 6-9132

V.P. & Res. Mgr.....Chas. C. Greene

60 Batterymarch St., Boston 10, Mass.
Phone: HUbbard 2-5665

Vice Pres. in Chge.....W. J. Sheehan

425 Bush St., San Francisco 9, Cal.
Phone: Yukon 2-4080

V.P., Pacific Coast Mgr.....Ronald Brindley

DOREMUS-ESHLEMAN CO.

1616 Walnut St., Philadelphia 3, Pa.
Phone: KIngsley 5-0700

V.P., Gen. Mgr.....E. Howard York, III

Radio Accounts: Chemical Corn Exchange Bank; Franklin Savings Bank; Bank of New York; Kidder Peabody & Co.; Calvin Bullock, Ltd.; Diamond Match Co. (Diamond Charcoal Briquets); Paine Webber, Jackson & Curtis; Shearson Hammill & Co., all New York; Waltham Savings & Loan Assn., Pastene Wine & Spirits Co. (Pastene Wine), Boston, Mass.

TV Accounts: Chemical Corn Exchange Bank; Diamond Match Co. (Matches, Diamond Charcoal Briquets); Calvin Bullock, Ltd.; Smith, Kline & French (Institutional); National Assn. of Insurance Agents, all N.Y.

JOHN C. DOWD, INC.

212 Park Square Bldg., Boston 16, Mass.
Phone: HUbbard 2-8050
ANPA—NBP

President.....John C. Dowd
Exec., Asst. to Pres.....Linus Travers
Exec. V.P., Secy.....Edward D. Parent
V.P.'s.....T. Frank Duffy, John T. Burke, Will A. Davenport, George E. Murphy
Radio & TV Dir.....Joseph L. Tully
Space Radio Time Buyer, Media Dir.....Wm. Monaghan

Radio Accounts: Albany Carpet Co., Allston, Mass.; Boston Edison Co. (Electricity), Boston; Cott Bottling Co. of R. I. (Soft Drinks); First National Stores (Food), Somerville, Mass.; Boston Globe (Newspaper); Cott Bottling Co. (Soft Drinks), Manchester, N. H.; Megowen-Educator Co. (Crackers), Lowell, Mass.; Pepsinic Seltzer, Inc., Worcester, Mass.; Blacksmith Shop Pastries (Bread), Rockport, Mass.; Elec. Light & Power Companies of N. E.; Merchants Acceptance Corp.

TV Accounts: Albany Carpet Cleaning Co. (Rugs & Carpets), Allston, Mass.; Cott Bottling Co. of R. I. (Soft Drinks); First National Stores (Food), Somerville, Mass.; Boston Edison Company (Electricity), Boston, Mass.; Boston Globe (Newspaper), Boston, Mass.; Cott Bottling Co. (Soft Drinks), Manchester, N. H.; R. G. Sullivan, Inc. (Cigars), Manchester, N. H.; American Luggage Works, Inc. (Luggage), West Warick, R. I.; Megowen-Educator Food Co. (Biscuits & Crackers), Lowell, Mass.

DOWD, REDFIELD & JOHNSTONE, INC.

501 Madison Ave., New York 22, N. Y.
Phone: MUrray Hill 8-1275
APA—PPA—ABP—ANPA

President.....John C. Dowd
Secy., Treas.....Edward D. Parent
Controller, V.P.....John K. Dahme
V.P., Gen. Mgr.....Michael A. Raymond
V.P. .....Milton H. Raymond
Media Dir.....Harry Torp
Radio-TV Director.....William Lyons

Radio and TV Accounts: Albert Ehlers, Inc. (Coffee), Brooklyn, N. Y.; Cott Beverage Co. (Soft Drinks), New Haven, Conn.; Rapidol Dist. Corp. (Blensol), New York; Grove Laboratories (Citroid Compound), St. Louis, Mo.; David Kahn, Inc. (Wearever Pens & Pencils), N. Bergen, N. J.; Chas. Pfizer & Co. (Candettes, Bonadettes), Brooklyn, N. Y.; Revlon Products, Inc. (Sun Bath); Swanee Paper Corp., both New York.

DOYLE DANE BERNBACH, INC.

20 W. 43rd St., New York 36, N. Y.
Phone: LOngacre 5-7878
AAAA—ABC—ABP—ANPA—AFA

President .....William Bernbach
Exec. Vice Pres.....Ned Doyle
V.P., Gen. Mgr.....Maxwell Dane
V.P.....Ted H. Factor
V.P., Art Director.....Robert Gage
V.P.'s.....Joseph R. Daly, Edward Russell
Plans, Director, V.P.....Marvin Corwin
Time Buyers.....Jerry Sachs, Jeane Jaffe
Media Director.....Harry Parnas
Radio-TV Producer.....Don Trevor
TV, Radio Business Mgr.....John Walker

Branch Office

6399 Wilshire Blvd., Los Angeles 48, Calif.
Phone: OLive 3-8080

Vice President.....T. H. Factor
Media Dir., Space, Time Buyer.....Claire Koren
Radio-TV Prod.....Bob Gips

Radio Accounts: Chemstrand Corp. (Acrilan & Nylon), New York, N. Y.; Fairmont Foods Co. (Frozen Foods), Omaha, Nebr.; E. & J. Gallo Winery, Modesto, Calif.; A. Goodman & Sons (Noodles, soups, etc.), Long Island City, N. Y.; Henry S. Levy & Sons (Bread), Brooklyn, N. Y.; N. Dorman Co. (Cheese Prod.) N. Y.; Thom McAn (Shoe) N. Y.; Sav-On Drugs, Los Angeles, Calif.; Barton's Candy, both New York; Venus Pen & Pencil Corp., Hoboken, N. J.; Wilshire Oil, Los Angeles; Northam Warren Corp. (Cosmetics) Stamford, Conn.

TV Accounts: Chemstrand Corp. (Acrilan & Nylon), New York, N. Y.; Fairmont Foods Co. (Frozen Foods), Omaha, Nebr.; E. & J. Gallo Winery, Modesto, Calif.; A. Goodman & Son (Noodles, soups, etc.), Long Island City, N. Y.; Northam Warren Corp. (Cosmetics) Stamford, Conn.; N. Dorman Co. (Cheese Products) N. Y.; Polaroid Corp. (Cameras), Cambridge, Mass.; Revell, Inc. (Hobby Kits), Venice, Calif.; Sav-On-Drugs, Los Angeles, Calif.; Henry S. Levy & Sons (Bread), Brooklyn, N. Y.; Venus Pen & Pencil Corp., Hoboken, N. J.; Wilshire Oil, Los Angeles.

Estimated Radio Billings: $600,000
Estimated TV Billings: $7,100,000

DURAND ADVERTISING

55 West 42nd St., New York 36, N. Y.

Phone: LAckawanna 4-8770
APA
Partner, Art Dir.....Vincent Russo, Jr.
Partner, Copy Chief.....Louis C. Goldman
Accounts: Circle Jewelry Products Co.; Pickford Mills, Inc., N. Y.; Spec-toy-culars, Inc.; WWRL, Radio Station, Woodside, N.Y.

ROY S. DURSTINE, INC.

655 Madison Ave., New York 21, N. Y.
Phone: TE 8-4600
AAAA—ABC—ANPA
President, Treas.....Roy S. Durstine
Exec. V.P.....C. W. MacKay
Secretary.....Virginia G. Durstine
Controller, Asst. Treas.....May E. Madden
Vice-President .....Jack Kaduson
Executive Staff.....Roy S. Durstine, Jr., E. C. Dolph, Donald McVickar
Account Executives.....E. Bresett, J. Roth, F. Dyson, R. Durstine, Robert Neuser

Branch Offices
1736 Stockton St., San Francisco, Calif.
Phone: EXbrook 7-0456
Vice President.....Neil Heard
TV Accounts: Wine Advisory Board of California (Calif. Wine Industry) San Francisco; Alemite Co. of Northern California (CD-2 Additive) San Francisco; Interstate Bakeries (Roman Meal Bread) San Francisco; Parry Laboratories (Myomist) N. Y. C.; Roman Meal Co. (Roman Meal Bread & Cereal) San Francisco; Lady's Choice Foods, Inc., San Francisco.

EDELSTEIN-NELSON ADV. AGENCY, INC.

203 N. Wabash Ave., Chicago 1, Ill.
Phone: DEarborn 2-5976
ABP—APA
President .....Edward Edelstein
Secretary .....Laura Edelstein
Art Dir.....Raymond Raufeisen
Prod. Mgr., Radio.....Robert Kanne
Copy Chief.....Laura Mantell

ELLINGTON & CO., INC.

535 Fifth Ave., New York 17, N. Y.
Phone: MUrray Hill 7-4300
ANPA—APA—NOAB—PPA—ABC
Chairman.....Jesse T. Ellington
President.....Chauncy L. Landon
Exec. Vice Pres.....William A. Bartel
Vice Presidents .....Charles Marshall, Mrs. Van Davis Odell, Hugh Lewis, Howard Rigby, Geraldine Reed Hodgson, Terence McGrath, Joseph Hochreiter, James Kelly, Edward Cauley.
Treas. & Secy.....Edward Lloyd
V.P., Dir. Radio & TV.....A. Burke Crotty
Assoc. Media Dirs.....Geo. J. Wallace. Arthur Lime
Radio-TV Time Buyer.....Oan Kane

Branch Office
20 N. Wacker Dr., Chicago 6, Ill.
Phone: FInancial 6-0097
Manager .....John Jordan
Radio Accounts: Celanese Corporation of America (Yarns, Fabrics, Plastics), New York, N. Y.; Cunard Steamship Lines; Cities Service Oil Co.; Springs Mills (Textiles); Houbigant (Perfumes & Cosmetics), all New York; Ambassador & Sherman Hotels; Manger Hotel Chain; Ceribelli & Co. (Brioschi Anti-Acid; Cheramy (Fragrances, Cosmetics); Pharmaco, Inc. (Pharmaceuticals, Cosmetics); Mason Candies; Stroehmann Bros. (Baked Goods); Wellington Sears (Martex Towels, Textiles.).
TV Accounts: Celanese Corp. of America (Yarns, fabrics, plastics); Cunard Steamship Lines; Cities Service Oil Co.; Houbigant, all New York; Cabin Crafts (Floor Coverings); Pharmaco, Inc. (Pharmaceuticals, Cosmetics); Mason Candies; Stroehmann Bros. (Baked Goods); Cheramy (Fragrances, Cosmetics).

ELLIS ADVERTISING CO.

Hotel Statler, Buffalo 2, N. Y.
Phone: CI. 6780
ABP—APA—ANPA—NOAB
NBP
Partners.....Michael F. Ellis, Jerome R. Ellis
Acct. Execs.....Michael F. Ellis, Jr., Maxwell E. Ellis, Seymour Goodman, Karl Manhardt
Radio Director.....Gloria Clements
TV Director.....Beatrice Haniford
Art Dir.....James Howes
Prod. Mgr.....Richard Joseph
Controller .....Sanford Satuloff
Pub. Dir.....Elizabeth Dribbin

Branch Offices
Exec.....George McLean
65 East 55th St., New York 22, N. Y.
Phone: PLaza 1-2323
President.....Curt J. Mann
Hav-Nash & Assoc.
Pittsford, N. Y.
Phone: LU 6-4150
Manager.....Hav Nash, Jr.

EMBRY, TALLY, INC.

150 S.E. Third Ave., Miami 32, Fla.
Phone: FRanklin 1-3621
ANPA—SNPA
President.....T. H. Embry
V.P., Creative Dir.....Gifford Thayer
Radio-TV Dir.....Jack Buckholtz
Accounts: Metropolitan Bank; WCKT-TV, both Miami.

EMERY ADVERTISING CORP.

1201 St. Paul St., Baltimore 2, Md.
Phone: PLaza 2-2393
ANPA—APA—NBP
President.....Herbert C. Schuckle
Radio Director.....Marshall Hawks
Accounts: Allied Research Products, A. K. Robins & Co., St. James Savings Bank, Radio Station WFBR, all Baltimore.

ROBERT J. ENDERS ADVERTISING, INC.

1001 Connecticut Ave., N. W.
Washington 6, D. C.
Phone: STerling 3-2222
ABC-ANPA

President.....Robert J. Enders
Exec. V.-P.....Howard A. Enders
Art Director.....Fred Waller
V.P., Motion Picture Div.....Robt. L. Friend
Production Manager.....Lester Miller

ERWIN WASEY, RUTHRAUFF & RYAN, INC.

711 Third Ave., New York 17, N. Y.
Phone: OXford 7-4500
AAAA—ABC—ABP—ANPA

President.....David B. Williams
Chrmn. of Board.....Robert M. Watson
Chrmn. Finance Comm.Howard D. Williams
Exec. V.P.....James B. Briggs
Exec. V.P., E. Div. Gen. Mgr.....Frederick J. Wachter
V.P., Secy.....J. Lewis Ames
V.P., Treas.....Kenneth J. Worland
V.P., Art Supvr.....Richard Cummins
V.P, Copy Supvr.....Warren F Donahue
V.P., Internat'l. Dept. Dir.....John D. Hayes
V.P., Dir. of Media.....Harry Way
V.P., New Business.....I. Orrin Spellman
V.P., Radio-TV Dir.....Rollo W. Hunter
V.P., Art Dir.....Richard Diehl
V.P., Client Pub. Rel.....Daniel J. Duffin
Media Group Supvs.....William Hunter, Anthony Gee
Head Time Buyer.....Vincent De Luca
Merchandising Director..Charles F. Bennett
Research Director.....Robert Aledort
Production Manager.....Otto T. Maurer
Librarian .....Mary Wilson
Acct. Execs.....Frederick J. Burghard; K. Ralph Cocking; Robt. I. David; John F. Hogan; Edward Karthaus; John M. Keavey, V.P.; Arthur H. Laurence; John L. Lowden; Albert V. Lowe; Wm. Mathesius, Jr.; Basil M. Matthews, V.P.; Jos. Nash; Edwin Rooney, Jr.; Dr. Robt. A. Peterman; J. Preston Selvage, Jr.; Wm. C. Stakenburg; H. Sumner Sternberg; Albert Tilt III; Herbert A. Thompson; Thos. P. Wheelwright; Peter G. White.

Branch Offices

360 N. Michigan Ave., Chicago 1, Ill.
Phone: FInancial 6-1833

Exec. Comm. Chmn., Central Div.
Gen. Mgr.....Roswell W. Metzger
Exec. V.P.....Haakon B. Groseth
Sr. V.P.'s.....Jack E. Fleisch, Wm. D. Watson
V.P.....Lorry R. Northrup
V.P., Radio-TV.....George B. Anderson
V.P., Media.....John L. Gwynn

5045 Wilshire Blvd., Los Angeles 36, Calif.
Phone: WEbster 1-1211

Exec. V.P., W. Div. Gen. Mgr.....Emmett C. McGaughey
V.P., Media & Res. Dir....Roger M. Johnson
V.P., Radio-TV Dir.....Robert L. Redd

Carew Tower, Cincinnati 2, Ohio
Phone: GArfield 1-5800

V.P., Mgr.....John L. Magro

Suite 515, Adolphus Tower, Dallas 2, Texas
Phone: RIverside 1-6453

V.P., Mgr.....Alex G. Pappas

Suite 307, Old Nat'l Ins. Bldg., Houston 4, Texas
Phone: JAckson 4-7531

V.P., Mgr.....T. F. Keady

3 Penn Center, Philadelphia 2, Pa.
Phone: LOcust 4-3551

Vice President.....Norman W. Geare
V.P., Mgr.....Horace D. Nalle

Porter Bldg., Pittsburgh 19, Pa.
Phone: GRant 1-5133

Manager.....Frederick C. Adams
V.P., New Bus.....Frederick R. Etchen, Jr.

2650 University Ave., St. Paul 14, Minn.
Phone: MIdway 5-7711

Sr. V.P., Mgr.....James A. Walker

140 Montgomery St., San Francisco 4, Calif.
Phone: EXbrook 2-4616

V.P., Mgr.....Frank A. Helton

610 Church St., Toronto 5, Ont., Canada
Phone: WAlnut 1-5187

V.P., Man. Dir.....Ralph L. Lawson

840 Nat'l Press Bldg., Washington 4, D. C.
Phone: EXecutive 3-6730

V.P., Mgr.....Donald J. Wilkins

Radio Accounts: Albers Milling Co. (Cereals, Dog Foods, Cat Feeds), Los Angeles; Arizona Brewing Co. (A-1 Pilsner Beer, A-1 Ale), Phoenix; Caloric Appliance Corp. (Gas Appliances), Philadelphia; Campana Sales Co. (Ayds-Vitamin & Mineral Candy, Pursettes, Tampons), Batavia, Ill.; Carnation Co. (Evaporated Milk, Fresh Milk Products, Ice Cream), Los Angeles; John H. Dulany & Son, Inc. (Frozen & Canned Foods), Fruitland, Md.; First National Bank of St. Paul, Minn.; Frito Co., Western Div. (Fritos, Chee-tos, Ta-tos, Crispie Potato Chips), Los Angeles; Frito (Fritos, Chee-tos, Baken-ets, Jupiter Potato Chips, Jupiter Pretzels), Mamaroneck, N. Y.; Indianapolis Water Co. (Municipal Water) Ind.; KLM Royal Dutch Airlines, N. Y.; Lanolin Plus (Cosmetics, Beauty Aids) Chicago; Joe Lowe Corp. (Ice Cream, Bakery Divs.) N. Y.; Kenton Pharmacal Co. (Sal-Fayne), Covington, Ky.; Minnesota Hospital Service Assn. (Blue Cross, Blue Shield & Medical Plans), St. Paul; Pacific Finance Corp., (Auto & Personal Finance), Los Angeles; Chilean Nitrate Educ. Bur. (Fertilizer) N. Y.; Rootes Motors (Hillman Rover, Sunbeam, Humber Autos) L. I. C., N. Y.; Serta Associates, Inc. (Mattresses & Box Springs), Chicago; A. E. Staley Mfg. Co., Ind'l Div. (Sta-Flo Liquid Starch, Cube Starch, Cameo Starch, Cream Corn Starch, Zest, Sweetrose Syrup, Sta-Puf Rinse), Decatur, Ill.; Strawbridge & Clothier (Department Store), Philadelphia; Texas State Optical Co. (Optometrists, Opticians), Houston; Edward K. Tryon Co. (Hardware Wholesaler), Philadelphia; U. S. Air Force (Recruiting), Washington, D. C.; Waxed Paper Merchandising Council, Inc., Chicago; Western Savings Fund Society, Philadelphia; White King Soap Co. ("D," Liquid Detergent, "Sun," Water Softener, Cold Cream Complexion Soap, Sierra Pine Soap, Lemon Soap), Los Angeles; Wm. Wrigley, Jr., Co. (Doublemint Gum), Chicago;L. Rose & Co., c/o Mailliard & Schmiedell (Lime Juice), Los Angeles, Seth Thomas Clocks, Div.: Gen. Time Corp. (S. T. Decorator & Ply-

mouth Clocks) La Salle, Ill.; Sun Oil Co. (Industr. Lubricants, Whlste.-Dept., Fuel Oils, LP Gas), Phila.; Tuborg Breweries Ltd., U. S.: Danisco (Tuborg Danish Beer), N. Y.; Van Camp Sea Food Co. (Chicken-o-the-Sea, White Star Tuna; Chicken-o-the-Sea Oysters, Oyster Stew; Genova "Tonno"; Sea Pep), Terminal Island, Cal.

TV Accounts: Albers Milling Co. (Cereals, Dog Foods, Cat Food Feeds), Los Angeles; Arizona Brewing Co. (A-1 Pilsner Beer, A-1 Ale), Phoenix; Brown & Williamson (Du Maurier Cigarettes), Louisville, Ky.; Carnation Co. (Evaporated Milk, Fresh Milk Products, Ice Cream), Los Angeles; John H. Dulany & Son, Inc. (Frozen & Canned Foods), Fruitland, Md.; Frito Co.; Western Div. (Fritos, Chee-tos, Tatos, Crispie Potato Chips), Los Angeles; Frito Eastern Div. (Fritos, Chee-tos, Baken-ets, Jupiter Potato Chips, Jupiter Pretzels), Mamaroneck, N. Y.; Chilean Nitrate Educ. Bur. (Fertilizer) N. Y.; Dyna-Term Chem. Corp., Los Angeles; Gulf States Utilities Co., Houston, Tex.; KLM Royal Dutch Airlines, New York; Lanolin Plus (Cosmetics, Beauty Aids) Chicago; Joe Lowe Corp. (Ice Cream, Bakery Divs.) N. Y.; Serta Associates (Mattresses, Box Springs) Chicago; Tuborg Breweries Ltd., U. S. Danisco (Tuborg Danish Beer), N. Y.; TV Time Foods (Popcorn 'N Oil) Bremen, Ind.; Van Camp Sea Food Co. (Chicken of the Sea Tuna, Oyster Stew, Oysters; White Star Tuna, Genova "Tonno," Sea Pep) Terminal Island, Cal.; Waxed Paper Merch. Council, Chicago; White King Soap Co. ("D," Liquid Detergent, "Sun" Water Softener; Cold Cream Complexion, Sierra Pine & Lemon Soaps) Los Angeles; Kenton Pharmacal Co. (Sal-Fayne), Covington, Ky.; Lone Star Gas Co. (Natural Gas Service & Gas Appl.), Dallas, Tex.; Minnesota Hospital Service Assn. (Blue Cross, Blue Shield & Medical Plans), St. Paul; Rootes Motors, Inc. (Hillman, Rover, Sunbeam & Humber Automobiles), Long Island City, N. Y.; A. E. Staley Mfg. Co., Ind'l Div. (Sta-Flo Liquid Starch, Cube Starch, Cameo Starch, Cream Corn Starch, Zest, Sweetrose Syrup, Sta-Puf Rinse), Decatur, Ill.; Texas State Optical Co. (Optometrists, Opticians), Houston; U. S. Air Force (Recruiting), Washington, D. C.; Western Saving Fund Society, Philadelphia; White King Soap Co., Los Angeles.

Estimated Radio Billings: $5,500,000.
Estimated TV Billings: $11,000,000

WILLIAM ESTY COMPANY, INC.

100 E. 42nd St., New York 17, N. Y.
Phone: OXford 7-1600
AAAA—ANPA—APA

President.....**James J. Houlahan**
V.P., Asst. to Pres...Dr. Wallach H. Wulfeck
V.P.'s.....James F. Behan, Will P. Booth, William **Callender**
Treasurer.....E. H. Cummings
V.P., TV Dir.....Mitchell Johnson
V.P. Chg. TV, Radio Commercial .....**Joseph Forest**
V.P., Chmn. Oper. Comm.....John Peace
V.P., Media Dir.....Mark F. Byrne
Radio-TV Time Buyer.....Richard Grahl

Branch Office
6331 Hollywood Blvd., Hollywood 28, Cal.
Phone: HOllywood 2-6305

V.P., W. Cst. Mgr.....Arnold J. Webster

Radio Accounts: National Carbon Co. ("Eveready" Batteries, "Prestone" anti-freeze), New York; R. J. Reynolds Tob. Co. (Camel Cigarettes, Cavalier Cigarettes, Prince Albert Smoking Tobacco), Winston-Salem; Pacquin, Inc. (Silk 'N Satin), N. Y., N. Y.; P. Ballantine & Sons (Beer & Ale), Newark, N. J.

TV Accounts: National Carbon Co. ("Eveready" Batteries, "Prestone" anti-freeze), New York; R. J. Reynolds Tob. Co. (Camel Cigarettes, Cavalier Cigarettes), Winston-Salem, N. C.; Pacquin, Inc.; P. Ballantine & Sons (Beer & Ale), Newark, N. J.

Estimated Radio Billings: $7,100,000.
Estimated TV Billings: $30,000,000.

ETTINGER ADVERTISING AGENCY INC.

320 Fifth Ave., New York, N. Y.
Phone: PE 6-0930
ABP—NBP

President.....**Joel H. Ettinger**
Vice-Pres. .....**Audrey Ettinger**
Prod. Mgr.....Gloria Abrams
Art Dir.....Martin Stein
Copy Chief.....Bill Stearns
Media, Space Buyer.....Seth Diamond
Television Dir.....Michael Lippert
Research Dir.....Cy C. Chaiken

Accounts: Brook's Men's Shops; Carolina Paper Mills; Exeter Hosiery Mills; Freund, Freund & Co.; Gant Shirt Co.; Gracette Lingerie; Lederman Brothers; Nebel Knitting Co.; Preen Uniforms Inc.; Stuart, Paul, Inc.; Worklon Inc.

EVANS, WORK & COSTA ADV. AGENCY, INC.

624 E. Capitol Ave., Springfield, Ill.
Phone: 2-8868
AAAA

President.....Clarence R. Evans
Secy.-Treas. .....John Robert Work
V.P., Art Dir.....Thomas M. Costa

FARQUHAR AND COMPANY, INC.

First National Bank Building, Utica 2, N. Y.
Phone: REdwood 2-6109
ABP

President, Radio-TV Dir...John T. Farquhar
Vice-President.....**Ted R. Darvoe**
Vice-President.....Robert F. MacFarland
Treasurer.....**Jay C. Anderson**
Secretary.....Roger H. Williams
Media Director.....Eleanor Crimmins
Prod. Mgr.....Kermit LaFave

Radio Accounts: Harry Heiman Inc. (Chrysler-Plymouth Distributor), Utica, N. Y.; Rome Savings Bank, Rome; C. A. Durr Packing Co., Inc. (Meat Products), Utica, N. Y.; Mohawk Airlines Inc. (Scheduled Airline), Ithaca, N. Y.; Utica Brewing Co. (Beer, Ale), Utica, N. Y.; Jean's Foods,

Inc., Utica, N. Y.; Enchanted Forest (Tourist Attraction), Old Forge, N. Y.; Savings Bank of Utica, N. Y.; Collinite Chemical Co. (Auto Wax) Utica, N. Y.; Adirondack Attractions, Inc. (Assn. of Attractions).

TV Accounts: Ribyat's Furniture, Utica; C. Al Durr Packing Co. Inc. (Meat Products), Utica, N. Y.; Mohawk Airlines, Inc. (Scheduled Airline), Ithaca, N. Y.; Utica Brewing Co. (Fort Schuyler beer, ale), Utica, N. Y.; Jean's Foods, Inc., Utica, N. Y.; Savings Bank of Utica, N. Y.

Estimated Radio Billings: $50,000.

Estimated TV Billings: $34,000.

W. E. FEATHERSTONE ADV. AGENCY

504 Beneficial Life Bldg.
Salt Lake City 1, Utah
Phone: EMpire 3-2655

Owner, Mgr.....W. E. Featherstone

Accounts: Flint Distrb. Co., Salt Lake City; Radio Station KLO, Ogden, Utah; Sharp Electric Co., Salt Lake City, Utah.

COURTLAND D. FERGUSON, INC.

Rm. 315, National Press Bldg.,
Washington, D. C.
Phone: NAtional 8-7713

President.....Courtland D. Ferguson
Secty.-Treas.....Lucille Pierce Ferguson
Art Director.....Gilbert Meekins
Time Buyer.....Mrs. Nan Hannum

Radio Accounts: Schindler Peanut Products (Peanut Butter & Peanuts), Wash. & Balt.; Mann's Potato Chips, Wash. & Richmond; Smith's Transfer & Storage Co., Washington; Lincoln Warehouse Corp., New York; Little Tavern Shops (Restaurants), Washington & Baltimore.

TV Accounts: Smith's Transfer & Storage Co., Washington, D. C.; Solarine (Floorwax), Washington, D. C., Baltimore & Philadelphia; National Kashin Products (Orbit), Aiken, S. C.

LAWRENCE FERTIG & CO., INC.

149 Madison Ave., New York 16, N. Y.
Phone: MUrray Hill 9-7100
ABP—ANPA—APA—NBP

President-Treasurer .....Lawrence Fertig
Sec'y, Vice-President.....Philip Lukin
Media Director.....Miss Selma Grosswirth
Art Director.....Stanley Dusek
Production Manager.....Joseph Cesare
V.P.'s.....Henry Bretzfield, Robert E. Wolfe

Accounts: DeKuyper, John, & Son Inc., Jersey City, N. J.; Medal Distilled Products Inc.; Beverly Hills, Calif.; National Distillers Products Corp., N. Y., N. Y.

ROBERT G. FIELDS & CO.

1100 Sudekum Bldg., Nashville 3, Tenn.
Phone: AL 6-1977
ABP

President, Treas.....Robert G. Fields
Account Executive.....R. L. Fields

Radio Accounts: Jacobs Packing Co. (Meats); Blood Bank Foundation (Plasma); Spring Hill Cemetery (Burial Plots); St. Bernard Coal Co. (Coal and Building Supplies); Farrar Furniture Stores, all Nashville, Tenn.

TV Accounts: Nashville Bank & Trust Co.; Jacobs Packing Co. (Meats); Farrar Furniture Stores, all Nashville, Tenn.

WM. F. FINN & ASSOC.

423 S. Broadway, Tyler, Texas
Phone: LYric 2-0876
AAAA—ABP

Owner.....William F. Finn
Treas., Prod. Mgr.....Jean C. Boucher

Accounts: Citizens First Natl. Bank, KLTV, & Tyler Gas Serv. Co., all Tyler, Tex.

FIORE & FIORE

128 Mallory Ave., Jersey City 4, N. J.
Phone: HEnderson 2-8200
ANPA

Pres., TV Dir.....Michael A. Fiore
V.P., Radio Dir.....Albert A. Fiore
Secy.-Treas.....B. V. Fiore
Media Director.....John Critelli
Media Research Dir.....Bernice Effinger
Traffic Manager.....Nicholas Rosse
Acct. Executives.....B. E. Geise, William Prusan, William Bloomer, Robert Deveney, C. A. Clark

Radio & TV Accounts: Leslie Toy Co. (Stuffed Toys), Brooklyn, N. Y.; Watchung Lake (Resort), Watchung, N. J.; Custom Paint & Chemical Co. (Floor Products), Pennsauken, N. J.; Vigo Ham (Meat Products), Newark, N. J.; Sardeau, Inc. (Sardo), N. Y. C.; Lane & Young, Inc. (Office Eqt.), Newark, N. J.

Estimated Radio & TV Billings: $980,000.

M. M. FISHER ASSOCIATES

79 W. Monroe St., Chicago 3, Ill.
Phone: CEntral 6-6226

Owner.....Jack L. Fisher, Sr.
Co-Owner.....Jack L. "Bud" Fisher, Jr.
Art Director.....Harry Miller
Copy Chief.....Calvin Holmes
Space Buyer.....Barbara Bentley
Asst. Space Buyer.....Madalynne Maenza
Publicity Director.....Herb Carlin
Acct. Execs.....Jack L. Fisher, Sr. & Jr.; A. D. Phillips; Ben Migdow; Philip R. Cane

Radio-TV Accounts: Ace Lumber & Construction Co., Chicago; Anderson Loan Assn., Indiana; Bell Savings & Loan Assn., Chicago; Golden Hamburger Drive-In Corp., Chicago; Kim Theatre (Movie Theatre Billboards), Chicago; Loop Theatre, Chicago; Nat'l. Foundation, N. Y., Chicago; N. American Mushroom Co. (Steak Sauce, Brown Gravy) Tinley Pk., Ill.; Oncrete, Inc. (Wilsolve Germ-Did, Pool Gard, Resurfacer), Evanston, Ill.; Paramount Pictures, Chicago & N. Y.; Sittler Bros., Chicago; Universal-International Pictures Corp., Chicago & N. Y.; VGV Sales (Food Products), Chicago, Ill.

FITZGERALD ADVERTISING AGENCY

Lee Circle Building, New Orleans 13, La.
Phone: TUlane 3131
AAAA

Officers.....Joe L. Killeen, Jos. H. Epstein, Roy M. Schwarz, Leonard Gessner, E. W. Rector Wooten, Warren G. Posey, Donald Halsey, Harley B. Howcott, Robert Carley
President.....Joseph L. Killeen
Exec. V.P.....Joseph H. Killeen
V.P., Chmn. of Plans Bd....Roy M. Schwarz
V.P., Secy.....Leonard Gessner
V.P., Dir. Client Service....Warren G. Posy
V.P., Exec. Art Dir....E. W. Rector Wootton
V.P.'s .....Robert Carley, Donald H. Halsey
V.P., Media Dir.....Harley B. Howcott
AM & TV Dir.....William H. Thomas
Treasurer.....Lee R. O'Pry

Branch Offices

1315 Mercantile Security Bldg., Dallas 1, Tex.
Phone: RIverside 7-6335
Vice-President.....James P. Anderson

Radio Accounts: **Alabama-Georgia Syrup Company (Alaga Syrup), Montgomery, Ala.; Blue Plate Foods, Inc. (Mayonnaise-Peanut Butter-Preserves & Jellies, CDM Coffee),** New Orleans, La.; Jackson Brewing Company (Jax Beer), New Orleans, La.; Wesson Oil & Snowdrift Sales Co. (Wesson Oil, Snowdrift, Scoco and Crustene Shortening), New Orleans, La.; La. Coca Cola Bottling Co., New Orleans, La.; La. Power & Light Co., Algiers, La.; McIlhenney Co. (Tabasco Sauce), Avery Island, La.; Nat Buring Packing Co., Inc. ("King Cotton" Brand Packaged Meats), New Orleans, La.

TV Accounts: **Blue Plate Foods, Inc. (Mayonnaise-Peanut Butter-Preserves & Jellies),** New Orleans, La.; Godchaux Sugars, Inc. (Sugar), New Orleans, La.; Louisiana State Rice Milling Co. (Mahatma, Water Maid), Abbeville, La.; Jackson Brewing Company (Jax Beer), New Orleans, La.; La. Coca Cola Bottling Co., New Orleans, La.; La. Power & Light Co., Algiers, La.; Alabama-Georgia Syrup Co. (Alaga Syrup), Mont., Ala.; Wesson Oil & Snowdrift Sales Co., New Orleans, La.; Maison Blanche Dept. store, New Orleans; Austex Foods, Inc. (Canned Meats), Austin, Tex.; Jack's Cooky Co., Baton Rouge, La.; Nat. Buring Packing Co., Inc. ("King Cotton" Packaged Meats), New Orleans, La.; Fant Milling Co. (Gladiola Flour) Sherman, Tex.; Brown's Velvet Dairy Products (Dairy Products & Ice Cream) New Orleans, La.

HAROLD E. FLINT & ASSOCIATES

69 Broadway, Fargo, N. Dak.
Phone AD 5-5333
ABP—AFA

President.....Harold E. Flint
Secretary, V.P.....Richard Rosenthal
Treasurer, V.P.....Lee A. Holland
Art Dir.....Donald R. Nelson
Production Mgr.....Ray Stromswald
Account Executive.....Jerome C. Noack

Radio Accounts: Fargo Foundry Co. (Farm Implements); Merchants Nat'l. Bank; Red R. Valley Fair Assn., all Fargo; Melroe Mfg. Co. (Farm Implements), Gwinner, N. D.; Otter Tail Power Co. (Utilities), Fergus Falls, N. D.

TV Accounts: North Dakota Farmers Union (Institutional), Jamestown, N. D.; North Dakota Hospital Service Assn. (Blue Cross, Blue Shield), Fargo, N. D.; Otter Tail Power Co. (Utilities), Fergus Falls, Minn.; Leo Lumber Co. (Homes, Farm Bldgs.); Merchants Nat'l. Bank; Red R. Valley Fair Assn., all Fargo; Goldberg Feed & Grain Co. (Livestock Feed), W. Fargo; Melroe Mfg. Co. (Farm Implements) Gwinner, N. D.

Estimated Radio Billings: $22,000.
Estimated TV Billings: $72,450.

FOLEY ADVERTISING AGENCY

1012 N. B. C. Bldg., Cleveland 14, O.
Phone: CHerry 1-1490

Pres., Art & Radio Dir.....Robert B. Foley

Radio Accounts: **I. J. Fox, Inc. (Retail** Furrier), Nokes-Findlay Wallpaper & Paint Co., Cleveland; Stanley Furniture Co. (Furniture & Appliances), Cleveland.

RICHARD A. FOLEY ADV. AGENCY

1528 Walnut St., Philadelphia 2, Pa.
Phone: PE 5-6302
AAAA—ABC—ABP—ANPA—NOAB

President.....Charles H. Eyles
Senior V.P., Sec'y, Treas.....Lee E. Hood
Exec. V.P.....A. Edward Morgan
V.P.-Media Director.....Wesley Winning
V.P., Copy Dir.....Frank J. Corkery
Vice Presidents.....Earle Steiert, Russell Gray, Jr.
Radio-TV Director.....Alice Mooney
Art Director.....William F. Hope

Radio Accounts: Abbotts Dairies, Inc., Philadelphia; Baltimore & Ohio Railroad (Passenger Div.), Baltimore; Beneficial Saving Fund; Bornot, Inc. (Cleaners); Delaware Steeplechase & Race Assn. (Delaware Park), Wilmington, Del.; R. T. French Co. (Atlantis Sales Co., Pet Foods Div.), Rochester, N. Y.; Harford County Fair Assn. (Bel Air Races), Bel Air, Md.; Inter-County Hospitalization, Inc.; Reading Railroad (Passenger Service), both Philadelphia; Mrs. Smith's Pie Co., Pottstown, Pa.; John Wanamaker, Philadelphia.

TV Accounts: Abbotts Dairies (ice cream, milk), Philadelphia; Baltimore & Ohio Railroad (passenger travel), Baltimore; R. T. French Company (bird seed), Rochester; Delaware Steeplechase & Race Assn. (Horse Racing), Wilmington, Del.; Mrs. Smith's Pies (Pies), Pottstown, Pa.; John Wanamaker, Philadelphia.

FOOTE, CONE & BELDING

247 Park Avenue, New York 17, N. Y.
Phone: YUkon 6-8000
ANPA—AAAA—ABP—PPA—APA
NOAB

Chmn., Bd. of Directors...Robert F. Carney
President .....Rolland W. Taylor

Sr. V.P.....Frank E. Delano
Sr. V.P.....Elwood Whitney
V.P., Merchandising.....Everett F. Braden
V.P., Dir. Research.....Cornelius DuBois
V.P., Media & Research..Paul E. J. Gerhold
V.P., Radio & TV.....Roger Pryor
V.P., Copy Dir.....Ernest W. Eversz
Group Media Dirs.....Arthur Pardoll, Charles Hofmann
Asst. Treas., Asst. Sec.....C. H. Newbrand

Branch Offices
155 E. Superior Street, Chicago 11, Ill.
Phone: SUperior 7-4800

Chrmn., Exec. Comm.....Fairfax M. Cone
Sr. V.P., Finance, Sec., Dir..A. Edward Rood
Sr. V.P., Dirs.....W. R. Forest, Robert J. Koretz, Milton H. Schwartz
V.P., Outdoor Adv.....John J. Lechner
V.P., Exec. Art Dir.....C. Marvin Potts
V.P., Dir. Print Prod...Edward L. Tollefson
Treas. & Asst. Sec.....Jos. K. King
V.P., Gen. Mgr.....Richard W. Tully
V.P., Dir. of Copy.....A. J. Bremner
V.P., Dir. of Mer.....W. Robert Eagan
V.P., Media, Research.....John L. Rigotti
V.P., Dir. Best. Prod.....John B. Simpson
Educational Dir.....Leah Anderson
Dir. Research.....Eugene C. Pomerance
Best. Bus. Mgr.....Harry Dieter
Best. Time Buyer.....Genevieve Lemper
V.P., Personnel Dir.....M. R. Loehrke

900 Wilshire Blvd., Los Angeles 17, Calif.
Los Angeles 17, Calif.
Phone: MAdison 9-3611

V.P., Chg. of L. A. Office...Arthur A. Bailey
Exec. V.P., Gen. Mgr.....Nelson Carter
Exec. Art Dir.....Charles Porter
V.P., Dir. of Media.....Gene Duckwall
Dir. Print Prod.....Charles Dennis
Dir. Copy.....Glen Gladfelder
Dir. of Broadcasting.....Stuart Minton
V.P.'s.....Robert G. Beaumont, Charles B. Cooney

235 Montgomery St., San Francisco 4, Calif.
Phone: SUtter 1-2355

V.P., Gen. Mgr.....John R. Little
V.P. & Art Dir.....G. Frederick Cole
V.P. & Creative Dir.....Maurice Lesemann
V.P. & Dir. Prod.....Albert A. Sperisen
Media Dir.....Llew Jones
Broadcasting Dir.....Stuart Minton
Time Buyer.....Helen Stenson

1717 N. Highland Ave., Hollywood, Calif.
Phone: HOllywood 9-6265

V.P., Mgr.....Edmund Cashman

806 Main St., Houston 2, Texas
Phone: CApitol 8-0395

Radio Accounts: Bullock's Downtown, Los Angeles; CVA Company (Cresta Blanca & Roma Wines), San Francisco; Hawaiian Pineapple Co., Ltd., San Jose, Calif.; Lever Brothers Co., New York; Liebman Breweries, Inc., Brooklyn; S. A. Schronbrunn & Co., Inc. (Savarin Coffee), New York; Sunkist Growers, Inc., Los Angeles; Tidewater Oil Co., San Francisco; Trans World Airlines, Inc., New York.

TV Accounts: Armour and Company (Chiffon Flakes, Liquid Chiffon, Dial Shampoo, Dial Soap), Chicago; Clairol, Inc., New York; Ford Motor Co. (Edsel Automobile), Dearborn, Mich.; General Foods Corp., Chicago; Hallmark Cards, Inc., Kansas City, Mo.; S. C. Johnson & Son, Inc. (Carnu, J-Wax, Raid Insecticides), Racine, Wis.; Kimberly-Clark Corp. (Delsey, Kleenex Tissues, Kleenex Table Napkins), Neenah, Wis.; Lever Brothers Co. (Imperial Margarine, Pepsodent Tooth Paste), New York; National Dairy Corp., Kraft Foods Div. (Kraft Marshmallows and Kraft Fudgies), Chicago; The Paper-Mate Co., Subs. of The Gillette Corp. (Paper-Mate Pens), Chicago; Purex Corp., Ltd. (Purex Liquid Bleach, Beads-O'-Bleach, Trend), South Gate, Calif.; Sunkist Growers, Inc. (Sunkist Oranges & Lemons), Los Angeles.

Estimated Radio Billings: $6,500,000.
Estimated TV Billings: $24,000,000

FORD & CO.

1839 Line Ave., Shreveport 24, La.
Phone: 3-0351
APA—ABP

Pres., Owner.....Oliver J. Ford, Jr.

Accounts: Citizens Loan Corp., Pioneer Bank & Trust Co., Radio Station KENT, all Shreveport, La.

ALBERT FRANK-GUENTHER LAW INC.

131 Cedar St., New York 6, N. Y.
Phone: COrtlandt 7-5060
ABP—ANPA—APA—NOAB—NBP
ABC—AAAA

Pres., Bd. Chmn.....Howard W. Calkins
Sr. Vice-Pres.....Victor J. Cevasco
Exec. Vice-Pres.....Richard A. Cullinan
Vice-Pres. & Treas.....S. A. Speake
Vice-Pres. & Sec.....E. G. McAdie
Vice-Presidents.....Frank D. Cruikshank, Howard C. Allen
V.P., Radio & TV.....Robert W. Day
V.P., Media Dir.....Robert M. Jenove

FRANK, CLINTON E., INC.

Merchandise Mart, 24th Floor, Chicago 54, Ill.
Phone: WHitehall 4-5900
AAAA—ABC—ABP—ANPA
NOAB—NBP

President, Treasurer.....Clinton E. Frank
V.P., Radio-TV Dir.....Buckingham Gunn
V.P. Mkt. Div.....William A. Sittig
Vice Presidents.....Hill Blackett, Jr., M. W. Grinstead, Philip E. Bash
Secretary.....Wayne R. West
Media Director.....Jack L. Matthews
Radio-TV Time Buyer.....Helen Davis

1680 N. Vine St., Hollywood 28, Calif.
Phone: MU 5-3141

Managers.....Robert G. Nye, Richard Davis

285 Madison Ave., New York 16, N. Y.

Managers.....Jack Miller, Lee Davis

FRANKEL, JONES, CO.

180 N. Wabash Ave., Chicago 1, Ill.
Phone: DEarborn 2-5745
ABP—ANPA

President.....Jones B. Frankel
Prod. Mgr.....Richard A. Tajbl
Account Executive.....Howard S. Stone
Radio-TV Director.....Henry Sherry

FREDERICK-CLINTON CO., INC.

545 Fifth Ave., New York 17, N. Y.
Phone: MUrray Hill 2-7433
ABP—ANPA—APA—PPA

Chm. of Board.....F. C. Burger
Pres., Treas., Radio-TV Dir,
Time Buyer.....H. S. Rieff
Exec. V.P., Secretary.....R. S. Buckbinder
V.P., Art Director.....Edward Gambole
Prod. Mgr.....Dick Condal

Radio Accounts: Adler Shoes, New York; Vim Electric Co. (RCA, Thor, Hallicrafters), New York, WMGM, Radio, New York.

TV Accounts: Adler Shoes for Men, N. Y. C.; Empire Plastic; Vim Radio & Television (Appliances), N. Y. C.

CURT FREIBERGER & CO.

1439 Court Place, Denver 2, Colo.
Phone: ALpine 5-2048
AAAA—ANPA—ABP—PPA—NBP—APA

President.....C. J. Freiberger
Vice President.....Anne Freiberger Robertson
Sec'y & Treas.....Fern Oakley
Prod. Mgr.....Leon E. Simpson

Radio Accounts: American Beauty Macaroni Co. (macaroni products), Denver; Central Bank & Trust Co. (banking), Denver; Associated Grocers of Colo. (groceries), Denver; Colorado Potato Flake Co. (potato chips), Denver; Toner's, Inc. (peanut butter), Denver.

TV Accounts: Beatrice Foods (dairy products), Denver; Central Bank & Trust Co. (banking), Denver; Zefer Products (salad dressings), Denver; American Beauty Macaroni Co. (macaroni products), Denver; B. K. Sweeney Mfg. Co. (Distributors), Denver.

AD FRIED ADVERTISING AGENCY

160 Santa Clara Ave., Oakland 10, Calif.
Phone: OLympic 4-3773
AFA—NBP

Owner, Radio & TV Dir.....Ad Fried
Radio & TV Time Buyer.....Lucy Reed
Music Dir. & Librarian.....Elaine Fried
TV Art Dir.....Kay Bachrach
Prod. Dir.....Allison Clark

Radio Accounts: Agalite-Bronson Co. (Glass Shower Doors), Oakland, Calif.; American Upholstering Co. (Furniture Mfg.), Oakland, Calif.; Biggie Furniture Stores, Richmond, Calif.; Betty Elizabeth Shampoo (Hair Formulas, etc.), Oakland, Calif.; Bowersmith Co. (Marine Switches), Oakland, Calif.; Davi Miracle Foam (Rug & Upholstery Cleaners), Oakland, Calif.; Elemin Supreme Formula (Vitamins), Berkeley, Calif.; E-Z Mincer (Household Item), Oakland, Calif.; Carter Lumber Co. (Redwood Green Houses, etc.), Oakland, Calif.; Fruitvale Merchants Assn. (Shopping Area), East Oakland, Calif.; Fox Oakland Theatres; Grimshaw Nurseries (Dwarf Trees), Hayward, Calif.; Mica-Seal Mfg. Co. (Waterproofing Paints), Berkeley, Calif.; Intl. Typographical Union No. 597, Martinez, Calif.; Rhodes & Jamieson, Ltd. (Ready-mix Concrete), Oakland, Calif.; Oakland Police & Firemen (Campaigns); Roto-Rooter of Bay Area, Oakland Calif.; Elysee Cosmetic Co., San Francisco, Calif.; Del-Tra Co. (Bakery Eqt.), Oakland, Calif.; Murphy Buick Co., Oakland, Calif.; Incon, Inc. (Rebar Benders), Hayward, Calif.

TV Accounts: Betty Elizabeth Shampoo, Oakland; Bell Smoked Fish Co. (Tarabell Brands), San Francisco; Davi Miracle Foam (Rug & Upholstery Cleaners), Oakland; Roto-Rooter of Bay Area (Sewage Service), Oakland-Richmond; G & W Refrigeration (Ice Machines), Oakland; Lake Merritt Hotel (Night Club & Restaurant), Oakland; Oakland Police & Firemen (Campaigns); Space-A-Rang (Children's Toy), San Leandro, Calif.; Fruitvale Merchants Assn. (Shopping Area); Del-Tra Co. (Bakery Eqt.), Oakland; Murphy Buick Co., Oakland; Simon Hdwe. Co. (Hdwe. Chain), Oakland, Calif.

FRIEND-REISS ADVERTISING, INC.

221 W. 57 St., New York, N. Y.
Phone: PLaza 7-8030

Chmn., Treasurer.....B. M. Reiss
Vice-Chmn., Secy.....Harold Reiss
President.....Lee Friend
V.P., Radio-TV.....Edward Ratner

Radio Accounts: Cameo Curtains, Inc., New York, N. Y.; Levolor Lorentzen, Inc. (Venetian Blinds), New York, N. Y.; Krug Baking Co., Jamaica, N. Y.; DeJur Amsco Corp. (Photographic Equipment), Long Island City, N. Y.; Shirtcraft Inc. (Shirts and Airman jackets), New York, N. Y.; Lafayette Radio, New York; Hussco Shoe Co.; C-D-R Rotors (TV Antenna Rotors); Art Crayon Co. (Sargent Wash-Off Crayons); Kurlash Co. (Beauty Aids); Marboro Book Stores, all New York.

TV Accounts: Cameo Curtains, Inc. (Curtains — Draperies); Levolor Lorentzen, Inc.; DeJUR Amsco Corp.; Shirtcraft Co.; Toy Guidance Council, Inc. (Educator Toys), New York; Hussco Shoe Co.; C-D-R Rotors (TV Antenna Rotors); Art Crayon Co. (Sargent Wash-Off Crayons); Kurlash Co. (Beauty Aids); Marboro Book Stores, all New York; Maco Toys, Brooklyn; Bar-Zim Toys, Jersey City; Spin-A-Hoop, Inc. (Hoops) Chicago.

JIMMY FRITZ & ASSOCIATES

1680 N. Vine St., Hollywood 28, Calif.
Phone: HO 3-3251

President.....Jimmy Fritz
Vice-Pres.....Ilona Sivad
Secretary, Media.....Marion Vaughn
Account Executive.....H. A. Helm
Radio-TV Dir.....Don Cordray

Radio Accounts: McDaniel's Markets, (Food Mkts.), Los Angeles; Paine & Co. (Potato Chips), Los Angeles; Bar Q's Bottling (Soft Drinks); Continental Casualty (Blue Seal Agency) Insurance; Mrs. Weber's Egg Noodle Co.; Northland Foods (Pie Filling); O'Sunnee Boys, Inc. (Frozen Steaks);

L. A. Catering Co. (Presto Frozen Foods); Standard Fisheries (Frozen Fish) all L. A. Paine & Co. (Potato Chips), Los Angeles.

TV Accounts: Paine & Co. (Kitchen Fresh Potato Chips); McDaniel's Mkts. (Food Stores), both L. A.

L. W. FROHLICH & CO., INC.

34 East 51st St., New York 22, N. Y.
Phone: PLaza 9-1900
ANPA—APA—NBP

President.....L. W. Frohlich
Exec. V.P.....Julian Farren
TV, Film, Radio Dir.....Neil Brant

Accounts: Agfa, Inc., Gen'l Aniline & Film Corp., both N.Y.C.; Mead Johnson & Co., Evansville, Ind.

HARRY M. FROST CO., INC.

260 Tremont St., Boston 16, Mass.
Phone: LIberty 2-6140
ANPA—APA—ABP—NBP

President, Treasurer.....Karl M. Frost
Vice Presidents.....Florence A. Dondero, Raymond E. McLaughlin
V.P., Radio & TV Dir...Harvey P. Newcomb
V.P., Production Manager.Harold E. Bessom
Radio & TV
Time Buyer.....Virginia M. Fairweather
Space Buyer.....Anna V. Turner
Pub. Dir.....David Goldman

Radio Accounts: Durkee-Mower, Inc. (Marshmallow Fluff), Lynn, Mass.; General Electric Supply Corp. (Electrical Products), Boston, Mass.; Gentles Baking Co. (Gentles Bread), Boston, Mass.; Eastern Racing Assoc. (Suffolk Downs), East Boston, Mass.; Boston Nash Co. (Automobile Service), Boston, Mass.; Gorton's of Gloucester (Seafood) Gloucester, Mass.; Gino Corp. (Tomato Sauce) Milford, Conn.; Winslow Chip Co. (Potato Chips) Marblehead, Mass.

TV Accounts: Durkee-Mower, Inc. (Marshmallow Fluff), Lynn, Mass.; Gentles Baking Company (Gentles Bread), Boston, Mass.; General Electric Supply Corp. (Electrical Appliances), American Crabmeat Co. (3 Little Kittens Cat Food), Boston Nash Dealers (Automobile Service), Boston, Mass.; Cushman Bkg. Co. (Bakery Products), Lynn, Mass.; Gorton's of Gloucester (Seafood) Gloucester, Mass.; Gino Corp. (Tomato Sauce), Milford, Conn.; Winslow Chip Co. (Potato Chips) Marblehead, Mass.

FULLER & SMITH & ROSS, INC.

230 Park Ave., New York 17, N. Y.
Phone: MUrray Hill 6-5600
AAAA—ABP—ANPA—APA—NBP—NOAB

President.....R. E. Allen
V.P. & Mgr.....R. W. Nicholson
V.P. & Dir. Radio-TV.....A. E. Duram
V.P. (Media Dept.).....G. T. Arthur
V.P. & Dir. of Art.....J. M. Archer
V.P. & Copy Chief.....G. K. Zern
Creative Dir.....H. Slesar

Branch Offices
55 Public Square, Cleveland 13, O.
Phone: CHerry 1-6700

Chairman.....E. L. Andrew
V.P., Mgr.....K. C. Tuttle
V.P., Dir. Media.....W. G. Chalkley

105 W. Adams St., Chicago 3, Ill.
Phone: ANdover 3-5039

V.P. & Mgr.....E. J. Lauesen

244 Pine St., San Francisco, Calif.
Phone: YUkon 6-5955

V.P. & Mgr.....W. P. Dumont

211 Oliver Ave., Pittsburgh 22, Pa.
Phone: GRant 1-9565

V.P. & Mgr.....J. A. McKinven

8350 Wilshire Blvd., Beverly Hills, Calif.
Phone: OLive 3-0240

Vice-Pres.....W. D. Tuttle

Radio Accounts: Westinghouse Elec. Corp. (Various), Plymouth Cordage Co. (Rope), Hercules Powder Co., Aluminum Cooking Utensil Co. (Wear-Ever); Pennzoil (Gasoline & Oil), Keystone Steel & Wire Co. (Fencing); Mellon National Bank & Trust Co., Nickel Plate Road (Railroad), Sherwin-Williams Co. (Paint), American Greetings Corp. (Publishers), Central National Bank, Chicago & Eastern Illinois R. R.

TV Accounts: Central Nat'l Bank of Cleveland, American Greeting Card Publishers, Westinghouse Elec. Corp., Pennzoil Company, Sherwin-Williams Co., Commercial Solvents, Ferro Corporation, Mellon National Bank & Trust Co.

Estimated Radio Billings: $850,000.
Estimated TV Billings: $7,750,000.

FURMAN, FEINER & CO., INC.

117 W. 46th St., New York 36, N. Y.
Phone: PLaza 7-7393

Pres., Radio Time Buyer....Norman Furman
Vice-President.....Irving J. Gottlieb
Art Director.....Edwin R. Swaback
Acct. Execs.....Nat Roth, Lon Shaw, Rose Rodriguez

Radio Accounts: American Federation of Labor, Washington, D. C.; International Ladies Gar. Workers Union, Liberal Party, Colomby Watch (Jewelry); Bustelo Coffee; Office Temporaries, Inc., all New York.

GALLAND ADVERTISING

18 E. 48th St., New York 17, N. Y.
Phone: PLaza 5-9141

President.....Harry J. Galland
V.P., Media Dir.....Fyat Raines

TV Account: Interstate Television Corp. (TV Film Shows) N. Y. & L. A.

GARDNER ADV. OF NEW YORK

370 Lexington Ave., New York 17, N. Y.
Phone: MUrray Hill 9-2424
ABP—ANPA—APA

Chairman.....Elmer O. Marshutz
Vice Chairman.....John A. H. Rehm
President.....Charles E. Claggett

Branch Office
915 Olive St., St. Louis 1, Mo.
Phone: CEntral 1-3200

Accounts: A & P; Anheuser-Busch; Cessna Aircraft; Eli Lilly Co.; Jack Daniels Distillery; Grove Labs; Monsanto Chemical; No-Cal; Pet Milk; Ralston Purina; Remington Rand; P & G; Silex.

Estimated Billings: $35,000,000.

GAYNOR & DUCAS, INC.

400 Madison Ave., New York 17, N. Y.
Phone: PLaza 5-5750
ANPA—ABP—NBP

President .....Paul Gaynor
Exec. Vice Pres.....John J. Ducas
Senior V.P.'s...Kendall J. Mau, Steve Smoke
Treas. & Media Dir.....Edwin J. Marra
Art Director.....Charles Carl, Jr.
Publicity Director.....F. D. Walker
Production Manager.....George J. Cisneros
TV Director.....Barbara Eckman

Branch Office
291 S. La Cienega, Beverly Hills, Calif.
Phone: OLeander 5-8191

V.P.....Kendall J. Mau

Accounts: All American Engineering Co., Wilmington, Del.; J. & E. Atkinson, Ltd., New York; Austenal, Inc., New York; Automatic Switch Co., Orange, N. J.; B. G. Corp., Ridgefield, N. J.; British European Airways, New York; California Eastern Aviation, Washington, D. C.; H. W. Carter & Co., Coleford, England; Crowley's Milk Co., Binghamton, N. Y.; Fairchild Engine & Airplane Corp., Hagerstown, Md.; Gibralter Tourist Bureau, Gibralter; J. Goddard & Sons, New York; Jaeger Co., New York; Lines Brothers, London; Link Aviation, Binghamton, N. Y.; Lundy Manufacturing Corp., Long Island City, N. Y.; William MacDonald & Sons, Glasgow, Scotland; McGraw-Hill Publishing Co. (Aviation Week), New York; Pyrene-C-O-Two Corp. (Div. of Fyr-Fyter Co.), Newark, N. J.; Rotol Ltd., Gloucester, England; Saint's Satin Wax, London; Vertol Aircraft Corp., Morton, Pa.; Universal Leaseways System, Cleveland, Ohio; Thomas O. Woolf & Son Co., New York.

CHAS. A. GEIGER & ASSOC., INC.

666 N.W. 50th St., Miami, Fla.
Phone: PLaza 1-1730
APA—ABP—SNPA

Chairman.....D. G. Bash
V.P., Radio-TV Dir.....Otto Holbein

Accounts: Radio-TV Parts, U. S. Fiberglass Co., Ted Williams, all of Miami.

GERTH, BROWN, CLARK & ELKUS OF SACRAMENTO, INC.

1228 H St., Sacramento, Calif.
Phone: GIlbert 2-2956
APA—SNPA

Pres., Radio Media Dir.....Ralph K. Clark
Exec. V.P., Creative Dir.....Fred Elkus, Jr.
V.P., TV Dir.....Albert Hellenthal

Accounts: Gen'l Electric Co., Sacramento; Hires Bottling Co., Sacramento & Lodi, Calif.; KBET-TV, KCRA Radio, KGMS Radio, all Sacramento; KPAY Radio, Chico, Calif.

THE GETSCHAL CO., INC.

49 E. 51st St., New York 22, N. Y.
Phone: PL 8-1100

President .....Budd Getschal
Production Manager.....Gerry Gilbert
Art Director.....Leonard Steinberg
TV Prod. Mgr.....Lee Polk

Radio and TV Accounts: Ludwig, Baumann & Spear's (Dept. Store); New York City, Sealy Mattress Co., New York City; Westinghouse Appliance Sales Corp., New York City; Toy Study Conference, N. Y.

GEYER, MOREY, MADDEN & BALLARD, INC.

595 Madison Ave., New York 22, N. Y.
Phone: PLaza 1-3300

Board Chairman.....Sylvester M. Morey
President.....Sam M. Ballard
Chmn. Exec. Comm.....B. B. Geyer
Bd. Vice Chmn.....Edward D. Madden
Acct. Supvr.....Wright Nodine
Creative Director.....W. M. Mitchell
Acct. Exec.....Oliver Presbury
Time Buyers.....Elizabeth Powell, Ed Richardson, Tom Mason

Branch Offices
931 Third Nat'l Bldg., Dayton 2, Ohio
Phone: BAldwin 8-4145

Manager.....E. G. Frost

14250 Plymouth Rd., Detroit 32, Mich.
Phone: WEbster 3-5520

Manager.....John F. Henry, Jr.

Accounts: American Motors; Kelvinator (Household Appliances); Oral Roberts (Evangelist); Boyle-Midway Div. of Amer. Home Products; Sinclair Oil.

GIBBONS ADVERTISING AGENCY, INC.

802 Daniel Bldg., Tulsa 3, Okla.
Phone: LUther 7-2444
ABP—ANPA—SNPA—APA—NOAB

President, Treas.....J. Burr Gibbons
Vice President.....John B. Gibbons
Secretary .....Viola Neese
Radio-TV Dir.....Mercedes (Dee) Freiday

Radio Accounts: National Bank of Tulsa (banking and trust services), Tulsa; Stanley's Funeral Service (funeral service), Tulsa; State Federal Savings & Loan Association (savings & loans), Tulsa; Wortz Biscuit Co. (crackers and cookies), Fort Smith, Ark.; Tom P. McDermott, Inc. (tire sales, service & recapping, antifreeze & motor oil & batteries), Tulsa, Oklahoma City; Mitchell Mfgr. Co. (Auto Seats), Ft. Smith, Ark.; Sand Springs Farms (turkeys and eggs), Sand Springs, Okla.; V-Chek, Inc., Tulsa; Pedrick Laboratories, Inc. (Vigo Dog & Cat Food), Sand Springs, Okla.; Comet Moving & Storage Co. (moving and storage), Tulsa; Community Finance Corporation (loans).

TV Accounts: Tom P. McDermott, Inc. (tires & appliances, anti freeze, motor oil), Tulsa; State Federal Savings & Loan Assn. (savings & loans), Tulsa; Wortz Biscuit Co. (crackers and cookies), Fort Smith, Ark.; Comet Moving & Storage Co. (moving), Tulsa; Pedrick Laboratories, Inc. (Dog & Cat Food), Sand Springs; Stanley Funeral Service, Tulsa; Mitchell Mfgr. Co. (Auto Seats), Ft. Smith, Ark.; Community Finance Corp.; V.-Chek, Inc., Tulsa.

GIBRALTAR ADV. AGENCY, INC.

17 E. 45th St., New York 17, N. Y.
Phone: MUrray Hill 7-7896

President.....Charles J. Basch, III
Vice-President .....Leo Berman
Treasurer .....Clarence Schmidt
Sec'y., Radio-TV Dir.,
Time Buyer.....Frances Scott
Radio-TV Div.....Ronald Dawson
Rad.-TV Accounts: Bonafide Mills, (Bonny Maid Linoleums, Tilemasters, & Versa Tile), New York, N. Y.; Davis Handkerchief Corp.; Parke-Edwards, Ltd.; Central Paint & Varnish Co. (Paint Mfg.); Breakers Beach Club (Cabana Club); Seagram Laboratories No-Lax), New York; Economy Supply Co.

GILLHAM ADVERTISING AGENCY, INC.

500 Continental Bank Bldg., Salt Lake City 1, Utah
Phone: EM 4-5516
ABP—ANPA—APA
President-Treasurer.....M. C. Nelson
Senior Vice-President.....Lon Richardson
Vice-President.....Robert F. Rohlfing
Vice-President .....Wendell J. Ashton
Vice President.....J. Y. Tipton
Vice-President.....Heber G. Wolsey
Secretary.....Richard H. Ogaard
Art Director.....Clair Lindgren
Prod. Mgr.....J. R. Furner
Space Buyer.....Esther Gook
Radio Accounts: Cloverleaf Dairy (Milk, Cream, Milk Products), Colville Ice Cream Co., Fisher Brewing Company, Mountain Fuel Supply Co., Ogden First Federal Savings, Petty Motor, Purity Biscuit Company. Royal Baking Company, Sego Milk Products Co., Union Pacific Railroad, Utah Oil Refining Co., Utah Power & Light Co., First Security Banks.
TV Accounts: Cloverleaf Dairy, Colville Ice Cream Co., First Federal Savings, Fisher Brewing Company, Mountain Fuel Supply Co., Petty Motor, Purity Biscuit Company, Royal Baking Company, Sego Milk Products Co., Union Pacific Railroad, First Security Banks.

BERT S. GITTINS ADVERTISING, INC.

739 N. Broadway, Milwaukee 2, Wis.
Phone: BR 6-5934
ABP—ANPA—NOAB—NBP—APA
President.....Bert S. Gittins
Prod. Dir.....Stewart Carlson
Media Dir.....Esther Block
Copy Dir.....Harold Nelson
Dir. Ind. Markets.....James M. Costello
Radio & TV Dir.....Gerald L. Seaman
Radio Accounts: Allis-Chalmers Tractor Group. (Farm Tractors & Equipment), Milwaukee, Wis.; The Page Milk Company (Evaporated Milk), Merrill, Wis.; Wm. F. Renk & Sons (Hybrid Corn), Sun Prairie, Wis.
TV Accounts: Allis-Chalmers Tractor Group (Farm Tractors & Equipment), Milwaukee, Wis.

GLENN ADVERTISING INC.

620 Republic Nat'l. Bank, Dallas, Tex.
Phone: RI 1-9851
ANPA—ABP—AAAA
President.....John H. Stewart
Exec. Vice Pres.....Ward M. Wilcox
Vice Presidents.....Merle W. Bell, Robert O. Holleron, Jr., Duke Burgess, Jack Schlichenmaier, Liener Temerlin
Branch Offices
304 First Life Bldg., Fort Worth 2, Tex.
Vice President.....Merle Bell
1505 Transit Tower, San Antonio, Tex.
Phone: CA 7-6311
Vice President.....J. Schlichenmaier
803 Lovett Blvd., Houston, Texas
Phone: JA 3-4714
Manager .....Keith Butler
6399 Wilshire Blvd., Los Angeles, Calif.
Phone: WE 3-9369
Manager .....Raymond Prochnow
510 Electric Bldg., El Paso, Tex.
Phone: KE 2-3606
Manager.....I. E. Carson
Radio Accounts: Lone Star Brewing Co., San Antonio; Republic National Bank, Dallas; 7-Eleven Stores, Dallas; Greater Houston Lincoln-Mercury, Houston; Sakrete (Concrete Products), Cincinnati; Oak Farms, Dallas; Centex, Dallas; Ft. Worth Natl. Bank; Groos Natl. Bank, San Antonio.
TV Accounts: Lone Star Brewing Co., San Antonio, Tex.; Fort Worth Nat'l Bank; Republic Nat'l Bank, Dallas, Tex.; Groos Nat'l Bank, San Antonio, Tex.; 7-11 Stores, Dallas, Tex.; National Car Rental, San Antonio, Tex.; Sterling Motors, Houston, Tex.; Fred Snider Pontiac, El Paso, Tex.

MAX GOLDBERG ADV. AGENCY

611 E & C Bldg., Denver 2, Colorado
Phone: CHerry 4-5533
ANPA—APA
Owner, Dir.....Max Goldberg
Accounts: Premium Beverage Co., TV Sta. KBTV, Western Novelty Co., all of Denver.

GOODMAN & ROUSE, INC.

250 S. LaCienega Blvd., Los Angeles, Calif.
Phone: OLeander 5-8550
Pres., Treas.....Mort Goodman
Vice President.....Art Rouse
Accounts: AB-PT Pictures Corp., Beverly Hills, Calif.; Cinerama, Los Angeles, Calif.; J. Arthur Rank Corp. of America; Republic Studio, N. Hollywood, Calif.; Radio Station KMLA-FM; United Artists, Los Angeles; Warner Bros., Burbank, Calif.; Stanley Warner, Los Angeles.

GOTHAM-VLADIMIR ADVERTISING, INC.

342 Madison Ave., New York 17, N. Y.
Phone: OXford 7-4300
ABP—AFA—ANPA—AAAA
Chairman of Bd.....Irwin A. Vladimir
Vice-Chmn. of Bd.....G. Ellsworth Harris
Chmn. Exec. Comm...Duncan D. Sutphen, Jr.
President, Dir.....Arthur A. Kron
Vice-Presidents.....Robert F. Kendall,

Daniel C. Kaufherr, Richard H. Hobbs, C. G. Rourke, Frank Birdsall, Evelyn Ringrose, William V. Ricglane
Media Dir.....Robert J. Ricglane
Secretary.....Chester A. Priest
Dir. Radio & Television.....Sally Allen
Dir. Pub. Relations.....Kay Long

Branch Offices

1 No. LaSalle St., Chicago 2, Ill.
Phone: ANdover 3-2890
Vice-President.....Richard H. Hobbs
251 Kearny St., San Francisco 8, Calif.
Phone: YUkon 6-0920
Vice-President .....Frank Birdsall
P. O. Box 8676, Fernandez Juncos Station, Santurce, P. R.
Phone: San Juan 2-0780
Manager.....Andrew N. Vladimir

Radio and TV Accounts: Lutheran Laymen's League, St. Louis, Mo.; Japan Canned Crabmeat Sales Co.; International Tuna Fish Assn.; Japan External Trade Recovery Organization (Imported Canned Manderin Oranges), all Tokyo.

GOTTHELF & WEIL, INC.

47 W. Huron St., Buffalo 2, N. Y.
Phone: MA 6755
ANPA

President.....Henry J. Weil
Secy., Treas.....Stephen Gotthelf
V.P., TV Dir.....Peter King

Accounts: Erie Cty. Savings Bank, RCA Distrbg. Corp., WBEN Inc. & WBEN-TV, all of Buffalo, N. Y.

GRAND & WADSWORTH, INC.

120 E. 56th St., New York 22, N. Y.
Phone: PLaza 5-4082
ANPA—APA—ABP—NBP

President, Treasurer.....Ivan B. Romig
Vice Presidents.....Wm. Eichhorn, Wm. Walker
Sec'y. Media Dir.....Blanche Jampol

GRANT ADVERTISING, INC.

919 North Michigan Ave., Chicago 11, Ill.
Phone: SUperior 7-6500
ANPA—APA—ABP—PPA—SNPA—NOAB

President.....Will C. Grant
Exec. V.P. Int'l.....Fred Spence
Vice-Presidents.....Valeria T. Feely, Carl M. Post, W. R. Watson
Secretary.....Mary Waller Grant
Art Director.....Ken Boehnart
V.P., Research Dir.....Kay Sheldon
V.P., Comptroller.....John G. Copeland
V.P., Media Dir.....Reginald L. Dellow
Dir. Bus. Analysis.....Glen E. Shears
Time Supervisor.....Dene Voigt
Radio & TV Dir. (Chicago)...Gail Micheals
Production Mgr.....Harry White
Chicago Art Dir.....Fleetwood Burt
V.P. Personnel.....Donald C. Turner

Branch Offices

711 Third Ave., New York 17, N. Y.
Phone: OXford 7-5800
Exec. Comm. Chg. N. Y. Office...John Pinto, Abbott Kimball
29th Floor, Guardian Bldg., Detroit 26, Mich.
Phone: WOodward 3-9400
Exec. V.P.....Lawrence McIntosh
2003 Davis Bldg., Dallas 2, Tex.
Phone: RIverside 1-3251
V.P. Chg. Dallas Office.....Joe K. Hughes
One Nob Hill Circle, San Francisco 5, Calif.
Phone: SUtter 1-8424
V.P. Chg. San. Fran. Off.....Alfred Ducato
120 Sixth Ave. N., Seattle 9, Wash.
Phone: MAin 4-3232
V.P. Chg. Seattle Office.....Wm. Burke
13th St. at Second Ave., S.W., Miami 36, Fla.
Phone: FRanklin 3-6611
V.P. Chg. Caribbean Oper.....John A. Dey
Taft Bldg., Hollywood 28, Calif.
Phone: HO 1-9231
V.P. Chg. Hollywood Off.....John M. Cody
Plans Bd. Chmn.....Robert L. Dellinger

Accounts: Airtemp Div. of Chrysler Corp.; Warren Petroleum Co.; M. Pier Co.; Plymouth Div., Chrysler Corp.; Comet Rice Co.; Dodge Div., Chrysler Corp.; Douglas Laboratories (Coppertone Dri-Gas Div.); Excell Labs (New Plant Life); KVP Co. (Paper Products); Meyer's Sanitary Dairy (Div. Hawthorne-Mellody); Miller's Gold Seal Dairy; Minneapolis-St. Paul Dodge Dealers; Dr. Pepper.

GRAY & ROGERS

12 South 12th St., Philadelphia 7, Pa.
Phone: WAlnut 2-4808
ANPA—ABP—ABC—AAAA—APA
NBP—NOAB

Partner.....Jerome B. Gray
Partner-TV Dir.....Edmund H. Rogers
Partner.....Robert W. Graham
Partners.....Sherman G. Landers, Russell K. Carter, William B. Edwards, Atherton Seelev, David B. Arnold, Thelma Beresin, Franklin P. Jones, Granville Worrell, Albert R. Bochroch
Radio-TV Dept.....Walter M. Erickson
Production Mgr.....Alex Irvine
Media Director.....James S. Reifsnyder
744 Broad St., Newark, N. J.
Phone: MArket 3-7345
Manager.....Richard N. Gulick

Radio Accounts: The M. A. Hanna Company (Coal), Philadelphia, Pa.; Philadelphia Saving Fund Society (Banking Services), Philadelphia, Pa.; American Chemical Paint Co. (Plant Foods), Ambler, Pa.; Diamond State Telephone Company (Services); Delaware; Lee Tire & Rubber Co. (Tires), Conshohocken; Charles Marchand Co. (Hair Rinses), N. Y., N. Y.; Vogel-Ritt (Termite & Pest Control), Philadelphia.

TV Accounts: Fidelity-Philadelphia Trust Co. (Banking Services), Philadelphia, Pa.; Philadelphia Saving Fund Society (Banking Services), Philadelphia, Pa.; American Chemical Paint Co. (Plant Foods), Ambler, Pa.; The Bell Telephone Co. of Penna. (Services), Philadelphia; Diamond State Telephone Co. (Services), Delaware; Charles Marchand Company (Hair Rinses), N. Y. C.; Philadelphia; Lee Tire & Rubber Co. (Tires).

MONROE GREENTHAL CO., INC.

595 Madison Ave., New York 22, N. Y.
Phone: PLaza 9-8640

President.....Monroe W. Greenthal
V.P., Creative Dir.....David E. Diener
Radio & TV Dir.....Harvey Schulman
V.P., Media Dir.....Herb Hauser
Copy Chief.....Dave Dember
Prod. Mgr.....Joseph Bogiano
Art Director.....Otto Luther
Assoc. Art Dirs.....Ed Brodkin, Lew Clayman, Robert Cohen

Radio Accounts: Gimbel's; RKO Theatres; Buena Vista (Walt Disney Film Distr.); A. M. Kidder & Co. (Stockholders); Stanley Warner Corp. (Cinerama); United Artists Corp.; Walter Reade (Odditorium, Theatres & Restaurants).

TV Accounts: Effanbee Doll Corp.; Distributors Corp. of America; RKO Theatres; United Artists Corp.

Estimated Radio Billings: $500,000.
Estimated TV Billings: $400,000.

GREGORY-GIEZENDANNER COMPANY

P. O. Box 6278, Houston 6, Texas
Phone: JAckson 6-1071

Partners.....Lloyd Gregory, Chas. J. Giezendanner, Jr.
Production Manager.....Dave Lemke
Asst. Prod. Mgr.....Lynn Chesnar
TV Time Buyer.....JoAnn Geis
Publicity Director.....Maudeen Marks
Publications Director.....Ted Sumerlin

GREY ADVERTISING AGENCY, INC.

430 Park Ave., New York 22, N. Y.
Phone: PLaza 1-3500
AAAA—ABP—ANPA—APA—NOAB—PPA

Bd. Chrmn., Head Exec. Comm...Lawrence Valenstein
President.....Arthur C. Fatt
Exec. V.P., Acct. Sup.....Herbert D. Strauss
Controller.....Elmer E. Feistel
V.P. & Radio-TV Dir...Alfred L. Hollender
V.P., Radio-TV.....Hal Davis
V.P., Mgr. Prod.....Ralph Froelich
V.P. Media Dir.....E. L. Deckinger
V.P., Radio-TV Copy Chief.....Robert Kirchbaum
V.P., Adm. Art Dir.....Guy Oring
V.P., TV Prog.....William F. Craig
V.P., Acct. Supvs.: Ralph Axthelm, Leroy Block, B. I. Brownold, Samuel Dalsimer, Theo. Kaufman, Joseph Lorin, Edward Meyer, David Rand, Edmund R. Richer, Jules Singer, Jerome Stolzoff, John A. Kuneau, Richard J. Martell.

Branch Offices

750 N. Vine St., Hollywood 28, Calif.
Vice-Pres.....Robert D. Wolfe
235 Montgomery St., San Francisco 4, Calif.
Manager.....L. V. Bernardini

Radio Accounts: Esquire, Inc. (Coronet Magazine); Union Pharmaceutical Corp. (Inhiston); Anson, Inc. (Anson Men's Jewelry); Associated Products, Inc. (Deodorant Pads); Mennen Co. (Mennen Baby Products, Quinsana); Radio Corp. of America (RCA Victor Records); Gruen Watch Co.; Block Drug's Poligrip & Polident; National Broadcasting Co.

TV Accounts: Anson, Inc. (Jewelry); Associated Products, Inc. (Deodorant Pads & Pipes); Esquire, Inc. (Coronet Magazine); Krueger Brewing Company, Inc. (Beer & Ale); The Mennen Company (Quinsana Foot Powder & Mennen Baby Products); Prince Gardner (Wallets); Campbell Soup Co. (Campbell Kids); Jean R. Graef, Inc. (Girard Perregaux Watches); Phillips-Jones Corp.; Radio Corp. of America; Gruen Watch Co.; Block Drug's Poligrip & Polident; National Broadcasting Co.; RCA Victor Records.

Estimated Radio Billings: $5,500,000.
Estimated TV Billings: $11,200,000.

GRISWOLD-ESHLEMAN CO.

1400 Terminal Tower, Cleveland 13, O.
Phone: TOwer 1-3232
AAAA—ABP—ANPA

Board Chairman.....John F. Davis
President.....Charles Farran
Chairman.....Kenneth W. Akers
V.P.'s.....Robert L. Baumgardner, L. R. Canfield, V. C. Kenney, W. A. Weaver
V.P., Media Res. Dir.....W. A. Weaver
V.P., P. R. Dir.....E C. Powers
Secy., Treas.....Louis F. Ruf
Chairman.....Kenneth W. Akers
Media Director.....H. A. Stadthagen
TV, Radio, Films Dir.....Ralph A. Borzi
Production Manager.....Frank J. Stastny
Mktg., Res. Dir.....H. K. Jones
Controller.....Ann Whittlesey
Time Buyer.....George L. Young
Art Dirs.....Wm. Root, F. Langel, Edw. Hecker, Jose Vasquez
Art Dirs., Collateral Material....J. P. Heck, Glenn Nelson, Wm. Root

Radio Accounts: Fisher Bros. Co. (Retail Food Chain), Cleveland, O.; Youngstown Sheet & Tube (Steel), Youngstown, O.; Jenney Mfg. Co. (Gasoline & Oil), Boston, Mass.; Society for Savings (Banking Service), Cleveland; B. F. Goodrich Co. (Tires & Accessories), Akron, Ohio; Cockshutt Farm Equipment Co., Bellevue, Ohio; Hotel Cleveland, Cleveland, O.; Alfred Nickles Bakery, Navarre, O.

TV Accounts: Fisher Bros. Co. (Retail Food Chain), Cleveland; Society for Savings (Banking Service), Cleveland; Jenney Mfg. Co. (Gasoline & Oil), Boston, Mass.; The B. F. Goodrich Co. (Tires & Access.), Akron, Ohio; Alfred Nickles Bakery (Wholesale & Retail), Navarre, O., Sears, Roebuck & Co., Cleveland Stores) Cleveland, O.; Hotel Cleveland, Cleveland, O.; Industrial Vending Co. (Vending Machines) Cleveland, O.

Estimated Radio Billings: $1,100,000
Estimated TV Billings: $1,100,000.

CHARLES ANTHONY GROSS ADV. AGENCY INC.

901 N.E. Second Ave., Miami 32, Fla.
Phone: FRanklin 1-8571

Pres., Treas.....Charles A. Gross

Vice President.....Peter Finney
V.P., Copy Chief.....Spencer Hill
Secy., Media Dir.....Elinor Esser
Art Directors....Chas. Bowen, Nate Machtey
Publicity Director.....Gene Wood

JULIAN GROSS & ASSOCIATES, INC.

770 Asylum Ave., Hartford 5, Conn.
Phone: CHapel 9-8491

Pres., Treas.....Julian Gross
Secy., Space Buyer.....Libby Dunn
Art Dir., Prod. Mgr.....Daniel Canter

GRUBB & PETERSEN ADV. AGENCY

111 N. Market St., Champaign, Ill.
Phone: FLeetwood 6-3766
ABP—APA—NBP

General Manager.....Robert F. Grubb
Radio-TV Dir.....Dale Arvidson

Accounts: Churchill Mfg. Co., Galesburg, Ill.; Hollywood Brands, Centralia, Ill.; P & H Electronics, Lafayette, Ind.; WCIA (TV) Champaign, Ill.

ART GRUBER ASSOCIATES

4401 East Lake St., Minneapolis 6, Minn.
Phone: PA 1-1661

President.....Art Gruber
Secretary.....E. M. Gruber
Time Buyer.....Norman Vinitsky

Radio Accounts: Authorized TV (Television Service); Downtown Chevrolet; Margo Kraft (Toys), all Minneapolis; Midway Chevrolet, St. Paul; O. B. Thompson Electric; Orrin Thompson Construction Co., both Minneapolis.

TV Accounts: Bowlerama, Inc. (Bowling); Downtown Chevrolet; Margo Kraft (Toys), all Minneapolis-St. Paul; Midway Chevrolet, St. Paul; Orrin Thompson Construction Co.; Minnesota Bowling Proprietors Assn., both Minneapolis.

GUILD, BASCOM & BONFIGLI, INC.

130 Kearny St., San Francisco 8, Calif.
Phone: YUkon 2-6040
AAAA—ABC—ABP—ANPA

President .....Walter Guild
Bd. Chrmn.....David Bascom
Exec. V.P.....Dante Bonfigli
V.P., Gen. Mgr.....Gilbert Burton
V.P., Secy-Treas.....W. I. Hoffnine, Jr.
V.P., Media Dir. ..... Rod Macdonald
V.P., Dir. Copy-TV Depts. ..Courtenay Moon
V.P., Creative Dept.....Alex Anderson

Branch Offices
105 W. Adams St.
Phone: STate 1-0253

Dir. of Marketing.....Richard D. Crisp

515 Madison Ave., New York, N. Y.
Phone: PLaza 1-3979

Acct. Exec.....Hank Buccello
Dir. Network Rel.....Reggie Schuebel

1750 N. Vine Capitol Tower,
Hollywood 28, Calif.
Phone: HO 9-8217

Admin. Head.....Karl Gruner

603 Stewart St., Seattle 1, Wash.
Phone MAin 4-3711

Account Executive.....Tom Killilea

Radio and TV Accounts: Ralston Purina Co., St. Louis, Mo.; The Best Foods, Inc. (NUCOA), New York; Skippy Peanut Butter; Breast-O-Chicken Tuna, Inc., San Diego, Calif.; Heidelberg Brewing Co., Tacoma, Wash.; Mother's Cake & Cookie Co., Oakland, Calif.; Mary Ellen's Distrs. (Jams & Jellies), Berkeley, Calif.; Clougherty Packing Co. (Farmer John Meat Products), Vernon, Calif.

Estimated Radio Billings: $1,500,000.
Estimated TV Billings: $7,000,000.

GULF STATE ADVERTISING AGENCY, INC.

2714 Danville, Houston, 5, Texas
Phone: JAckson 6-2111

President .....Adie Marks
V.P., Treas.....Seymour Cohen
Production Manager.....Shirley Rouse
Copy Chief, Pub. Dir.....Mrs. Bess W. Scott
Media Director.....Mrs. Fern Luker
Radio-TV Dir., Time
Buyer .....Miss Irma Faerber

LAWRENCE C. GUMBINNER ADV. AGENCY, INC.

655 Madison Ave.,New York 21, N. Y.
Phone: TEmpleton 8-1717
ABP—ANPA—ABC

Chairman.....Lawrence C. Gumbinner
President .....Milton Goodman
V.P., Radio-TV Dir.....Paul G. Gumbinner
Exec. V.P.....Morton Freund
Copy Supervisor.....Robert Goldsmith
VP in Chg Prod.....Herman Kornblum
V.P. in Chg. Art.....Hershel Bramson
Vice President.....Graeme Macleod
Vice President.....Sumner Wyman
Media Dir.....Henry J. Katz

Radio Accounts: American Tobacco Co. (Filter Tip Tareyton Cigarettes, Roi-Tan Cigars), New York; Bercut-Richards Packing Co. (Sacramento Tomato Juice), Sacramento, Calif.; Block Drug Co. (Rem Cough Medicine, Omega Oil, Minipoo), Jersey City, N. J.; Browne Vintners Co., Inc. (Cherry Kijafa Wine), New York; Chap Stick Co. (Chap Stick Lip Balm, Chap-ans Hand Cream) Lynchburg, Va.; Kolmer-Marcus (Men's Clothing), New York; Monarch Wine Co., Inc. (Manischewitz Wine), Brooklyn, N. Y.; Q-Tips, Inc. (Sterilized Cotton Swabs), New York; Sutton Cosmetics, Inc. (Deodorant Stick), New York.

TV Accounts: American Tobacco Co. (Filter Tip Tareyton Cigarettes), New York; Block Drug Co. (Rem, Rem Rub, Minipoo), Jersey City, N. J.; Bourjois, Inc. (Evening in Paris Toiletries), New York; Monarch Wine Co., Inc. (Manischewitz Wine), Brooklyn, N. Y.; Porter Cable Machine Co. (Portable Electric Tools), Syracuse, N. Y.; Q-Tips, Inc. (Sterilized Cotton Swabs), New York; Sutton Cosmetics, Inc. (Deodorant Sticks), New York.

JOHN L. HALPIN, ADVERTISING

277 State St., Schenectady 5, N. Y.
Phone: FRanklin 2-0492

Partners..John L. Halpin, Marion G. Halpin
Copy Chief.....S. P. Levine

Production.....D. M. Scalise
Art Director.....A. H. Hitchins
Radio-TV Accounts: Cobleskill Agricultural Soc. (County Fair) Cobbleskill, N. Y.; Schenectady Savings & Loan Assn.; Mohawk Nat'l. Bank, Schenectady, N. Y.; Sacandaga Summer Theatre (Theatrical Productions) Northville, N. Y.

HANSON, CLEM T., CO.

1409 - 15th St., Moline, Ill.
Phone: 2-3022
ABP—NBP—APA

Owner, Acct. Exec. .....Clem T. Hanson
Prod. Mgr., Acct. Exec. ..... W. R. Lievens
Accounts: Allen-Klapp Co. (Newspaper Representatives) Chicago; American Magnetics Co. (Magnetic Separators) Moline, Ill.; Anthes Force Oiler Co. (Truck Safety Equipment) Ft. Madison, Ia.; Baker's Dairy, Moline, Ill.; Blackhawk Films (Home Movie Films) Davenport, Ia.; Eastin Pictures, (Educational Films) Davenport, Ia.; The H-O-N Co., (Office Equipment), Muscatine, Ia.; Holst-Kakert Co. (Carpet Cleaning) Moline, Ill.; Lofgren Distributing Co. (Radio and TV) Moline, Ill.; Moline Accessories Corp. (Elevator Parts) Moline, Ill.; Moline Iron Works (Castings) Moline, Ill.; Prime-Mover Co. (Materials Handling Equipment) Muscatine, Ia.; Rock Island Argus (Newspaper) Rock Island, Ill.; Stampings, Inc. (Bottled Gas Housings) Davenport, Ia.; Uptown National Bank, Moline, Ill.; Van Vooren Products (Welding Equipment) East Moline, Ill.; Veterans Information Service, Moline, Ill.; Station WHBF AM-FM-TV, Rock Island, Ill.; Warsaw Brewing Corp., Warsaw, Ill.; Z-F Co. (Grease-seal and Underground Pumping Stations) Moline, Ill.

RALPH A. HART, ADVERTISING

113 So. 21st St., Philadelphia 3, Pa.
Phone: PEnnypacker 5-8477

President.....Ralph A. Hart
Art Dir.....Leon Greenfield
Prod. Mgr.....Theodore Barkus
Copy Chief.....Murray Firestone
Media Dir.....Vivian Friedman
Acct. Execs.....R. Hart, T. Barkus, M. Firestone, M. Schwartz

HART-CONWAY CO., INC.

300 Triangle Bldg., Rochester 4, N. Y.
Phone: LOcust 2-3520
ANPA—ABP—AAAA

Pres., Treas. .....H. Lyman Hart
Sr. Vice-President.....Harold E. Kennedy
Exec. Vice-President .....Joseph Brown
Vice President.....John P. Street
Vice-President.....E. Ward Phillips
Secretary.....John M. Nixon
Account Execs.....H. L. Hart, H. E. Kennedy, J. P. Brown, J. P. Street, J. M. Nixon, E. W. Phillips, Peter B. Whitcombe, John M. Giles
Production Manager...James V. Mannhardt
Comptroller.....A. L. Kearns
***Radio Accounts*: Blue Boy Dairy (Dairy Products), Rochester, N. Y.; Columbia Bkg. Svg. & Loan (Savings Bank), Rochester, N. Y.; Crescent-Puritan Laundry, Rochester, N. Y.; Genesee-Monroe Racing Assoc. (Harness Racing Track), Batavia, N. Y.; Levis Music Stores, Rochester, N. Y.; Qualtop Beverage Co., Inc. (Makers of Soft Drinks), Rochester, N. Y.; Security Trust Co. (Bank), Rochester, N. Y.; Sheraton Hotel, Rochester, N. Y.; Boller-Clark Inc.; (Insurance), Rochester, N. Y.; Rochester Hospital Service (Hospitalization); Rochester & Pittsburgh Coal Co. (Blue Coal Dist.), Rochester, N. Y.; Webaco Oil Co. (Cities Service Dist.), Webster, N. Y.; Rochester Gas & Electric Co.; Rochester Telephone Co.; Monroe County Savings Bank, Rochester, N. Y.**
***TV Accounts*: Blue Boy Dairy (Dairy Products), Rochester, N. Y.; Crescent-Puritan Laundry, Rochester, N. Y.; Genesee-Monroe Racing Assoc. (Harness Racing Track), Batavia, N. Y.; Levis Music Stores, Rochester, N. Y.; Qualtop Beverage Co., Inc. (Makers of Soft Drinks), Rochester, N. Y.; Rochester Gas & Elec. Corp., Rochester, N. Y.; Security Trust Co. (Bank), Rochester, N. Y.; Columbia Savings & Loan (Savings Bank), Rochester, N. Y.; Webco Oil Co., Webster, N. Y. Rochester Hospital Service (Hospitalization), Rochester, N. Y.; Monroe County Savings Bank, Rochester, N. Y.**
Additional Radio-TV Accounts: Koerner Motors (Ford Dealer), Rochester, N. Y.; Rochester Hockey Club, Rochester, N. Y.; Sears Roebuck (Dept. Store), Rochester, N. Y.; South Carolina Hospital Service (Blue Cross, Blue Shield), Columbia, S. C.; Speedy-Therm Service Corp., Rochester, N. Y.

GEORGE H. HARTMAN CO.

307 N. Michigan Ave., Chicago 1, Ill.
Phone: ANdover 3-0130
ABP—ANPA

President.....George H. Hartman
Exec. V. P. .....Rowland Laughlin
V. P., Gen. Mgr. .....John T. Holloway
Vice Pres....Thomas Kivlan, David R. Coey, William H. Aaron, Robert S. Cole
V.P., Art Dir.....Alfred Festen
Secretary .....George H. Hartman, Jr.
Treasurer ..... Frank R. Hartman
Copy Chief ..... Thomas Whitehead
TV Time Buyer.....Jean Seaman
Production Mgr. ..... Philip Navigato
Radio & TV Director ..... John D. Berg
Radio & TV Talent Buyer .....Jack Leonard

Branch Office
420 Lexington Ave., New York 17, N. Y.
Phone: MUrray Hill 9-8637
Branch Office Mgr.....John Berg

HATHAWAY & ASSOCIATES, INC.

200 Rookery Bldg., Evansville 5, Ind.
Phone: HA 4-2494
APA—NBP

President.....Charles F. Ross
Vice President.....Marvin Lockyear
Accounts: Kent Plastics Corp., Evansville, Ind.; Photocraft Color Laboratories, Tell City, Ind.; WFIE-TV & WTVW-TV, Evansville, Ind.

THE F. H. HAYHURST CO. LIMITED

7 King St. E., Toronto, Ontario, Canada
Phone: EMpire 6-0731

President.....W. P. Hayhurst
Vice-President.....Geo. F. Hayhurst
V.P.....H. W. E. Pepler
V.P.....N. L. Drynan
V.P., Chmn. Plans Bd.....D. J. Leonard
Radio-TV Director, V.P.....R. D. Amos
Asst. Dir.....C. M. Harrison
Time Buyer.....E. Brown
Radio Prod.....S. Hannah
Media Mgr.....B. J. Keelor
Production Mgr.....C. A. Kellow

Branch Office

1510 Drummond St., Montreal, Que.
Phone: VI 5-0251

Manager.....J. B. Leupold

Radio Accounts: Acousticon-Dictograph Co.; Elizabeth Arden of Canada Ltd.; Best Foods (Canadian) Ltd. (Rit Dyes, Nucoa Margarine); British Motor Corp. (Austin, Morris Cars); Canada Permanent Trust, all Toronto; Canadian Canners Ltd.; Wagstaffe Ltd. (Jellies, Jams, Pickles), both Hamilton; Dack Corp. (Shoes), Toronto; R. D. Fleck & Co. Ltd. (Minibrix, Slinky Toys), Tillsonburg; G. T. Fulford Ltd. (Baby's Own Tablets, French); General Steel Wares Ltd.; Heintzman & Co. Ltd., all Toronto; Walter M. Lowney Co. Ltd., Montreal; MacFeeters Creamery Ltd. (Golden Bar Cheese, Honey Butter), Toronto; Montreal Gazette, Montreal; Nestle (Canada) Ltd. (Nescafe, Nestea); Procter & Gamble Co. of Can. Ltd. (Camay); Province of Ontario (Dept. Travel & Publicity), all Toronto; St. Lawrence Starch Co. Ltd. (Bee Hive Corn Syrup), Port Credit; Scholl Mfg. Co. Ltd. (Zino-Pads), Toronto; Scotch Anthracite Coal Co. Ltd., Montreal; Pioneer Feed Co. Ltd.; Smith-Corona (Canada) Ltd.; Toronto Real Estate Board; Warner-Lambert (Canada) Ltd. (Bromo-Seltzer, Listerine); E. Griffith Hughes Ltd. (Rennies Tablets); John A. Huston Co. Ltd. (Dolcin), all Toronto.

TV Accounts: Canadian Canners Ltd., Hamilton; Carling Breweries Ltd., Brading Div., Toronto; R. D. Fleck & Co. Ltd. (Minibrix, Slinky Toys), Tillsonburg; Nestle (Canada) Ltd. (Nescafe, Nestea); Procter & Gamble Co. of Canada, Ltd. (Camay); Province of Ontario (Dept. Travel & Publicity), all Toronto; St. Lawrence Starch Co. Ltd. (Bee Hive Corn Syrup), Port Credit; Smith-Corona (Canada) Ltd.; Toronto Real Estate Board, both Toronto; Visking Ltd., Lindsay; Parker Pen Co. Ltd.; Warner-Lambert (Canada) Ltd. (Bromo-Seltzer); Loblaw Groceterias, all Toronto.

HEINEMAN, KLEINFELD, SHAW & JOSEPH, INC.

1270 Sixth Ave. New York 20, N. Y.
Phone: CIrcle 7-7660
ABP

President.....Mort Heineman
Ch. of Bd., Sec. & Treas.....M. J. Kleinfeld
V.P., Media Dir.....Julius Joseph, Jr.
Radio-TV Time Buyer.....Alice Ross
Vice Pres.....Joseph Shaw
TV Dir., Talent Buyer.....Allen Black

Branch Office

532 N. Cherokee Ave., Los Angeles, Calif.
Phone: HOllywood 3-1153

Manager .....Howard Blake

Radio Account: Artistic Cards, Inc. (Greeting Cards) Elmira, N. Y.

Radio & TV Accounts: Roosevelt Raceway (Trotting Races), Westbury, L. I., N. Y.; Rad Bleach Inc. (Bleaching & Cleaning Agents), N. Y. C; Fashion Frocks, Inc. (Women's Dresses) Cincinnati, O.

HEINTZ & COMPANY, INC.

611 Wilshire Blvd., Los Angeles 17, Calif.
Phone: MAdison 9-3181
AAAA—APA—ABP

President.....Robert P. Heintz
Radio-TV Dir.....Kenneth Higgins

Accounts: Regal Pale Brewing Co., San Francisco, Calif.; Standard Federal Savings & Loan Assn.; Sterling Electric Motors, Inc.; Westinghouse Appliance Sales, both Los Angeles.

HERALD ADVERTISING AGENCY, INC.

441 Lexington Ave., New York 17, N. Y.
Phone: MUrray Hill 7-2280

Pres., Radio Dir.....M. J. Middleman
V.P. & Art Dir.....Jack Warren
V.P. & Sec'y.....H. M. Weiss
Acct. Executives.....M. J. Middleman, S. T. Hunter

Accounts: Bar-Ray Products Inc.; Barrie Weiss Inc.; Brown, Victor Undies, Inc.; Capital Cubicle Co.; Cromwell Inc.; Lantre Ltd.; Lightfoot Schultz Co.; Lynn Handbags, Inc.; O'Toole, Edward Co. Inc.; Radio Station WQAN, Scranton, Pa.; Scranton Times.

AL HERR ADV. AGENCY, INC.

225 E. Michigan St., Milwaukee 2, Wis.
Phone: Broadway 1-2710
ABP—ANPA

President, Chmn., Treas.....Al J. Herr
Vice-President .....John Rock
V.P., Radio-TV.....Elton W. Kocian
Art Director.....Carl M. Ruppert
Production.....Gene M. Wrobel
Media, Radio Buyer.....Ruth Walter
Creative Director.....Allen Ballsieper
Research Director.....Howard Klatt

Radio Accounts: Cudahy Bros. Co. (Meat Packer), Cudahy, Wis.; Ace Foods, Inc. (Restaurant & Caterers); John Graf Co. (Beverages); Keller's Beverage Center; King Braeger Chevrolet Co.; Milwaukee Florists Assn.; Robert A. Johnston Co. (Cookies, Candy, Biscuit); Marine Nat'l Exch. Bank; Pate Oil Co.; Sealtest Dairy Div.; Sealtest Ice Cream Div.; Spic & Span Dry Cleaners, all Milwaukee; Economics Laboratory, Inc. (Detergent) New York.

TV Accounts: Economics Laboratory, Inc. (Detergent, etc.), New York; Cudahy Bros. Co. (Meat Packer); Marine Nat'l Exch.

Bank; Pate Oil Co.; Robert A. Johnston Co. (Cookies, Candy, Biscuit); Spic & Span Dry Cleaners; Sealtest Dairy & Ice Cream, all Milwaukee.

Estimated Radio Billings: $200,000.
Estimated TV Billings: $275,000.

HICKS & GREIST, INC.

555 Fifth Ave., New York 17, N. Y.
Phone: MUrray Hill 7-5600
ABP—ANPA

President.....Charles V. Skoog, Jr.
Exec. Vice Pres.....Harry L. Hicks, Jr.
V.P., Radio-TV Dir...Theodore J. Grunewald
V.P., Treasurer.....K. A. Hamilton
Pub. Rel. Dir.....Irving S. Kogan
Time Buyers...Vincent J. Daraio, M. Reiner
Prod. Mgr.....Martin Rifkin

Radio Accounts: Dixie Cup Co. (Dixie Cups, Plates), Easton, Pa.; Lewyt Corp. (Vacuum Cleaners), Long Island City, N. Y.; Sandura Co. (Sandran Floor Covering), Philadelphia; Stahl-Meyer, Inc. (Ferris Ham & Bacon, Cheezdogs), New York; The Taylor-Reed Corp. (Q-T Instant Frosting), Glenbrook, Conn.; V. La Rosa & Sons, Inc. (Frozen Foods, Spaghetti, Macaroni, Noodle Products), Brooklyn, N. Y.

TV Accounts: Dixie Cup Co. (Dixie Cups, Plates), Easton, Pa.; Sandura Co. (Sandran Floor Covering), Philadelphia, Pa.; The Taylor-Reed Corp. (Cocoa Marsh, Q-T Instant Frosting), Glenbrook, Conn.; Walter H. Johnson Candy Co. (Power House Candy Bars), Chicago, Ill.; V. La Rosa & Sons, Inc. (Noodle Products, Frozen Foods, Spaghetti, Macaroni), Brooklyn, N. Y.

HILL & KNOWLTON, INC.

150 E. 42nd St., New York 17, N. Y.
Phone: OXford 7-5600
ANPA

Chairman.....John W. Hill
President.....Bert C. Goss
Sec., Treas. .....Harry S. Cooper
Art Director .....M. Richard Kaufmann

Branch Office
1000 Vermont Ave., N. W.
Washington 5, D. C.
Phone: STerling 3-0270

Vice President.....Avery McBee

HILTON & RIGGIO, INC.

4 West 58th St., New York 19, N. Y.
Phone: PLaza 1-3900
ANPA—NBP—NOAB

President .....Peter Hilton
Exec. V.P.....Robert L. Haag
Vice Presidents .....James Williamson, John G. Jones, F. I. Cahners
Art Director.....Jabez Williams
Time Buyer.....Maria Carayas
Production Manager .....Daniel Casey

Accounts: Bjelland, Chr., Co., Inc., New York City; Chess, Mary, Inc. (Cosmetics), New York City; Emerol Mfg. Co., Inc. (Marvel Mystery Oil), New York City; National Yeast Corp., Belleville, N. J.; Parfums Evyan, New York City; Vermouth Industries of America, Inc., New York City.

HOAG & PROVANDIE, INC.

137 Newbury St., Boston 16, Mass.
Phone: COmmonwealth 6-7515
ABP—ANPA—APA—AAAA

President..... Paul Provandie
Treasurer.....Myron L. Eastwood
Exec. Vice-President.....Langley C. Keyes
Senior Vice President.....Thomas J. Bowen
Vice Presidents.....William Van N. Washburn, Edward W. Quinn
V.P., Art Dir.....Donald E. Clark
Asst. Treasurer.....M. Douglas Adamson
Prod. Mgrs.....Bertha L. Aldrich, A. Stedman Murdy, Jr.
Assoc. Art Dirs.....Leo Harrington, George F. Wilson
Account Execs.....Paul H. Provandie, Myron L. Eastwood, Thomas J. Bowen, Langley C. Keyes, William Van N. Washburn, Edward W. Quinn, Robert B. Ward, Ruleffe F. Barbour, John P. Hoag, Jr.

Accounts: Laboratory for Electronics, Inc.; LaTouraine Coffee Co.; J. B. Malcolm Inc. (Costume Jewelry); Masury-Young Co. (Industrial Flr. Clng., Refinishing Compounds); Mr. Boston Distiller Inc. (Liquor Prod.); Nordblom Co. (Industrial Real Estate); Jno. P. Squire Co. (Swift & Co. Assoc. Plant, N. Eng.); New England Trust Co.; WHDH, WHDH-TV, all of Boston; Boston Woven Hose & Rubber Co. (Industrial Rubber Prod.); Brigham's (Candy, Ice Cream); Carter's Ink Co. (Inks, Adhesives, Carbons, Ribbons); Dorothy Muriel's (Bakery Prod.); Durand's (Pkgd. Candy); G. E. Co., Appl. & TV Rec. Div., N. Eng. Dist. (All GE Major Appliances); all of Cambridge, Mass.; Amer. Biltrite Rubber Co. Inc. (Rubber Heels & Soles) Chelsea, Mass.; Bay St. Macaroni Mfg. Co. ("Viva" Italian Spaghetti Prod.) Lawrence, Mass.; Boston Filter Co. (Air Filters, Comm. Air Cond., Water Coolers) Charlestown, Mass.; Citrus Fruit Juices Inc., Lynn, Mass.; L. B. Evans Son Co. (Men's Slippers, Casual Shoes) Wakefield, Mass.; Foster Grant Co. Inc. (Sunglasses) Leominster, Mass.; Gen. Ice Cream Corp. (Bushway Ice Cream) Somerville, Mass.; Gen. Elec. Co., Small Aircraft Eng. Dept. (Engineer Recruitment) Lynn, Mass.; J. W. Greer Co. (Hvy. Eqpt. for Bakery, Candy, Food Fields) Wilmington, Mass.; Hendrie's Ice Cream, Milton, Mass.; IGA Foodliners, Burlington & Malden, Mass.; Ludlow Papers Inc., Fine Papers Div. (Fine Papers, Tapes, Coarse Papers) Brookfield, Mass.; Nissen Bkg. Corp. (Old Home Bread) Lynn, Mass.; Pyrotex Co. Inc. (Plasti Lacings), Leominster, Mass.; Sprague & Carleton, Inc. (Solid Rock Maple Furniture) Keene, N. H.; Std. Duplicating Machines, Inc., Everett, Mass.; Swift & Co. Assoc. N. Eng. Plants; H. L. Handy Co., Springfield, Mass. & Speery Barnes Co., New Haven, Conn.; Table Talk Pastry Co. (Table Talk Pies) Worcester, Mass.; Dr. J. F. True (Elixir) Lynn, Mass.; Merrimac Valley Nat'l Bank, Lawrence-Haverhill, Mass.; New Bedford, Wood's Hole, Martha's Vineyard & Nantucket Steamship Authority (Ferry & Passenger Steamer Service).

HONIG-COOPER, HARRINGTON & MINER

1275 Columbus Ave., San Francisco 11, Calif.
Phone: OR 3-4469
AAAA—ABC—ABP—ANPA

President .....Louis Honig
Bd. Chmn.....Eugene I. Harrington
First V.P.....Fred Glauser
Secy.-Treas.....John W. Davis
V.P.'s .....Eric Bellingall, Alfred E. Smith
Time Buyer.....C. McCreary
Radio-TV Prod. Dir.....Charles Larrance
Sec.-Treas.....John W. Davis

Branch Offices
Tower Bldg., Seattle 1, Wash.
Phone: MA 2-1800

V.P.....W. E. Kraft
304 S. Kingsley Drive, Los Angeles 5, Calif.
Phone: DUnkirk 8-3301
Exec. V.P., Mgr.....Sherman R. Slade
Time Buyers.....Sylvia Goodfriend, Jane Kirkpatrick

Radio Accounts: Langendorf United Bakeries (Butternut Bread); Italian Swiss Colony (Wines); Wells Fargo Bank; Denalan Co. (Dental Plate Cleaners); Yellow Cab Co., all San Francisco; Clorox Co., Oakland, Calif.

TV Accounts: The Clorox Co.; C & H Sugar Refining Corp.; Langendorf United Bakeries (Butternut Bread); S & W Fine Foods, Inc.; Italian Swiss Colony (Wines); Star-Kist Foods, Inc. (Tuna Products); Avoset Co. (Qwip); Leslie Salt Co., all San Francisco; Gambarelli & Davitto (G & D Vermouth & Wines), New York.

Former Miner Co. Accts: American Beauty Macaroni; Bu-Tay Products, Ltd. (Rain Drops, George, Diaper Sweet); Thrifty Drug Stores, Inc. (Drug Store Chain); Clifton's Cafeterias; Green Spot, Inc. (Orange Drink); Interstate Bakeries Corp. (Bread); Von's Grocery Co. (Supermarket); Kerr Glass Corp. (Canning Equipment); Santa Fe Vintage (Wines); Luer Packing Co. (Meats); James O. Welch Co. (Candy); Hoffman TV (Television Sets), all Los Angeles.

Estimated Radio Billings: $1,000,000.
Estimated TV Billings: $4,000,000.

HORAN-DAUGHERTY INC.

8012 Bonhomme, St. Louis 5, Mo.
Phone: VOlunteer 3-4524
ABP-ANPA

President.....Joseph J. Horan
Exec. V.P.....Robert O. Scott
Vice-President .....Jimm Daugherty
Creative Art Director.....Bob G. Watkins
Media Director.....Mary E. Johnson
Radio-TV Dir.....Barbara Block
Copy Chief.....C. R. Sides
Executive Art Director.....J. W. Duke
Production Manager.....Tom Thompson

Radio-TV Accounts: Falls City Brewing Co. (Falls City Beer), Louisville, Ky.; Pepsi-Cola Bottlers of St. Louis, Inc.

Radio Account: Vi-Jon Laboratories, Inc. (Antiseptic Mouth Wash, Gargle, Hand Lotion) St. Louis, Mo.

TV Account: Velvet Freeze, Inc. (Ice Cream) St. Louis.

HOUCK & COMPANY, INC.

2013 S. Jefferson St., Roanoke 16, Va.
Phone: DIamond 2-3411
ABP—ANPA—APA—SNPA—AFA

President.....C. B. Houck
Vice President.....William B. Houck
Secretary.....Kathryn H. Ferguson
Vice President.....William F. Downs
Art Director, V.P.....Edwin R. Deady
Production Mgr.....W. Leon Mitchell
Research Media.....Jeannette G. Thorne
Radio-TV Director.....Joseph D. Mastin

Radio & TV Accounts: Beamer Motors; High's Ice Cream; Hodges Lumber Co.; Lindsey-Robinson Co., Inc.; Mountain Trust Bank, all of Roanoke; Elk Refining Co. & Kanawha Valley Bank, Charleston, W. Va.; Crowgey Sausage Co., Kellysville, W. Va.

Radio Account: First Nat'l. Bank of Martinsville & Henry City, Martinsville, Va.

TV Accounts: Adams Constr. Co.; Appalachian Pwr. Co.; Davidson's Clothiers; Fuel Oil & Eqpt. Co.; Hospital Service Assn. of Roanoke; 7-Up Bottling Co., all of Roanoke, Va.

BRYAN HOUSTON, INC.

730 Fifth Ave., New York 19, N. Y.
Phone: PLaza 7-6400
ABP—ANPA—AAAA

Chairman of Board.....Bryan Houston
President.....Wm. R. Hillenbrand
V.P. Dir. Mchdse.....Patrick Gorman
V.P. Dir., Art.....Stanley Freeman
V.P., Creative Dir.....Max Sapan
V.P. Dir. Research.....Frederick L. Ryner
V.P., Dir. Media.....John Ennis
Assoc. Dir. Media.....Robert Boulware
Mgr. Media Dept.....Richard Stevens
V.P. Dir. Radio-TV.....Wm. B. Templeton
Mgr., Radio-TV.....Roy Passman
Ex. Prod., Film Com'l.....C. Kulesza

Radio Accounts: Laboratories, Inc. (Dristan Tablets); Wkly. Publications, Inc. (Newsweek); Heublein, Inc. (Andersen Soups & Sizz-L-Spray Barbecue Sauce).

TV Accounts: Nestle Co. (Nescafe Instant Coffee); Heublein (Maypo Cereal, Maltex Cereal, A-1 Sauce, Andersen Sizz-l-Spray Barbecue Sauce & Andersen Soups); Whitehall Laboratories, Inc. (Dristan Tablets & Nasal Mist, SOOTHoL Antacid Wafers).

Estimated Radio Billings: $700,000.
Estimated TV Billings: $10,000,000.

CHARLES W. HOYT CO., INC.

380 Madison Ave., New York 17, N. Y.
Phone: MUrray Hill 2-2000

ANPA—APA—NBP—ABC—NOAB—AAAA
President.....Everett W. Hoyt
Chairman of Bd.....Winthrop Hoyt
Vice Presidents.....A. W. Fargo, John D. Lucas, R. W. Mickam, E. T. Nettleton, Richard G. Pratt
Secretary, V.P.....James R. Roberts

Treasurer.....F. J. Becker
V.P., Dir. Radio-TV.....W. P. Smith
V.P., Research.....Peter H. Nicholas
V.P., Media Rel.....C. B. Donovan
V.P., Prod. Mgr.....N. S. Lampert
Radio-TV Time Buyer.....D. H. Humm

Branch Office

Chamber of Commerce Bldg., Miami 32, Fla.
Phone: FR 1-2165
V.P. & Mgr.....John R. McAltee

Radio Accounts: American Home Foods, Inc. (Geo. Washington's Instant Coffee), New York, N. Y.; Arnold Bakers, Port Chester, N. Y.; South African Rock Lobster Assn.; Blueberry Cooperative Assn. (Tru-Blu Blueberries), New Lisbon, N. J.; Brock-Hall Dairy Co., Hamden, Conn.; New York & New England Apple Inst., Kingston, N. Y.; Colgate Palmolive Co. (Kirkman Detergent), Jersey City, N. J.; Charles Gulden, Inc. (Gulden's Mustard), New York, N. Y.; Monticello Drug Co., (666 Products), Jacksonville, Fla.; Keyes Fibre Co. (Royal Chi-net Paper Plates), Waterville, Maine; Michigan Blueberry Growers Assn. (Great Lakes Blueberries), South Haven, Mich.; Chas. B. Knox Gelatine Co., Inc. (Knox Gelatine), Johnstown, N. Y.; Merck & Co., Inc., Rahway, N. J.

TV Accounts: American Home Foods, (Geo. Washington's Instant Coffee), New York, N. Y.; Arnold Bakers, Port Chester, N. Y.; South African Rock Lobster Assn., New York, N. Y.; Blueberry Cooperative Assn., (Tru-Blu Blueberries), New Lisbon, N. J.; Merck & Co., Inc., Rahway, N. J.; Milton Bradley Co. (Toys & Games), Springfield, Mass.; Mail Pouch Tobacco Co. (Kentucky Club Pipe Tobacco), Wheeling, W. Va.; Brazil Nut Advertising Fund, New York, N. Y.; Brock-Hall Dairy, Hamden, Conn.; Keyes Fibre Co. (Royal Chi-net Paper Plates), New York, N. Y.; Charles Gulden, Inc. (Gulden's Mustard), New York, N. Y.

HUME, SMITH, MICKELBERRY, INC.

126 S.E. Second St., Miami, Florida
Phone: FRanklin 9-8453
ANPA

President .....David Hume
V.P.'s.....Wm. Mickelberry, Bob Smith
Acct. Execs.....Jack Caesar, Geo. Smith
Radio-TV Director.....George Smith

Radio Accounts: Carol City (Housing Devel.); Seaquarium (Tourist Attr.); Hector Supply Co. (Lawn & Garden Supplies) all of Miami, Fla.; Hialeah Race Course (Thoroughbred Racing) Hialeah, Fla.; Florida Shores (Rl. Est. Devel.) Edgewater, Fla.; Fla. Avocado & Limes, Homestead, Fla.

TV Accounts: Carol City (Housing Devel.) Miami, Fla.; Florida Shores (Rl. Est. Devel.) Edgewater, Fla.

H. B. HUMPHREY, ALLEY & RICHARDS, INC.

370 Lexington Ave., New York 17, N. Y.
Phone: LExington 2-3020
AAAA—ABP—ANPA

President.....Deane Uptegrove
V.P., Media Dir., Secy...Harry M. Billerbeck
V.P., Radio-TV Dir.....Ransom P. Dunnell
V.P. .....Emmett Faison
V.P.'s.....Harold O. Nadler, A. W. Sage
Prod. Mgr.....John B. Snyder

Branch Office

1235 Statler Bldg., Boston 16, Mass.
Phone: LIberty 2-6100
Chairman.....R. S. Humphrey
Media, Research Dir.....E. Gerald Grey

Radio Accounts: John H. Breck, Inc. (Breck Hair Set Mist), Springfield, Mass.; General Telephone Directory Co. (Yellow Pages), Des Plaines, Ill.; Kendall Mills (Curity Nursery Products, Dish Towels, Milk Filter), Walpole, Mass.; Lea & Perrins, Inc. (Worcestershire Sauce), New York.

TV Accounts: John H. Breck, Inc. (Breck Inc. (Breck Hair Set Mist), Springfield, Mass.; Bird & Son, Inc. (Floor Covering & Roofing), E. Walpole, Mass.; General Telephone Directory Co. (Yellow Pages), Des Plaines, Ill.; Lea & Perrins, Inc. (Worcestershire Sauce), New York.

HUMPHREY, WILLIAMSON & GIBSON, INC.

1809 First Natl. Bldg., Oklahoma City, Okla.
Phone: REgent 6-5429
AAAA—APA—ANPA—SNPA

Pres., Treas.....Warren A. Humphrey
V.P.'s.....Mitchell L. Williamson, Ellis G. Gibson
Secretary.....E. A. Hartman
Production Manager.....Alyce Robnett
Radio-TV Director.....H. C. Childs
Public Rel. Dir.....Ray Scales
Art Director.....Don Loewen

HUTCHINS ADVERTISING CO., INC.

42 East Ave., Rochester 4, N. Y.
Phone: HAmilton 6-1160
APA—ANPA—PPA—ABP—NOAB

Director.....Frank A. Hutchins
Director.....F. Irving Hutchins
President.....Frank M. Hutchins
Vice-Presidents.....John P. McCarthy, William F. Lacey, Homer C. Scheck
Prod. Mgrs.....M. J. Leary, D. A. Meritt

Branch Office

33-35 Hayden St., Toronto, Ont., Canada
Phone: WAlnut 4-3753
Manager .....William Bounsall

Radio Accounts: E. E. Bausch & Son Co., Beaucaire, Inc., Empire State Pickling, Howe & Bassett Co., Hub Oil Co., Langie Fuel Service Inc., Lincoln Rochester Trust Co., McCurdy & Co., Music Lovers Shoppe, Rittenhouse Co., Inc., E. J. Scheer, Inc., Schuler Potato Chip Co., Scrantom's Book and Stationery Co., Waldert Optical Co., Inc.; Rochester Savings Bank; Staub-Beck's, Inc.

TV Accounts: Lincoln Rochester Trust Co., Schuler Potato Chips; Empire State Pickling Co., Langie Fuel Service; Rochester Savings Bank; Staub-Beck's, Inc.

JASTER & ASSOCIATES

637 Broad St., Beloit, Wisc.
Phone: EMerson 2-8822
APA—ABP

Sole Owner.....Jack Jaster

Accounts: Electrol Specialties, South Beloit, Ill.; United Industries, Chicago; WCLO Radio, Janesville, Wis.; WGEZ Radio, Beloit, Wis.; WREX-TV, Rockford, Ill.

JOHNSTON, FRANK B. ADV., INC.

117 Liberty St., New York 6, N. Y.
Phone: BArclay 7-3337
APA—ANPA

President .....F. B. Johnston
Secy. .....Wesley Edson
Art Dir., Prod. Mgr. ..... John Inglehart
Acct. Execs. ..... Morton S. Krieger, John Caruso, Harry Carter

JONES & HANGER, INC.

612 W. 47th St., Kansas City 12, Mo.
Phone: JE 1-2365
ANPA—NBP

President.....M. Frank Jones
V.P., Treas.....R. C. Hanger

Accounts: Postal Life & Casualty Insurance Co., Kansas City, Mo.; Pure Milk Producers Assn.; Quality Laboratories; WDAF Radio & TV, Kansas City, Mo.

RALPH H. JONES COMPANY

3100 Carew Tower, Cincinnati 2, O.
Phone: GArfield 1-2300
AAAA—NOAB—APA—PPA—NBP
ABP—ANPA

Pres. & Treas.....C. M. Robertson, Jr.
Exec. Vice-Pres.....Stanley A. Willer
Vice-President.....James M. Nelson
V.P., Adm. Printed Adv.....John Healy
V.P., Art.....Robert T. Hayes
Space Buyer.....Maurice Oshry
Prod. Mgr.....A. J. Lemperly
Radio-TV Director.....Ann Smith
Radio, TV Time Buyers.....Betty Derie, Eula Reggin

Branch Office
40 East 49th St., New York 17, N. Y.
Phone: MUrray Hill 8-5144

Mgr.....H. S. Lenz

JURNEY, ROSS & ASSOCIATES

178 Social Hall Ave., Salt Lake City, Utah
Phone: EM 3-6758
APA

Partner, Gen. Mgr.....Miss Ross Jurney
Partner, Sr. Acct. Ex.....A. H. Garrigues
TV Dir., Acct. Ex.....Wm. J. Brennan

Accounts: Blue Cross-Blue Shield, KLUB Radio, KSL-TV, Stokermatic, Westinghouse, all of Salt Lake City.

KAL, EHRLICH & MERRICK ADVERTISING, INC.

2141 Wisconsin Ave. N.W. Wash. 7, D. C.
Phone: FEderal 7-5500
ANPA

Chrmn. of Board.....Norman C. Kal
President.....Harry L. Merrick
Exec. V. P.....Alvin Q. Ehrlich
V.P., Secretary.....Bernard R. Linkins
Radio-TV Dir.....David P. Thomas
Radio-TV Time Buyer.....Nella Manes

KAMENY ASSOCIATES

2 West 45th St., New York 36, N. Y.
Phone: OXford 7-4840
APA—ANPA—ABP

Partner, Creative Dir.....Seymour Kameny
Partner, Acct. Supvr.....Nat Kameny
Merchandising Dir.....Ray Solomon
Mktg., Sales Div. Dir.....George Carroll
Sales Prom. Dir.....Russell Fradkin
Research, Media Dir.....Ruth Rose
Radio-TV Director.....Vernon Delston
Public Relations Dir.....Marvin Frank
Copy Chief.....Fred Newman
Art Director.....Alan Peers
Production Manager.....Bernard Fabian
Asst. Prod. Mgr.....William Egan

KAMIN ADVERTISING AGCY.

605 McGowen, Houston 6, Texas
Phone: JAckson 6-1181
ANPA

President ..... Lester Kamin
V.P., Radio-TV Time Buyer..B. L. Blumberg
Art, Prod. Dir.....Bill Sims
Copy Chief, Talent Buyer.....Diana Muth
Film Director.....Billy Lazarus

LAWRENCE KANE & ARTLEY, INC.

405 Park Ave., New York 22, N. Y.
Phone: PLaza 1-4120
ANPA—ABP

Chairman.....Robert H. Schaffer
President .....Lawrence Kane
V.P., Mdsg. Dir.....Eugene J. Cohn
V.P., Copy Dir.....Marvin D. Richwald
Art Director.....Murray Stein
Media Director.....Rowena Pearl
Pub. Rel. Dir.....Herbert Kaufman

KASTOR, HILTON, CHESLEY, CLIFFORD & ATHERTON, INC.

400 Madison Ave., New York 17, N. Y.
Phone: PLaza 1-1400
ABP—ANPA

Chairman.....H. Kastor Kahn
Vice Chairman.....C. E. J. Clifford
Chmn. Exec. Comm.....W. S. Chesley
President .....Peter Hilton
Chmn. Plans Bd.....J. William Atherton
Exec. Vice Pres.....L. G. Whitebrook
V.P., Media Dir.....Jack B. Peters
Radio, TV Dir.....J. P. Atherton
Radio-TV Time Buyer.....Beryl Seidenberg

Radio Accounts: American Molasses Co. (Grandma's Molasses) N.Y.C.; H. C. Brill Co. (Specialty Food Prods.) Newark, N. J.; Brownell & Field Co. (Autocrat Tea & Coffee) Providence, R. I.; Carter Products, Inc. (Colonaid) N.Y.C.; Drug Research Corp. (Regimen, Sustamin, Insta-Pep, Jandrex) N.Y.C.; Humphreys Medicine Co. (Humphreys #11) N.Y.C.; N.Y. St. Civil Defense Comm., N.Y.C.; Potter Drug & Chem Corp. (Cuticura) Malden, Mass.; F. Ad. Richter & Co. (Pain Expeller, 3XB) Staten Island,

N. Y.; Stop & Save Trading Stamp Corp. (Triple-S Blue Stamps) S. Hackensack, N. J.; Ar. Winarick Inc. & Subsidiaries (Jeris Hair Preps.) N.Y.C.

TV Accounts: Brownell & Field Co. (Autocrat Tea & Coffee) Providence, R. I.; Carter Prods. (Colonaid) N.Y.C.; Drug Research Corp. (Regimen) N.Y.C.; A. S. Harrison Corp (Preen Flr. Waxes) So. Norwalk, Conn.; Potter Drug & Chem. Corp. (Cuticura Products.) Malden, Mass.; Smith Bros. (Smokers Drops) Poughkeepsie, N. Y.; Ar. Winarick (Jeris Hair Preps.) N.Y.C.

Estimated Billings: $18,000,000.

H. W. KASTOR & SONS ADV. CO.

75 E. Wacker Dr., Chicago 1, Ill.
Phone: CEntral 6-5331
ABC—ANPA—APA—NOAB

President.....A. G. Kastor
V.P. & Gen. Mgr.....Marvin Harms
Vice-President .....Herman Kastor
Vice Presidents.....John T. Urice, Dean Snow, W. O. Yocum
V.P. & Copy Chief.....Ashley Belbin
Media Dir.....Harvey Mann
V.P., Radio-TV.....James H. West

Radio and TV Accounts: International Milling Co. (Robin Hood Flour), Union Starch & Refining Co. (Reddi Starch), Orange Crush Co.; Campana Corp. (Bantron).

THE BENJAMIN KATZ AGENCY

1820 Spruce St., Philadelphia 3, Pa.
Phone KIngsley 6-0803

President.....Benjamin J. Katz
Prod. Mgr.....Philip L. Winson
Media Dir.....Alice M. Miller
Publicity Mgr.....Bernard Burt
Research Mgr.....Rose Kibrick Katz
Radio-TV Dir.....Leonard B. Stevens
Acct. Execs.....B. J. Katz, P. L. Winson, S. Strassler

JOSEPH KATZ COMPANY

Amoco Bldg., 555 Fifth Ave., New York, N. Y.
Phone: MUrray Hill 7-0250
AAAA—ANPA—ABP

Exec. Vice Pres.....Harry Kullen
Sr. Vice President.....H. W. Bennett, Jr.
V. P., Mktg.....C. W. Shugert
Radio-TV Director.....Edward Kogan
Asst. Radio-TV Director.....Alice Polver
Vice President.....William V. Linn
Media Director.....C. A. Brocker

Branch Offices
10 W. Chase St., Baltimore 1, Md.
Phone: LExington 9-1500

V.P., Gen. Mgr.....Stanley E. Blumberg
Media Dir.....Jean Mitchell
Comptroller.....Lawrence M. Sims
Time & Space Buyer..Geraldine Rutkowski
Radio-TV Dir.....James Miller
Production Mgr.....M. Milstein
Art Dir.....G. Fondersmith

Lee Circle Bldg., New Orleans, La.
Phone: EXpress 2274

Manager .....Hal Yockey

Radio-TV Accounts: Amer. Oil Co. (Amoco Gas.); Parry Laboratories (Myo-Mist Oral Spray) both N. Y. C.; Publix Parking Systems; Weiss Motor Co. (Fords); Sherwood Feed Mills Inc. (Sherwood Dog Food); First Nat'l. Bank, all of Balto., Md.

Radio Account: S. & N. Katz, Inc. (Jewelers) Balto., Md.

HENRY J. KAUFMAN & ASSOCIATES

1419 H St., N.W., Washington 5, D. C.
Phone: District 7-7400
ABP—ANPA—AFA

General Manager.....Henry J. Kaufman
Radio-TV Dir.....Jeffrey A. Abel
Art Dir.....Frank C. Huseman
Prod. Mgr.....Bernard C. Schramm
Copy Chief.....T.D. Mandelstam
Public Rel. Dir.....Robert R. Denny

KEELOR & STITES CO.

3001 Carew Tower, Cincinnati 2, Ohio
Phone: PA 1-1310

Chmn. of Board, Treas.....P. R. Hume
President .....J. T. Nolan, Jr.
Secretary.....H. J. Darby
Radio Time Buyer.....A. A. Radkey
Prod. Mgr.....John Helmsderfer

KEILSON CO.

117 W. 46th St., New York 36, N. Y.
Phone: JUdson 2-1797

President .....Meyer Keilson
Sec'y.-Treas..... P. Keilson
Scripts & Commercials.....Janet Sternberg
Production Mgr.....Phyllis Pion

KELLER-CRESCENT CO.

22-26 Riverside Ave., Evansville 8, Ind.
Phone: HArrison 5-5146
ABP—APA

President .....Ervin Weil
Radio-TV Dir.....G. L. Freeman

Accounts: Mid-West Savings & Loan Assn., Peoples Savings Bank, Radio Station WGBF, United Enterprises, all of Evansville, Ind.

DON KEMPER COMPANY, INC.

850 S. Patterson Blvd., Dayton 2, Ohio
Phone: BAldwin 3-6216
AAAA—ABP—ANPA

President.....Don H. Kemper
Vice President.....James D. Parker
Media Director.....Cindy Hamberg
Creative Director.....Betty McGonigle
Art Director.....John H. Bach
Production Manager.....Carl Deibel
Marketing Director.....Howard Korman
Research Director...Mary Alice Whittington

Branch Offices
919 N. Michigan Ave., Chicago 11, Ill.
Phone: SUperior 7-6746

Board Chairman.....Clyde M. Joice
President.....Don H. Kemper
Vice President.....Robert A. Hilton
Media Director.....Kathrine Faleide

350 Fifth Ave., New York 1, N. Y.
Phone: LAckawanna 4-7730

President.....Don H. Kemper
Media, Radio-TV Dir.....Adna Karns

Radio Accounts: Hasbrook Construction Co., Inc., Arlington Heights, Ill.; Trylon Products Corp. (Cosmetics, Bath Oils, Bubble Bath, Dog Shampoo), Chicago, Ill.; Planters Nut & Chocolate Co., Wilkes-Barre, Pa.; Spring Hill Nurseries (Nursery Prod.), Tipp City, O.; Vaughan's Seed Co., Chi. & N. Y. C.

TV Accounts: Trylon Products Corp. (Cosmetics, Bath Oils, Bubble Bath, Dog Shampoo), Chicago, Ill.; Planters Nut & Chocolate Co., Wilkes-Barre, Pa.; Vaughan's Seed Co., Chi. & N.Y.C.; Spring Hill Nurseries, Tipp City, O.

KENNEDY-HANNAFORD, INC.

1322 Webster St., Oakland 12, Calif.
Phone: TEmplebar 6-2582
ABP

President.....Helen A. Kennedy
V.P.....Peter D. Hannaford
Director.....Mary H. Falls

Radio Accounts: First Savings & Loan Association; Prudential Realty & Finance Co. (Income Property); Golden West Savings & Loan Assn.; Griffin Crafts Supplies (Crafts & Hobbies), all Oakland, Calif.; Chamber of Commerce (Community Development) Berkeley, Calif.; Wallpapers, Inc., Seattle, Wash.

TV Account: Golden West Savings & Loan, Oakland, Cal.

KENYON & ECKHARDT, INC.

247 Park Ave., New York 17, N. Y.
Phone: YUkon 6-9000
AAAA—ABP—ANPA—PPA—ABC
NOAB—APA

President.....William B. Lewis
Chrmn. of Bd.....Edwin Cox
Exec. V.P.....David C. Stewart
Sr. V.P. Acct. Mgt.....Don Miller
Sr. V.P. Acc. Mgt.....Anderson Hewitt
Sr. V.P. Creative Services....Barrett Brady
Vice Presidents..... Garth Montgomery, E. W. Newsom, William Green, Donald Maggini, Douglas Coyle, George Oswald, Norman Bertels, Robert Barker, William King, Budd Hemmick, William Rienecke, Frederic Flanagan, Sidney Silleck, Donald M. Smith, Jr., Joseph Lieb, John Soughan, Douglas Keys, William Weber, Robert Shirey, Stephens Dietz, Clinton Wheeler, Jr., Kevin Kennedy, L. Dickson Griffith, Samuel Alter, Edward Mante, Gerald Link, Lester Swenson, Robert Young, Alvin N. Sarasohn, Don O'Leary, J. Clarke Mattimore, W. Denning Harvey, James A. Dearborn, Bud Sherak, F. J. Hennessy, Alfred Tennyson, Howard Wilson, Philip Kenney, Robert Pasch, A. Combrinck-Graham, John Keeshan, William Martin, Louis Nicholaus, Richard O'Reilly, Jack Petterson, C. Stuart Siebert, E. B. Feree, Richard McS. Kelly, Elsworth L. Timberman, Andrew J. Shepard.
Financial V.P., Dir. Corp. Serv.....F. J. Hennessy
V.P., Art Dir.....Gerald Link
V.P., Media Dir.....Joseph P. Braun
V.P., Dir. of Radio-TV.....J. S. Bealle
Sr. V.P., Mktg. Services .....G. Maxwell Ule
V.P., Chg. Comm.. Prod....John W. Murphy

Branch Offices

645 Griswold St., Detroit 26, Mich.
Phone: WOodward 5-0300
Mgr., Vice Pres.....G. T. C. Fry

620 Market St., San Francisco
Phone: EXbrook 7-0900
Mgr., Vice Pres.....Sydney G. Walton

321 Bloor St., E., Toronto, Ont.
Phone: WAlnut 4-9531
President.....W. B. Lewis

550 Sherbrooke W., Mont., Que.
Phone: VIctor 2-2534
Vice-Pres.....George B. Macgillivray
Mgr., Vice Pres.....George B. Macgillivray (Mont., Tor.)

Kenyon & Eckhardt De Mexico, S. A.
Avenida Insurgentess Sur
102 Mexico, D. F.
Phone: 11-81-73
Mgr.....Burt S. Avedon

Washington Bldg., 15th & N. Y. Ave., Washington 5, D. C.
Phone: STerling 3-1191
Equitable Bldg., Hollywood 28, Calif.
Phone: HO: 3-2101
V.P., Mgr.....Bruce L. Altman

795 Peachtree St. N. E., Atlanta 3, Ga.
Phone: TRinity 5-7761

334 Boylston St., Boston, Mass.
Phone: COpley 7-8550
V.P., Mgr.....Frank S. Christian
V.P., Mgr.....John Shannon

221 N. LaSalle St., Chicago, Ill.
FInancial 6-4020
V.P., Mgr.....John L. Balwin

Radio Accounts: Ford Motor Co. (Institutional), Dearborn, Mich.; Chase Manhattan Bank; Radio Corp. of America (RCA Insitutional Advertising); Pepsi Cola; Lever Brothers (Spry, Praise); National Biscuit Co. 100% Bran, Shredded Wheat, Pal Dog Foods); Lincoln-Mercury Dealer Associations (Mercury Car); Harold F. Ritchie Co.; Quaker State (Motor Oils, Lubricants).

TV Accounts: Same as above with the exception of Quaker State; Chase Bank.

Estimated Radio Billings: $7,300,000
Estimated TV Billings: $30,000,000.

J. M. KESSLINGER & ASSOCIATES

37 Saybrook Place, Newark 2, N. J.
Phone: MArket 3-0007
ANPA—APA—NBP

Owner, Pres.....J. M. Kesslinger
Media Director.....H. C. R. Kesslinger
Research Director .....Mitchell Krauss
Account Executives .....Joseph M. Dietz, Morton Howard Roth, Paul Weisman

Radio Accounts: Guardian Life Insurance Co., New York City; O. E. Linck Co. (Agricultural Prods.) Clifton, N. J.; Quickee Products, Inc. (Hand Cleaner) Yonkers, N.Y.

KETCHUM, MacLEOD & GROVE, INC.

411 Seventh Ave., Pittsburgh 19, Pa.
Phone: COurt 1-5100
AAAA—ABP—ANPA

President .....George Ketchum
Exec. V.P., Administration...W. S. Redpath
V.P., Chmn. Oper. Comm.....Emil Hofsoos
V.P., P. R. Dir.....Howard B. Anderson
V.P.'s.....Robert C. Alberts, Robert M. Brown
Vice Pres., Secy.....William R. Parker
V.P., Creative Dir.....W. E. Pensyl
Treasurer.....B. B. Jones
Exec. V.P., Service.....E. T. Parrack
V.P., Radio & TV Dir...Edgar J. Donaldson
Feature Film Buyer.....Donald L. Fox
Radio-TV Acct. Asst.....Kim B. Rotzoll
Radio-TV Time Buyer.....F. C. McCormack

Branch Offices

155 E. 44th St., New York, N. Y.
Phone: MUrray Hill 7-5640

V.P., Mgr.....Marshall Clark

1000 Conn. Ave. N.W., Washington, D. C.
Phone: STerling 3-6554

Manager.....J. William McIlhenny

Radio Accounts: Braun Baking Co., Pittsburgh; Chevrolet Dealers, Maryland, Virginia Zones; Dairymens Cooperative Sales Assn., Pittsburgh; East Ohio Gas Co., Cleveland; Hospital Service Assn., Manufacturers Light & Heat Co., Natural Gas Companies, Peoples Gas Co., Rieck Dairy Co., Vimco Macaroni Co., Westinghouse Electric Corp., Aluminum Co. of America, Pittsburgh Brewing Co., Thorofare Markets, Inc., Westinghouse Broadcasting Co., all Pittsburgh, Pa.; Peoples 1st Nat. Bank & Trust Co.; Ohio Fuel Gas Co.; Calgon, Inc. (Water Conditioner); Fidelity Trust Co., Pittsburgh; Pittsburgh Provision & Packing Co. (Meat Products); Pittsburgh Brewing Co. (Beer); Ohio Fuel Gas Co. (Gas & Appliances); Reymer's (Candy, Soft Drink); Air Transport Assn. (Travel, Shipping).

Television Accounts: Aluminum Co. of America, Braun Baking Co., Calgon, Inc., Dairymens Cooperative Sales Assn., Fidelity Trust Co., Manufacturers Light & Heat Co., Natural Gas Companies, Peoples First Nat'l. Bank & Trust Co., Thorofare Markets, Inc., Westinghouse Electric Corp., all of Pittsburgh; East Ohio Gas Co., Cleveland; Ohio Fuel Gas Co., Columbus, Ohio; Hope Natural Gas Co.; United Fuel Gas Co.; Westinghouse Bcstg. Co.; Peoples Natural Gas Co. (Gas & Appliances); Rieck Dairy Co. (Milk, Milk Prod.); Pittsburgh Provision & Packing Co. (Meat Prod.) all of Pittsburgh; Pittsburgh Brewing Co. (Beer); Pittsburgh Plate Glass Co. (Corporate); Reymer's (Candy, Soft Drink.

ADAMS & KEYES

3 E. 54th St., New York, N. Y.
Phone: PLaza 1-5630
AAAA—ABP—ANPA—ABC

President.....Stanley J. Keyes, Jr.
Vice-Pres.-Art Director...Alfred A. Anthony
Treas. .....Charles W. Schiess
Acct. Executives...Marshall Murphy, Sydney Huntley, John Lawton, Daniel G. MacMillan
Production Manager.....William Korcak
V.P., Media Dir.....James J. Freeman
V.P., Public Rel. Director....Torrey Stearns

Branch Offices

75 E. Wacker Dr., Chicago 1, Ill.
Phone: ANdover 3-5966

Manager.....Kenneth E. Shepard

Radio Accounts: Davison Chemical Co., Div. of W. R. Grace & Co., Baltimore, Md.; Fairfield Chemical Div. (Pesticide); Stauffer Chemical Co., Agricultural Chemicals Div., all N. Y. C.

TV Accounts: Davison Chemical Co., Div. of W. R. Grace & Co., Baltimore; Revere Copper & Brass, Inc., N. Y. C.

KEYES, MADDEN & JONES, INC.

(Div. of Russel M. Seeds Co., Inc.)
919 No. Michigan Ave., Chicago 11, Ill.
Phone: WHitehall 3-2133
ANPA—APA—NBP—NOAB

Chrmn. of Bd.....Freeman Keyes
President.....Howard A. Jones
Exec. Vice Pres.....Harry B. Goldsmith, Jr.
Sr. Vice President.....Lee J. Marshall
V.P., Mktg. & Mdsg.....Fred Willson
V.P., Radio-TV.....Russell B. Young
V.P., Research, Media Dir.....Dr. Jaye S. Niefeld
V.P., Art (N.Y.).....Charles Chappell
V.P.'s .....Wm. L. Lavicka, Geo. E. Filipetti, Pierre F. Marshall, Dale G. Mehrhoff
Comptroller.....Richard R. Davis
Time Buyers..Merle Myers, Virginia Russett

Branch Offices

4 W. 58th St., New York 19, N. Y.
Phone: PLaza 5-1900

Sr. V.P., Gen. Mgr.....David H. Halpern

121 Monument Circle, Indianapolis 9, Ind.
MElrose 5-1361

Manager .....Paul Richie

1680 Vine St., Hollywood 28, Calif.
Phone: HOllywood 9-3974

Manager .....Talcott Jones

Radio Accounts: Fendrich Inc. (La Fendrich & Chas. Denby Cigars), Evansville, Ind.; C. H. Wallerich Co. (Chrysler & Plymouth Distributors), Indianapolis, Ind.; Pinex Company (Cough Syrup & Pabasone), Fort Wayne, Ind.; Bond Clothes, New York; Florist's Tel. Delivery Assn., Inc. & Interflora, Inc., Detroit; Congoleum-Nairn Inc., Kearny, N. J.; LoomWeve Corp. (Congoleum-Nairn Div.), Lawrence, Mass.

TV Accounts: Brown & Williamson Tobacco Corp. (Raleigh Cigarettes), Louisville 1, Ky.; Pinex Company (Cough Syrup), Fort Wayne, Ind.; W. A. Sheaffer Pen Company, Fort Madison, Iowa; Elgin American, Division of Illinois Watch Company (Compacts, pearls, etc.), Elgin, Ill.; Bond Clothes, New York; Francis Pope & Sons, Chicago; Florists' Tel. Delivery Assn., & Interflora, Detroit; Congoleum-Nairn, Kearny, N. J.; LoomWeve Corp. (Congoleum-Nairn Div.), Lawrence, Mass.

Estimated Radio Billings: $600,000.
Estimated TV Billings: $7,200,000.

LEW KING, VEHON & WOLF

1426 North 1st St., Phoenix, Arizona
Phone: ALpine 4-5548

President..... Lew King
V.P., Treas.....S. E. Vehon
Radio-TV Dir., Copy Ch.....Jack Beveridge
Time Buyer, Acct. Exec.....James Silvius

Radio Accounts: Paul McCoy's Despatch (Laundry & Dry Clng.); Piggly-Wiggly Supermkts.; Dooley's Bldg. Materials (Block Wall, Redwood Fences) all of Phoenix, Ariz.; Stauffer Home Plan; Clover Club Foods; both Statewide.

TV Accounts: Shamrock Dairy; Lucky Boy Foods Co. (Restaurants); Trimmer Beverages; Piggly-Wiggly Supermkts.; all of Phoenix, Ariz.; Rimrock Development Corp. (Lake Montezuma Devel.); Stauffer Home Plan; Atomic Industries (Toys); all Statewide; Woudenberg Pontiac, Phoenix & Mesa, Ariz.

KIRCHER, HELTON & COLLETT

2600 Far Hills Ave., Dayton 9, Ohio
Phone: WAlnut 3191
AAAA—ABP

Pres., Creative Dir.....Ralf C. Kircher
Senior V.P.....James M. Hadley
V.P.'s.....Norman Van Zant,
Jack J. Westerman
Exec. V.P.....Watson B. Metcalf
Treas. & Dir. Prod.....Carter B. Helton
Art Director.....L. E. Brinkman
Production Manager.....T. Gerald Moon
Secretary.....R. L. Mills
Asst. Treas.....George E. Nunn
Media Dir.....John J. Manning
Radio & TV Dir.....Donald R. Lyons

Radio Accounts: Gem City Savings Assn., The Rike-Kumler Co. (Department Store), Lowe Brothers Paint Store, Good Housekeeping Shop, all Dayton, Ohio; F. N. Johnson Co. (Food Dist.), Biltmore Hotel, Lowe Bros. Co. (Paints), Gem City Ice Cream.

TV Accounts: Gem City Savings Assn., The Rike-Kumler Co., Good Housekeeping Shop, Gem City Ice Cream Co., WHIO-TV, Biltmore Hotel, F. N. Johnson Co., all Dayton, Ohio.

Estimated Radio & TV Billings: $105,000.

KIRKLAND-WHITE & SCHELL ADV.

101 Marietta St., Atlanta 3, Ga.
Phone: JAckson 4-3682
APA—SNPA—ANPA—NBP—NOAB

Partners.....J. A. Kirkland,
Frank W. White, James B. Schell
Production Manager.....T. J. Majors
Copy Chief.....Janet Foster

Accounts: Radio Station WSB, Atlanta, Ga.

PHILIP KLEIN ADV., INC.

Penn Sq. Bldg., City Hall Sq., Phila. 7, Pa.
Phone: RI 6-7070
ANPA—ABP

Chairman .....Philip Klein
President.....Morton A. Koshland
Sec'y, Treas.....Herbert Ringold
TV Time Buyer.....Paul Philips
Art Director.....Burton I. Greenspan
Copy Chief.....Milton Feldman
Media Director.....Barbara N. Moore
Publicity Director.....Henry Klein
Acct. Executives.....Herbert Ringold,
Harold Gilbert.

Radio-TV Accounts: Buten's Paint Stores; Lit Bros. (Dept. Store); Snellenburgs (Dept. Store) all Phila., Pa.; Wilbert's Wax Co. (Waxes); Fresh Pine (Household Cleaner) both N. Y. C.; Wearever Pen Co. (Pens, Pencils) N. Bergen, N. J.; Esther Williams Swimming Pools, Ephrata, Pa.

Radio Accounts: Admiral Travel Service; Frankford Groc. Co.; Geo. Gorson Chrysler-Plymouth; Industrial Trust Co. (Bank); Quaker Moving, Storage Co.; Yellow Trading Stamp Co.; The Music Fairs (Theatres-in-the-Round); Drain-Flo (Plumbing Aid); Neo-Ped (Foot Aid) all of Phila., Pa.; Twin-Kiss, Inc. (Refreshment Drive-Ins) Ephrata, Pa.

Television Account: Sun Ray Drug Co. (Drug Chain) Phila, Pa.

WALTER J. KLEIN CO.

1214 Elizabeth Ave., Charlotte 4, N. C.
Phone: FR 7-1646
ABP—ANPA—APA—SNPA

Pres., Treas.....Walter J. Klein
Radio-TV Dir.....Alan Burke
Prom. Dir.....Charles L. Moss
Creative Dir.....Tad Shell
Prod. Mgr.....Francis Jetton
Media Dir.....Bobbie Roberts
Photography Dir.....W. Lineberger
Acct. Execs....Charles L. Moss, Guy Zwahlen,
Alan Burke, Roy Thomas, Dave Anderson

Branch Offices

17 E. 45th St., New York 17, N. Y.
Phone: MUrray Hill 2-8877

Mgr.....Charles J. Basch III

602 W. Morgan St., Raleigh, N. C.
Phone: TEmple 4-2379

Manager.....A. M. Hughey

KOEHL, LANDIS & LANDAN, INC.

17 East 45th St., New York 17, N. Y.
MUrray Hill 2-6600
ABP—ANPA—APA—NOAB—NBP

Pres. & Treas.....Albert E. Koehl
Vice-Pres. & Sec.....A. A. Landis
Vice-Presidents.....John R. Landan,
Russell C. Rowan
Space Buyer.....A. Lasity
Prod. Mgr.....Herb Harfenist

KRUPNICK & ASSOCIATES, INC.

508 North Grand Ave., St. Louis 3, Mo.
Phone: JEfferson 3-1723
ABP—ANPA—APA

President .....Sam Krupnick
Exec. V.P.....Tom Connelly
V. P., Creative Dir....Raymond Armbruster
Vice Pres.....A. Harvey Brown

Secretary-Treasurer .....Edgar Kluge
Admin. V.P.....Edward A. Cavanagh
Prod. Mgr.....Glenn A. Adair
Media Mgr.....Fred Wuellner

KUDNER AGENCY, INC.

575 Madison Ave., New York 22, N. Y.
Phone: MU 8-6700
ABP—ANPA—APA—NBP—AAAA
ABC—NOAB

President.....C. M. Rohrabaugh
Exec. V.P., Treas.....Charles R. Hook, Jr.
V.P., Exec. Art Dir.....Robert W. Bode
V.P.'s, Copy Chiefs.....Donald S Gibbs, Robert M Haig
Vice Presidents.....William A McDonough, James F. Black, Andrew Diddell, Roger S. Harrison
Secy., Asst. Treas.....Carl Phares, Jr.
Radio-TV Dir.....Stuart Ludlum
Production Mgr.....William J. Diehl
Media Dir.....Hugh Johnson
Mktg., Research Dir.....Gerald Pickman

Branch Offices

New Center Bldg., Detroit, Mich.
Phone: Trinity 5-5315
Exec. Rep.....John H. Sheldon
Sheraton Bldg., 711 14th St.
N. W. Washingon 5, D. C.
Phone: NAtional 8-5506
Exec.-in-Charge.....Mrs. Ida Getty

TV Accounts: General Motors Corp.; The Goodyear Tire & Rubber Co., Inc.; Frigidaire Div., Davton, Ohio.

KUFF & FELDSTEIN

233 E. 25th St., Baltimore 18, Md.
Phone: TUxedo 9-1485

President.....I. Harold Kuff
Vice-President.....Harry Feldstein
Art Director.....Stan Mossman
Media Director.....Dorothy Schwarz

Accounts: Auto Clinic; Foster Bros. Mfg Co.; Gaxton Co.; Greber Distributors, Inc.; Greenebaum, M. & Sons; Gwynn Bldg.; Hearst Radio Inc., WBAL Baltimore, Md. Radio & TV; Heller, R. C. Co.; Hoffman Electric Co.; Lenderking Metal Products; Levenson & Klein; Nelson & Co.; Paul Brothers Cleaner & Dyers; Penn Upholstering Co.; Schenuit Tire Co.; Southern Galvanizing Co.; Tru-Fit Clothes; Washington Lumber Co.

KUTTNER & KUTTNER, INC.

646 N. Michigan Ave., Chicago 11, Ill.
Phone: SUperior 7-7940
ANPA

President.....Harold E. Kuttner
Vice Pres.....F. S. Kuttner
Exec. V.P., Sec., Treas.....C. D. Kuttner
V.P., Media Dir.....S. C. Kuttner
Vice Pres.....S. S. Korshak
Copy Chief.....Martin Maller
Art Directors.....Forest Lightle, Jane Smith

Radio Accounts: American Community Bldrs. (Home Builders) Park Forest, Ill.; Kimball Hill (Home Builders) Rolling Meadows, Ill.; Gottfried Motors (Chrysler-Plymouth Dealer) Chicago; Shoppers World (Discount Dept. Store) Chicago; Fidelity Builders (Home Builders) Arlington Heights, Ill.; Ironite (Distributor) Chicago.

TV Accounts: Community Builders (Home Builders & Remodelers) Skokie, Ill.; Capitol Dairy, Chicago; Gottfried Motors (Chrysler-Plymouth Dealer) Chicago; Ironite (Automatic Ironer Distributor).

LAKE-SPIRO-SHURMAN, INC.

Radio Center Bldg., Memphis 3, Tenn.
Phone: JAckson 5-1571
ANPA—ABP

President.....Avron Spiro
Secy-Treas.....M. M. Shurman
Radio-TV Time Buyers...Mrs. L. Simmons, Martin Hollinger
Production Manager.....Mrs. M. Ross
Publicity Director.....Al R. Capley
Art Director.....Leonard Crook
Dir. Creative Work.....Jane Zussman
Acct. Executives.....David Davidson, Mrs. L. Cunningham, Courtney Shurman, Avron Spiro, Jr.

Radio Accounts: Plough Inc.; Kelley-Clarke Co. (Canned Salmon), Seattle; Union Planters National Bank, Memphis; Pantaze Drug Stores, Memphis.

TV Accounts: Plough Inc., Memphis; Union Planters Nat'l Bank, Memphis, Tenn.

LAMBERT & FEASLEY, INC.

430 Park Ave., New York 22, N. Y.
Phone: MUrray Hill 8-6464
ANPA

President.....Frank W. Mace
V.P., Gen. Mgr.....J. L. Johnston, Jr.
V.P.'s, Account Supvrs. Merrell E. Boyce, G. Douglas Morris, John A. Waite
V.P.'s.....Gerald Blake II, Richard S. Bridgman, Frank Gangemi, G. Douglas Morris, Roy F. Segur, John A. Waite
Treasurer.....A. J. Mahoney
V.P., Marketing Dir.....J. J. Flood
Copy Chiefs, V.P.'s....Richard S. Bridgman, John F. McKay
Art Dirs.....Park Berry, A. C. Derrick, E. Engler, W. R. Peters, Richard Johnson
V.P. Chg. Radio-TV.....John Bates
Media Director.....William B. Hinman
Supvr., Traffic Prod.....Edmund A. Zito

Radio-TV Accounts: Phillips Petroleum Co. (Phillips 66 Gasoline, Motor Oil) Bartlesville, Okla.; Richard Hudnut (Hair Products) N. Y. C.; Family Products Div., Warner-Lambert Phar. Co. (Listerine Antiseptic) Morris Plains, N. J.

LANDI, ERBERTO, ADV. CO.

853 Seventh Ave., New York 19, N. Y.
Phone: JUdson 6-0588

Owner .....Erberto Landi
Media Dir.....Rose Peters Gatto

Radio Accounts: Aiello Dairy Farms Co. (Italian Dairy Products) Brooklyn, N. Y.; Alba Drug Products (Vitamin Capsules) New York City; Geo. A. Hormel & Co. (Meat Products-Italian Field) Austin, Minn.; Ferrara Conf. Co. (Italian Candy & Pastries) New York City; Etna Importing Co. (Ciclopi Wine) Bronx, N. Y.; Corona Products (Coffee) South Ozone Park, N. Y.; Tolibia

Cheese Corp., Fond-du-lac, Wis.; Acqualina Mfg. Co. (Washing Liquids, Bleach, Starch, Blue) Brooklyn, N. Y.; Fontana Hollywood Corp. (Wines) New York, N. Y.; Italian Drug Imp. Co., New York, N. Y.; Ixtituto Farmacoterapico Italiano, Rome, Italy.

TV Accounts: Geo. A. Hormel & Co., Alba Drug Products, Aiello Dairy Farms Co., E. Fucini & Co. (Italian Bitters) New York City; Fontana Hollywood Corp., Tolibia Cheese Corp., Italian Drug Importing Co., New York City.

LANDO ADVERTISING AGENCY, INC.

197 Carlton House, Pittsburgh 19, Pa.
Phone: ATlantic 1-5887
NBP—ANPA

President.....Robert N. Lando
Sr. V.P.....Joseph C. Gusky
Radio Time Buyer.....H. L. Rothchild

Accounts: Sealy Mattress Co., Tri-State Area; Radio Station WCAE & TV Station WTAE, both Pittsburgh.

PHILIP J. LANE ADVERTISING

110 E. End Ave., New York 17, N. Y.
Phone: RE 7-5577

Owner, Acct. Exec.....Philip J. Lane

LANG, FISHER & STASHOWER, INC.

1010 Euclid Bldg., Cleveland 15, O.
Phone: PRospect 1-0300
ABP—ANPA

President.....H. Jack Lang
V.-P.-Treasurer.....Fred P. Stashower
Vice-Pres. & Sec.....Alvin B. Fisher
Vice President.....Martin J. Cohn
Prod. Mgr.....George H. DeWitt
Prod. Mgr., Radio-TV.....Edward T. Noll
Chief Time Buyer.....Garry C. McKelvey
Dir. Client Develop.....David Baylor

Radio Accounts: Burrows Bros. (Office Supply Store); Carling Brewing Co., Inc. (Black Label Beer) Cleveland Transit System, General Electric Supply Co. (Appliances); Ohio Mattress Co. (Sealy Mattresses); Pick-N-Pay Supermarkets, Inc. (Groceries); Richman Brothers Co. (Men's Clothing); Union Savings & Loan Co., Yellow Cab Co., all Cleveland, Ohio; Stouffer's Frozen Foods, Cleveland, Ohio; Sugardale Provision Co., Canton, Ohio; Cleveland Indians Baseball Co.

TV Accounts: Carling Brewing Co. (Black Label Beer); Cleveland Transit System, General Electric Supply Co. (Appliances); Ohio Mattress Co. (Sealy Mattresses); Pick-N-Pay Supermarkets, Inc. (Groceries); Richman Brothers Co. (Men's Clothing), all Cleveland, Ohio; Sugardale Provision Co. (Meats) Canton, Ohio; Cleveland Indians Baseball Co.; Stouffer's Frozen Foods; Union Savings & Loan Co.

C. J. LA ROCHE & CO., INC.

575 Lexington Ave., New York 22, N. Y.
Phone: PLaza 5-7711
ANPA—AAAA—NBP—APA—NOAB—ABP

Ch. Exec. Bd. Treas.....Chester J. LaRoche
Ch. of Board.....James D. Webb
President.....F. Kenneth Beirn
V.P., Copy, Art.....D. M. Marshman
V.P. Copy.....Crane Haussamen
V.P. Art.....Folke Lidbeck
V.P. Radio-TV.....Tom Lewis
Vice President.....John Goodwillie
Secy. Media Dir.....C. R. LaRoche
Mgr. TV Prodn.....Jay Bottomley
Mgr. Timebuying.....Humboldt Greig
Prod. Mgr.....John Albanese
Time Buyer.....Charles Eaton

Branch Office
6269 Selma Ave. Hollywood 28 Calif.
Phone: HOllywood 9-3656

Vice Pres.....Arthur White

Radio Accounts: Bekins Van & Storage Co., Los Angeles; Walt Disney Productions, Burbank, Calif.; Disneyland, Inc., Anaheim, Calif.; Lovell & Covel Co. (Candy Cupboard Chocolates), Cambridge, Mass.; New England Confectionery Co. (Necco Candies), Cambridge, Mass.; North American Philips Co., Inc. (Norelco Electric Shavers), New York; United States Tobacco Co., New York.

TV Accounts: Bekins Van & Storage Co., Los Angeles; Walt Disney Productions, Burbank, Calif.; Disneyland, Inc., Anaheim, Calif.; North American Philips Co., Inc. (Norelco Electric Shavers), New York; Revlon, Inc., New York; Warner Bros. Co. (Foundation Garments, etc.), Bridgeport, Conn.

Estimated Radio Billings: $300,000.
Estimated TV Billings: $5,000,000.

LAVIDGE & DAVIS, INC.

401 Fidelity-Bankers Trust Bldg.,
Knoxville, Tenn.
Phone: 5-0418
ANPA—NBP—SNPA

Partner, Acct. Supvr.....Arthur W. Lavidge
Radio-TV Dir.....Charles B. Davis

Accounts: Fidelity-Bankers Trust Co., Home Fed. Savings & Loan Assn., WBIR-TV, all of Knoxville, Tenn.

LEECH ADVERTISING CO.

615 Hanna Bldg., Cleveland 15, Ohio
Phone: TOwer 1-2065

Pres., Treas.....Edward P. Leech
Vice Pres., Prod. Mgr.....deJane Dreher
Account Exec.....Harold N. May

AL PAUL LEFTON CO., INC.

1617 Pennsylvania Blvd., Phila. 3, Pa.
Phone: LOcust 8-5600
ANPA—APA—NOAB

President.....Al Paul Lefton
Vice-Pres. & Treas.....H. S. Louchheim
Space Buyer.....E. V. Righter
V.P.'s .....Paul Brown,
Hugh Genske, James C. Gibson
Media Dir.....G. C. DeField
Prod. Mgr.....J. H. Hennessy

Branch Offices
71 Vanderbilt Ave., New York 17, N. Y.
Phone: MU 9-7470

President.....Al Paul Lefton
Vice-Pres. & Mgr.....R. J. Herts

Radio Accounts: Phila. Electric Co. (Light

& Power), Crawford Clothes, Inc., Schmidt's Beer & Ale, RCA Home Appliances & Electronics.

TV Accounts: Sylvan Seal Milk Co. (Milk), Schmidt's Beer & Ale, Philadelphia, Pa., RCA Home Appliances & Electronics.

LENNEN & NEWELL, INC.

380 Madison Ave., New York 17, N. Y.
Phone: MUrray Hill 2-5400
ANPA—APA—NBP—AAAA—NOAB
ABC—ABP

President.....Adolph J. Toigo
V.P., Secy.-Treas.....John D. Speirs
Sr. V.P., Creative Contact...Guild Copeland
Sr. V.P.'s & Mgmt. Acct. Supvrs..C. L. Smith, Walter M. Swertfager, Thos. H. Lane, Jackson Taylor, Gordon Cates, Henry W. Lowe, John Schneider, Phillip P. Hoffman, David N. Laux, L. E. Miller, Wm. F. Mueller, Wm. Dasheff, Elkin Kaufman, Jack Tarcher, Wm. Ziegfield.
V.P.'s, Mgmt. Acct. Supvrs...Frank Cambria, Edw. C. Simons, Parmelee Lyman, Fred Keith.
Sr. V.P., Creative Coord....Richard Mancini
Sr. V.P., Radio-TV Dir..Nicholas E. Keesely
V.P., Media Dir.....Anthony DePierro
Sr. V.P., Mdse. Dir.....Clifford W. Davis
Sr. V.P., Mgr. Prod. Dept...Michael J. Madar
Sr. V.P., Dir. of Research.....Christopher A. Sante
V.P., Radio-TV Business Mgr.....Francis C. Barton

Branch Offices

9033 Wilshire Blvd., Beverly Hills, Calif.
V.P., Mgmnt. Acct. Supvr.....Fred R. Keith
Vice President.....Elizabeth M. Williams

248 Battery St., San Francisco, Calif.
Sr. V.P., Mgr. W. Coast Oper.....Marshall J. Weigel
Vice President.....Robert G. Williams

Radio Accounts: American Airlines, Inc.; Gunther Brewing Co., Baltimore; P. Lorillard Co., Inc., New York; McCormick & Co., Inc.; Baltimore; Stokely-Van Camp, Inc., Indianapolis, Circle Line; Eastco; Paramount Picture Corp.; Reynolds Metals Co.; United Air Craft Corp.

TV Accounts: American Gas Assn., Inc., New York; Armstrong Rubber Co., West Haven, Conn.; Colgate-Palmolive Co., all New York; Gunther Brewing Co., Baltimore; P. Lorillard Co., Inc., New York; Stokely-Van Camp, Inc., Indianapolis; Am-Par Record Corp.; Borden Co.; Consolidated Cigar Corp.; Corn Products Co.; Eastco; McCormick & Co.; Paramount Pictures Corp.; Reynolds Metals Co.; United Aircraft Corp.; American Broadcasting-Paramount Theatres Inc.

LESCARBOURA ADVERTISING, INC.

County Trust Bldg., Ossining, N. Y.
Phone: WIlson 1-1443

Pres.....Austin C. Lescarboura
V.P., Treas.....Stanley A. Lescarboura
Secretary.....Fred P. Donati
Art Director.....John Berryman
Prod. Mgr.....Winifred Phillips
Publicity Dir.....Frances Howe

Radio Accounts: Aerovox Corporation New Bedford, Mass.; Clarostat Mfg. Co., Inc. (Resistors), Technical Appliance Corp. (TV Antennas), Sherburne, N. Y..

TV Accounts: Allan B. Dumont Labs (Cathode Ray Tubes), Clifton, N. J.

LEWIS, HORENSTEIN & FIELDS

15 Deer Park Ave., Babylon, L. I., N. Y.
Phone: MOhawk 9-8348
APA

Co-Owner, Radio-TV Dir.....Joe Horenstein
Co-Owner, Media Dir.....Bertine Fields

Accounts: Booth Chevrolet, Babylon, L. I., N. Y.; Leonard Electric Prod., Brooklyn, N. Y.; Radio Station WBAB, Babylon, L. I., N. Y.

LILLER, NEAL, BATTLE & LINDSEY, INC.

1371 Peachtree St., Atlanta 9, Ga.
Phone: JA 4-8032
AAAA—ABC—ANPA—ABP—AFA

Chairman .....C K. Liller
President.....William W. Neal
Sr. Vice Pres.....James L. Battle
V.P.'s.....Howard G. Axelberg, John K. Ottley Jr., E. Clay Scofield
V.P., Prod.....Sam W. Longino
Secy.-Treas.....Oscar S. Lewis
Public Rel. Dir.....Richard E. Hodges, Jr.
Media Dir.....Pamela Tabberer

Branch Offices

8 N. Eighth St., Richmond 19, Va.
Phone: MIlton 4-3065

V.P., Mgr.....Dan W. Lindsey, Jr.

595 Madison Ave., New York 17, N. Y.
Phone: PLaza 9-6120

Manager .....Helen Gordon

Radio Accounts: National NuGrape Company (NuGrape and SunCrest), Atlanta; Colonial Stores, Inc. (groceries), Atlanta; Carling Brewing Co. (Black Label Beer), Southeast Div.; Gold Kist Peanut(Ravo), Moultrie, Ga.; Piedmont Airlines, Winston-Salem; Alabama Flour Mills; Armour Fertilizer Works; H. G. Hastings Seed Co.; H. W. Lay & Co. (Pot. Chips); Ashcraft-Wilkson (Fertilizer); Bank of Ga.; Pomona Products (Pimentos); G. E. Corp. (Portable Appliance Div.).

TV Accounts: H. W. Lay & Company (potato chips), Atlanta; Colonial Stores, Inc. (groceries), Atlanta; Carling Brewing Co. (Black Label Beer), Southeast Div.; Gold Kist Peanut Co. (Ravo), Moultrie, Ga.; Bank of Georgia, Atlanta; Trust Company of Georgia, Atlanta; W. D. Alexander (GE Products), Atlanta; Piedmont Airlines; H. G. Hastings (Feeds, Plants & Gardening), Brock Candy Co., Atlanta; Colonial Stores, Inc.; Armour Fertilizer Works; Pomona Products.

Estimated Radio & TV Billings: $1,000,000.

LIVINGSTON & ASSOCIATES

218 E. Ontario St., Chicago 11, Ill.
Phone: WHitehall 3-1755

President .....Fred Livingston
Vice President.....Paul Faltysek

Account Executives .....William J. O'Brien, John Drieske
Mgr. Mechanical Dept.....John Brecklin

W. E. LONG CO.

(Independent Bakers' Cooperative)
188 W. Randolph St., Chicago 1, Ill.
Phone: RAndolph 6-4606
ANPA—NOAB

President.....C. Frank Summy, Jr.
Vice Pres.....Jodean P. Cash
Gen. Mgr.....E. E. Hanson
Dir. Operations.....Frank B. Leonard
Radio-TV Dir.....David R. Hayes
Asst. Radio-TV Dir.....John Pesich
Secy.-Treas.....William F. Cotton
Media, Research Dir.....Russell A. Gilbertz
Art Director.....Hall E. Beem

Radio Accounts: Amrhein's Bakery, Inc., Springfield, Ill.; Mrs. Boehme's Bakery, San Angelo, Tex.; Butter Krust Baking Co., Sunbury, Pa.; Cotton Bros. Baking Co., Montpelier, Vt.; Dietzen's Bakeries, Anderson, Ind.; Fluhrer Bakeries, Inc., Medford, Ore.; Fuchs Baking Co., So. Miami, Fla.; Gase Baking Co., Saginaw, Mich.; Gunzenhauser Bakery, Lancaster, Pa.; Haller's Eagle Bakery, Inc., Altoona, Pa.; Holsum Baking Co., Roswell, N. M.; Holsum Bakery, Ft. Wayne, Ind.; Holsum Bakers, Tampa, Fla.; Holsum Baking Co., Harlingen, Tex.; McGough Bakeries Corp., Birmingham, Ala.; Silver Loaf Baking Co., Spokane, Wash.; Franco-Superior Baking Co., San Diego, Calif.; Old Homestead Baking Co., Denver, Colo.; Star Baking Co., Colorado Springs, Colo.; Ben's Ltd. (Bakery Products) Halifax, N. S., Canada.

TV Accounts: McGough Bakeries Corp., Birmingham; Fuchs Baking Co., So. Miami, Fla.; Amrheins Bakery, Springfield, Ill.; Ben's Ltd. (Bakery Products) Halifax, N. S., Canada; Cotton Bros. Baking Co., Alexandria, La.; Cross Baking Co., Montpelier, Vt.; Franco-Superior Baking Co., San Diego, Cal.; Holsum Bakery Co., Ft. Wayne, Ind.; Old Homestead, Denver, Colo.; Phoenix Bakery, Phoenix, Ariz.

Estimated Radio Billings: $150,000.
Estimated TV Billings: $350,000.

LOWE & STEVENS

685 W. Peachtree St., N.E., Atlanta 8, Ga.
Phone: TRinity 2-9694
AAAA—ABP—ANPA

Partners.....Robert C. Lowe, Jr., John H. Stevens
Vice President.....Jules Clyde Gerding
Art Director.....J. D. Hawkins
Production Mgr.....O. L. Shelley
Media Director.....Audrey Jones

Radio Accounts: White Provision Co. (Cold Cuts, Wieners, Sausage); Roman Cleanser Co. (Bleach), both Atlanta, Ga.; Georgia Power Co. (Appliances); Robinson Syrup Co. (Flap Jack Syrup), Cairo, Ga.

TV Accounts: Atlanta Transit System (Service), Atlanta, Ga.; Roman Cleanser Co. (Bleach) Detroit, Mich.; White Provision Co.; Georgia Power Co. (Appliances); Robinson Syrup Co. (Flap Jack Syrup), Cairo, Ga.

Estimated Radio-TV Billings: $87,000.

LUCKOFF & WAYBURN, INC.

320 W. Lafayette Blvd., Detroit 26, Mich.
Phone: WOodward 2-0707
ABP—ANPA—APA—NBP

President, Treas.....Louis H. Luckoff
Exec. V.P.....Leon S. Wayburn
Secy., Gen. Mgr.....Robert Goldfarb
Time Buyer.....Edward Allen
Media Dir.....Edith Rose
Prod. Mgr.....Curt Schever

Radio Accounts: State Sample Dept. Store, Cole & Erwin Jewelry Co., Twin Pines Dairy, Detroit & Northern Savings & Loan Assn., Detroit Times, all Detroit, Mich.

TV Accounts: State Sample Dept. Store, Detroit Times, Meyer Jewelry Co., Gordon-Chapman (Grenadier Mattress); Twin Pines Dairy, Detroit & Northern Savings & Loan Assn., Koolvent Awnings, all Detroit.

EARLE LUDGIN & CO.

121 W. Wacker Drive, Chicago 1, Ill.
Phone: ANdover 3-1888
AAAA—ABP—ANPA—APA—ABC
NOAB

Chairman, Treas.....Earle Ludgin
President .....Vincent R. Bliss
Exec. V.P., Creative Dir...John H. Willmarth
V.P.'s, Acct. Execs.....George Rink, Ralph Whiting.
V.P., Copy Dir.....J. E. Chapman
Secy., Prod. Mgr.....Edward Ernstein
V.P., Research Dir.....William Robinson
V.P., Radio-TV Dir.....Jane Daly
Head Time Buyer.....Ruth Babick

Radio Accounts: Rit Products Corp., The Best Foods, Inc., W. F. McLaughlin & Co.

TV Accounts: The Best Foods, Inc., W. F. McLaughlin & Co., Rit Products Corp., (All Purpose Rit), New York, N. Y.

LYNN ORGANIZATION

15 S. Franklin St., Wilkes-Barre, Pa.
Phone: VAlley 2-7182-3
ABP—ANPA—APA—NBP—NOAB

Owner, Acct. Exec.....S. C. B. Lynn
Creative Dir.....Donald A. Smith
Radio-TV & Media Dir., Time Buyer.....W. P. McLauchlin
Copy Chief, Acct. Exec.....John L. Lewis

Radio Accounts: Wise Potato Chip Co. (Potato Chips), Berwick; Quinlan Pretzel Co. (Pretzels), Reading; Purvin Dairy Co. (Milk), Wilkes-Barre, Pa.; Kingston Cake Co. (Blue Ribbon Cake), Kingston, Pa.

TV Accounts: Wise Potato Chip Co. (Potato Chips), Berwick; Quinlan Pretzel Co. (Pretzels), Reading, Pa.; Kingston Cake Co. (Blue Ribbon Cake), Kingston, Pa.

W. D. LYON COMPANY

303 Second Ave. S.E., Cedar Rapids, Iowa
Phone: EMpire 4-2451
AAAA—ABP—ANPA

President, Treas.....W. D. Lyon

Vice Pres., Secy.....R. B. Creswell
Research, Media Dir.....Robert Ames
Acct. Execs.....R. P. Zirbel, R. H. Schubert, Don Carlos
Radio-TV Time Buyer.....Eileen Burns
Radio-TV Director.....Robert Colburn
Prod. Mgr.....J. A. Rasley, Jr.
Copy Chief.....John E. Fisher

Radio Accounts: Ames Incross (Hybrid Chicks), Des Moines, Iowa; Crescent Electric Supply Co. (Electrical Appliances & Supplies), Dubuque, Iowa; First National Bank Sioux City, Iowa; Miller-Kidder Chevrolet (Cars) Sioux City, Iowa; Home Town Dairies, Iowa City, Iowa; Iowa Dairy Industry Commission, Des Moines, Iowa; Rockford Brick & Tile Co., Rockton, Iowa; Kay Dee Feed Co. (Farm Feeds) Le Mars, Iowa; Wells Blue Bunny Co. (Dairy) Le-Mars; Kent Feed Co. (Farm Feeds) Muscatine, Iowa; Better Homes & Gardens Circulation Co. (Magazine) Des Moines; Waterloo Tire Co. (Reconditioned Tires) Waterloo, Iowa; Central State Bank, Muscatine, Iowa; Johnson Gas Appliance Co. (Farm Machinery) Cedar Rapids, Iowa; E. Iowa Cooperative (Dairy Coop) Cedar Rapids, Iowa; Nat'l.-Council Oaks (Wholesale Grocery Distributor) Sioux City, Iowa; Speedy Mfg. Co. (Farm Machinery) Oelwein, Iowa; Roosevelt Hotel, Cedar Rapids, Iowa.

TV Accounts: Cownie-Williges (Furriers), Sioux City, Iowa; First National Bank, Sioux City, Iowa; Home Town Dairies, Iowa City, Iowa; Kent Feed Co. (Farm Feeds) Muscatine, Iowa; Wells Blue Bunny (Dairy), Le-Mars, Iowa; Whink Products (Household Products; Cleansers, Rust Removers, etc.) Eldora, Iowa; Ames InCross (Hybrid Chicks); Better Homes & Gardens Circulation Co. (Magazine); Iowa Dairy Industry Commission, all of Des Moines, Iowa; Waterloo Tire Co. (Reconditioned Tires) Waterloo, Iowa; Central State Bank, Muscatine, Iowa; Miller-Kidder Chevrolet (Cars) Sioux City, Ia.; Crescent Electric Supply (GE Distributor) Dubuque, Ia.; Johnson Gas Appliance Co. (Farm Machinery); E. Ia. Coop. (Dairy Coop) both Cedar Rapids, Ia.; Nat'l. Council (Wholesale Groc. Distrib.) Sioux City, Ia.; Speedy Mfg. Co. (Farm Machinery) Oelwein, Ia.; Roosevelt Hotel, Cedar Rapids, Ia.; Kay Dee Feeds (Farm Feeds) LeMars, Ia.; Turner Mortuary, Cedar Rapids, Ia.; Lundell Mfg. (Farm Mach.) Cherokee, Ia.; Lectron Co. (Vaporizers) Boone, Ia.

MacFARLAND, AVEYARD & CO.

333 N. Michigan Ave., Chicago 1, Ill.
Phone: RAndolph 6-9360
ANPA—ABP—AAAA—ABC

Chairman .....Hays McFarland
President.....A. E. Aveyard
Secretary .....Beryl Knobbe
Treasurer .....J. Terry
Exec. V.P., Gen. Mgr.....Walter C. Power
V.P.....Norman A. Fox
Vice-Presidents.....David W. Stotter, Robert Bullen, Robert Byars
V.P., Art Dir.....Rom. Z. Rigotti
Radio-TV Time Buyer.....Dolores Starr
Media Director.....A. S. Trude, Jr.
V.P., Radio-TV Dir.....James C. Shelby
V.P., Prod. Mgr.....W. E. Christopher

Radio Accounts: Stewart-Warner Corp., Alemite Div. (Automotive Prod.) Chicago, Ill.; Drewrys Ltd., U. S. A., Inc. (Beer, Ale); Zenith Radio Corp. (Hearing Aids), Chicago; Martin-Senour Co. (Paint) Chicago; Carl Buddig & Co. (Smoked Sliced Beef) Chicago; Tar Gard Lab. (Cigaret Holder) Chicago.

TV Accounts: Drewrys Ltd., U. S. A., Inc. (Beer & Ale), South Bend, Ind.; Stewart-Warner Corp., Alemite Division (Automotive Prod.) Chicago, Ill.; Martin-Senour Paints, Chicago; Zenith Radio Corp., Hearing Aid Div., Chicago; Amana Refrigeration (Refrigerators, Freezers, Air Conditioners) Amana, Ia.; Carl Buddig & Co. (Smoked Sliced Beef) Chicago.

MacLAREN ADVERTISING CO. LTD.

111 Richmond St., West, Toronto, Ontario
Phone: EMpire 4-0321

President.....E. V. Rechnitzer
V.P., Gen. Mgr.....C. E. Brown
V.P.'s, Directors.....F. P. Gill, Scott Stockwell, G. G. Sinclair, W. G. Graham, F. H. Horler.
Treas. & Dir.....M. D. MacMahon
Mgr. Media.....D. C. Linton
Mgr. Creative....R.W. Pethick, G. M. Elliott
Prod. Mgr.....H. Templar
Mgr. Radio-TV.....F. Hugh Horler
Time Buyer.....Mary Moran

Branch Offices

550 Sherbrooke St., W. Montreal, Quebec
Phone: VI 5-1222

Vice Pres.....C. J. Chandler

911 Electric Railway Chambers
Winnipeg, Manitoba
Phone: WHitehall 2-6321

Manager.....E. P. Thomson

1240 West Pender St., Vancouver, B. C.
Phone: MUtual 5-6268

Manager.....W. D. M. Patterson

635 Ouellette Ave., Windsor, Ont.

Manager .....J. R. Robb

Radio & TV Accounts: Aluminum Goods Ltd., Canada Dry Limited, Canadian General Electric Co., General Motors of Canada, H. J. Heinz Co. of Canada, Ltd., Home Oil Distributors, Imperial Oil Ltd., Javex Co., Ltd., The Arborite Company, Limited, Lever Brothers Ltd., W. H. Malkin & Co., Ltd., Mutual Life Assurance Co. of Canada, Standard Brands Ltd., Zero Manufacturing Co., Ltd., Dominion Stores Ltd., The Glidden Paint Co. Ltd., KLM Royal Dutch Airlines; Molson's Brewery (Ontario); Harold F. Ritchie & Co. Ltd., Kiwi Polish Company (Canada) Ltd., Massey-Ferguson Ltd.; Wm. Neilson Ltd.; Toronto Daily Star; Tuckett Tobacco Co. Ltd.; F. W. Woolworth Co. Ltd.

MacMANUS, JOHN & ADAMS, INC.

Bloomfield Hills, Mich.
Phone: MIdwest 6-1000
ANPA—AAAA—ABC

President.....Ernest A. Jones
V.P., Secy., Treas.....Leo A. Hillebrand
Asst. to Pres., Adm. V.P...Darrell C. Roberts
Exec. V. P.....Charles F. Adams
Senior V.P.'s.....John R. MacManus, Hovey Hagerman, Paul Newman
V.P. Mktg., Research.....Robt. E. Britton
Vice President.....James H. Graham
V.P., Prod. Mgr.....Kenneth H. MacQueen
V.P., Public Rel.....Frank T. Skinner
V.P. Commercial Prod.....Wm. B. Bachman
V.P. Consumer Prod.....Robert L. Garrison
Radio-TV Time Buyer.....C. N. Campbell

Branch Office
444 Madison Ave., New York, N. Y.
Phone: PLaza 9-5600
Vice Pres., Mgr.....Henry G. Fownes, Jr.
Media Director.....Henry Halpern
V.P., Radio-TV Dir.....Mark Lawrence
Sr. Vice President.....Vincent F. Aiello
6399 Wilshire Blvd., Los Angeles 48, Calif.
Phone: OLive 3-6130
V.P., Manager.....Ralph Yambert
MacManus, John & Adams, of Canada, Ltd.
600 University Ave., Toronto 2, Ont.
Phone: EMpire 2-1366
V.P., Manager.....Leslie S. McMahon

Radio Accounts: **Pontiac Motor Division, Pontiac, Mich.; Cadillac Motor Division, Dearborn, Mich.;** Dow Chemical Co., Midland, Mich.; Minnesota Mining & Mfg. Co., St. Paul, Minn., Garrett & Co., Inc.; Good Humor Corp.; S. A. Schonbrunn & Co.; S. B. Thomas, Inc.; White Rock Corp., all of NYC; Squirt-Detroit Bottling Co.; S. S. Kresge Co.; Michigan Consolid. Gas Co., all Detroit.

TV Accounts: Pontiac Motor Div., Pontiac, Mich.; Dow Chemical Co., Midland, Mich.; Minnesota Mining & Mfg. Co., St. Paul, Minn.; Good Humor Corp., N.Y.C.; Squirt-Detroit Bottling Co.; Mich. Consolid. Gas; S. S. Kresge Co.; Thermo-Fax Sales, all of Detroit.

Estimated Radio Billings: $100,000.
Estimated TV Billings: $8,450,000.

MALCOLM-HOWARD

203 N. Wabash Ave., Chicago, Ill.
Phone: ANdover 3-0022
ABP—ANPA

Owner.....Arthur M. Holland
Account Executive.....H. A. Barkun, Max G. Holland
Radio-TV Dept.....Edward Drucker, Bernard Berman, Fran Weiss
Art Director.....Arthur Anderle
Radio Time Buyer.....Maxine Ziv

Radio Accounts: Evans Fur Co.; Courtesy Motors; Mages Sports Stores; Hires Bottling Co.; Zip Bottling Co.; Sun-Times; Royal Lumber Co.; Roller Derby; Associated Hospital Service; Square Deal Plumbing Co.

TV Accounts: Courtesy Motors; Evans Fur Co.; The Fair Dept. Stores; Hires Bottling Co.; Vernor's Bottling Co.; Mages Sports Stores; Royal Lumber Co.; Coral Stone Construction Co.; Sun-Times.

J. GORDON MANCHESTER ADVERTISING, INC.

1726 Pennsylvania Ave., N.W.,
Washington 6, D. C.
Phone: ME 8-0060

President.....J. G. Manchester
Vice President.....Richard P. Ehst
Radio-TV Dir.....Richard T. Williams
Media Dir.....Barbara Tork
P. R. Dir.....Walter Compton

Radio Accounts: American Sta-Dri Co. (Paint), Brentwood, Md.; Safeway Stores, Inc. (Groceries), Washington, D. C.; Capitol Frito Co. (Fritos, Lay Potato Chips) Bethesda, Md; Arthur Murray Studios (Dance Lessons) Washington, D.C.

TV Accounts: American Sta-Dri Co. (Masonry Paint), Brentwood, Md.; Capitol Frito Co., (Fritos, Lay's Potato Chips) Bethesda, Md.; W. S. Pope & Sons, (Cheese. Cooper), Philadelphia, Pa.; Safeway Stores, Inc. (Groceries), Washington, D.C.; Arthur Murray Studios (Dance Lessons) Washington, D.C.

ROBERT M. MARKS & COMPANY, INC.

32 East 57th St., New York 22, N. Y.
Phone: PLaza 3-5924
ABP—ANPA—NBP

Pres. & Secy.....Robert M. Marks
Media Dir.....M. J. Janos
Art Dir.....Don Bearard
Radio-TV Cons.....Sidney Walton
Research Dir.....Werner Lob
Pub. Cons.....Arthur Pine

Radio Accounts: **Peerless Products Co. (Hair Preparations), Jersey City, N. J.; National Shirt Shops, Inc. (Men's Furnishings Chain), N. Y., N. Y.**

TV Accounts: **Swank, Inc., (Men's Jewelry and Accessories), N. Y., N. Y.**

MARSCHALK & PRATT

Division of McCann-Erickson
460 Park Ave., New York 22, N. Y.
Phone: OXford 7-4250
ABP—ANPA—ABC—AAAA

President.....S. L. Meulendyke
Exec. Vice Pres.....Stuart D. Watson
V.P., Gen. Mgr.....G. Lester Williams
Vice Presidents.....Arthur J. Kemp, Roy Danish, Channing Barlow, Albert A. Sommer, Charles A. Mittelstadt, Edward J. Whitehead.
V.P., Creative Dir.....Martin Koehring
V.P., Mktg. Serv. Dir.....William C. Munro
V.P., Media Dir.....Eugene J. Cogan
Radio-TV Dir.....Glen Bammann

Branch Offices
795 Peachtree St., N.E., Atlanta 8, Ga.
Phone: TRinity 5-0221
V.P., Manager.....Mark Bollman
1900 N. Akard St., Dallas 1, Tex.
Phone: RIverside 1-4571
V.P., Manager.....Bill M. Sansing
Commonwealth Bldg., 4th & Broadway,
Louisville, Ky.
Phone: JUniper 4-6178
V.P., Manager.....J. Mac Wynn

953 S.W. First St., Miami, Florida
Phone: FRanklin 9-2821
V.P., Manager.....Elroy Scrivener
Radio Accounts: International Nickel Co. (Institutional) New York; Coca Cola Bottling Co. of New York; Genesee Brewing Co., (Beer, Ale) Rochester, N. Y.; Sabena-Belgian World Airlines (Passenger, Air Freight) N.Y.C.; Nat'l Airlines (Passenger Service) Miami, Fla.; Cotton Bowl Athletic Assn., Dallas, Tex.; S.S.S. Co. (S.S.S. Tonic Liquid, Tablets) Atlanta, Ga.
TV Accounts: Coca Cola Bottling Co. of New York; National Lead Co. ("Dutch Boy" Paints) N. Y.; Genesee Brewing Company (Beer, Ale) Rochester, N. Y.; Downyflake Foods (Frozen Foods) N.Y.C.; Nat'l Airlines, Miami, Fla.

MARWEL ADV., INC.

34 W. 46th St., New York 36, N. Y.
Phone: JUdson 6-4270
ABP-ANPA
President.....William W. Weltman
Exec. V.P.....Bruce Marchin
Secretary.....Gloria Marchin
Treasurer.....Ruth Weltman
V.P., Art Dir.....Charles Jefferson
Copy Chief.....Norman Bradford
Media Dir.....Rose Hoanzl
Prod. Mgr.....Rose Miller

J. M. MATHES, INC.

260 Madison Ave., New York 16, N. Y.
Phone: LExington 2-7450
ABP—ANPA—AFA—ABC
President.....W. T. Okie
Treasurer.....A. E. Cox
Secretary.....D. R. Hathaway
Vice-Pres. & Dirs.....Wilfred S. King, Lester J. Loh, O. L. Tinklepaugh, Jan Meyer
Vice Presidents.....Thomas McCauley, David Gibson, Harvey Rohde, Donald D. Halstead, Leonard Marshall, Edward J. Garvey.
V.P., Dir. of Radio & TV....Read H. Wight
Asst. Dir. Radio-TV.....Richard S. Jackson
V.P., Publ. Dir.....Arthur Monroe
V.P., Media Dir.....Douglas Hathaway
1345 Russ Bldg., San Francicso 4, Cal.
Phone: YUkon 2-8944
Manager.....Robert Little
230 N. Michigan Ave., Chicago 1, Ill.
Phone: DEarborn 2-2638
Manager.....John F. Sheahan
Radio Accounts: Pure Food Co. (Chicken A La King, Herb-Ox Bouillon Cubes, Westchester Boned Chicken, Lentil Soup, Clear Chicken Broth), Mamaroneck, N. Y.; Canada Dry Corp. (Carbonated Bev.) N.Y.C.; Economics Lab. (Soil-Off, Liquid Soilax) St. Paul, Minn.; Chas. Pfizer & Co. (Eez) Brooklyn, N. Y.; Volkswagen of America (Truck, Sta. Wagon) Englewood Cliffs, N.J.; Union Carbide Chemicals Co. (Anti-Freeze) N.Y.C.
TV Accounts: Economics Laboratory (Soil-Off, Liquid Soilax), New York; Luden's, Inc. (Fifth Avenue Candy Bar, Cough Drops), Reading, Pa.; Pure Food Co. (Herb-Ox Bouillon Cubes), Marmaroneck, N. Y.; Canada Dry Corp. (Carbonated Bev.) N.Y.C.; Volkswagen of Amer. (Truck, Sta. Wagon) Englewood Cliffs, N.J.; Whitehall Lab. (Triumph) N.Y.C.

MATHISSON & ASSOCIATES, INC.

411 E. Mason St., Milwaukee 2, Wis.
Phone: BRoadway 6-7181
ABP—ANPA—NBP—NOAB
President.....C. A. Mathisson
Secretary.....Irving A. Puchner
Prod. Mgr.....John R. Weber
Pub. Rel. Dir.....H. Kendig Eaton
V.P., Treas.....Ralph W. Henkel
Radio-TV Dir.....J. E. Severson
Asst. Radio-TV Mgr.....Robert Geary
Exec. Adm.....Walt E. Krueger
Space Buyer.....Dale D. Karstaedt
Branch Offices
1127 Wilshire Blvd., Los Angeles 17, Calif.
1065 International Bldg., Rockefeller Center, New York 20, N. Y.
Phone: PLaza 7-2061
Manager.....Edgar E. Hinkle

JOSEPH MAXFIELD CO.

87 Weybosset St., Providence 3, R. I.
Phone: GAspee 1-4456-4457
ABP—ANPA—APA—NBP
President.....Joseph M. Finkle
Vice-Pres.-Treas.....Archie M. Finkle
Radio Director.....Dorothy M. Taipe
Production Mgr.....Richard D. Brugman
Art Dir.....Jeanette R. Brenner

MAXON, INC.

2761 E. Jefferson Ave., Detroit 7, Mich.
Phone: LOrain 7-5710
ANPA—ABC
President.....Lou R. Maxon
Treasurer.....John W. Bray
Secretary.....G. Reginald McKiel
Radio & TV Dir.....Edwin Wilhelm
Branch Offices
12 E. 53rd St., New York 22, N. Y.
Phone: PLaza 9-7676
Vice-Pres., Gen. Mgr.....M. F. Mahony
919 N. Michigan Ave., Chicago 11, Ill.
Phone: LO 7-5710
Vice President.....Raymond C. Stricker
Radio and TV Accounts: Gillette Safety Razor Co., Boston, Mass.; Mohawk Carpet Mills, Inc., Amsterdam, N. Y.; H. J. Heinz Company, Pittsburgh, Pa.; General Electric Co. (Housewares, Radio Receiver Dept.) Bridgeport, Conn.; Pfeiffer Brewing Co., Detroit, Mich.; Gillette Safety Razor Co. of Canada, Ltd., Montreal, Que.; Pittsburgh Plate Glass Co. (Paint Div.); Charles E. Hires Co., Philadelphia; D. L. Clark Co., Pittsburgh; Safeway Stores, N.Y.C.; LaChoy Food Prod., Div.: Beatrice Foods Co. (Chinese Foods) Archbold, O.; Lincoln Nat'l Life Ins. Co., Ft. Wayne, Ind.
Estimated Radio Billings: $1,000,000.
Estimated TV Billings: $16,000,000.

McCANN-ERICKSON, INC.

485 Lexington Ave., New York, N. Y.
Phone: OXford 7-6000
AAAA—ABP—ANPA—APA—NOAB—PPA
Hon. Bd .Chmn.....Harrison K. McCann
Bd. Chmn., Pres.....Marion Harper, Jr.
Bd. Vice Chmn.....Robert E. Healey
Oper. Comm. Chmn.....Wilbert G. Stilson
Special Projects Consultant.....Pat Weaver
Sr. V.P., Treas., Chrm. Finance Comm.
Frank White
Sr. Vice Presidents.....C. A. Posey,
George H. Giese
Sr. V.P., Treas.....Frank K. White
Sr. V.P.'s.....C. Terence Clyne,
Emerson Foote
Corporate V.P.....Donald B. Armstrong, Jr.
Secretary.....Benjamin F. Holme, Jr.
Sr. V.P., Admn. Chmn.....Paul E. Foley
V.P., Chg. Adm.....Rudyard C. McKee
V.P., TV-Radio Pgm.....Thomas A. McAvity
Sr. Vice Pres. &
Creative Dir.....John H. Tinker, Jr.
V.P. chg. Radio-TV.....George Haight
V.P. chg. Media.....William C. Dekker
Vice Pres. & Asst. Treas...Dixon R. Griswold
Secretary.....Benjamin Holme, Jr.
Asst. Secy.....Marjorie B. Middlebrook
Vice Presidents (N. Y.)..Karl A. Brautigam, William J. Breen, Donald G. Calhoun, Sidney W. Dean, Jr., J. L. Deane, G. B. Dearnley, Leonard F. Erickson, J. J. Flanagan, H. L. Grafer, Alberta Hays, Farish A. Jenkins, Daniel W. Keefe, Alton Ketchum, Ralph B. Koser, Thomas P. Losee, Alfred J. Roby, Jr., Margot Sherman, Wells W. Spence, R. E. Thompson, G. Lester Williams, Jr., E. F. Wilson, W. Howard Chase, John F. McClure, Neal Gilliatt, S. L. Meulendyke, Dorothy B. McCann, Earl H. Ellis, Richard Farricker, David J. Hopkins, Lansing B. Lindquist, Myron McDonald. John H. O'Toole, Jr., Wallace Rigby, Stuart Watson, Ferd Ziegler, Edward R. Beach, W. E. Berchtold, C. Terence Clyne, R. Cole, Herta Herzog, Anthony Hyde, Russell Johnston, M. Carl Johnson, Jr., T. A. McAvity, H. A. Mattoon, G. B. Park, Roger A. Purdon, Albert W. Sherer, A. A. Sommer.

Branch Offices

200 Berkeley St., Boston 16, Mass.
Vice Pres.-Mgr.....Hugh A. Mitchell
335 Euclid Ave., Cleveland 14, Ohio
Phone: CHerry 1-6850
Vice Pres.-Mgr.....Robert Cole
915 N. LaBrea Ave., Los Angeles 38, Calif.
Phone: OLdfield 4-5550
Vice Pres.....George Haight
647 Griswold St., Detroit 26, Mich.
Phone: WOodward 5-7550
V.P., Mgr.....Thomas J. Henry
900 Lovett Blvd., Houston 6, Texas
Phone: JAckson 9-4991
Vice Pres. Mgr.....Joseph B. Wilkinson
318 S. Michigan Ave., Chicago 4, Ill.
Phone: WEbster 9-3700
V.P., Mgr.....Chester L. Posey
114 Sansome St., San Francisco 4, Calif.
Phone: DOuglas 2-5560
Sr. V.P.-Mgr. West.
Oper.....Phipps L. Rasmussen
3325 Wilshire Blvd., Los Angeles 5, Calif.
Phone: DUnkirk 5-3301
V.P.-Mgr.....Reg W. Twiggs
Public Service Bldg., Portland 4, Ore.
Phone: CApitol 8-4305
Manager.....T. N. Tracy
836 W. Peachtree, Atlanta 8, Ga.
Phone: TRinity 5-8581
V.P., Mgr.....John F. McClure

International Division
50 Rockefeller Plaza, New York 20, N. Y.
Phone: OXford 7-6000
Chairman.....Robert E. Healy

Radio Accounts: American Trust Co., California Packing Corporation (Del Monte), California Spray Chemical Corp., California Wine Association, Chesebrough-Pond's, Inc., Buick Division, Cowles Magazines, Inc. Esso Standard Oil Co., Gray Drug Stores, Inc., Bulova Watch Company, Milk Foundation, Inc., Milnot Company, National Biscuit Company, Ohio Bell Telephone Co., Pacific Power & Light Co., S.O.S. Company, Southern California & Southern Counties Gas Companies, Standard Oil Company (Ohio), Stegmaier Brewing Co., Swift & Company, Nestle Co. (Quik, Ever Ready Sweet Milk Cocoa, Semi-Sweet Morsels, Cookie Mix, Gravey Mix, White Sauce Mix), Mennen Co. (Foam Shave Afta Shave), Lehn & Fink (Lysol & Dorothy Gray Cosmetics, Allied Chemical & Dye Corp., Central Vermont Railway, Cleveland Electric Illuminating Co., Coca Cola Bottling Co., Columbia Records, Halle Bros. Co., Humble Oil Co., Meade-Johnson Paper Corp., Nat. City Bank of Cleveland, Rival Packing Co., Seeck & Kade, Inc., Tidy House Products, Liggett & Myers Tobacco Co. (Chesterfield and Oasis).

TV Accounts: American Trust Co., Bell Brand Foods Ltd., California Spray Chemical Corp., California Wine Association, Chesebrough Mfg. Co., Chrysler Corp., Buick Division, Cowles Magazines, Inc., Derby Foods, Inc., Gray Drug Stores, Inc., Lincoln Bank & Trust Co., Lucky Lager Brewing Company, Ohio Bell Telephone Company, Owens-Corning Fiberglas Corp., Pacific Power & Light Co., S.O.S. Company, Southern California & Southern Counties Gas Companies, Standard Oil Company (Ohio), Stegmaier Brewing Co., Swift & Company, Westinghouse Electric Corporation, Nestle Co. (Quik, Ever Ready Sweet Milk Cocoa, Semi-Sweet Morsels, Cookie Mix, Gravey Mix, White Sauce Mix), Mennen Co. (Foam Shave, Afta Shave), Lehn & Fink (Lysol & Dorothy Gray Cosmetics) Nat'l Biscuit Co., Bulova Watch Co., Calif. Packing Corp. (Del Monte), Cleveland Electric Illuminating Co., Columbia Records, Esso Standard Oil Co., Liggett & Myers Tobacco Co. (Chesterfield & Oasis), Meade-Johnson Paper Corp., Rival Packing Co., U. S. Borax & Chemical Co. (20 Mule Team Borax).

Estimated Radio Billings: $15,000,000.
Estimated TV Billings: $87,100,000.

THE McCARTY COMPANY

3576 Wilshire Blvd., Los Angeles 5, Calif.
Phone: DUnkirk 5-4011

AAAA—ABP—ANPA—APA—NBP—NOAB

President.....H. E. Cassidy
Exec. Vice President.....C. G. Davenport
V.P., Dir. Client Rel.....Walker Y. Brooks
V.P., Dir. Creative Activities.....Wm. H. Geisler
V.P., Dir. Radio-TV.....Herbert C. Brown
Dir. Tech. Affairs.....Page B. Otero
V.P., Dir. Acct. Plng.....Arnold D. Duncan
V.P., Dir. Prod.....Jos. E. Hall
Media Director.....Alden K. Weis
Art Director.....Harry Franz

Branch Offices
122 East 42nd St., New York 17, N. Y.
Phone: OXford 7-0090

President.....Howard Persons
V.P.'s.....Robt. Holley, Gene Thomas
V.P. Chg. Art.....Anthony Loscalzo
Secretary.....Lillian Jaffe
Treas., Asst. to Pres.....Jean O'Flaherty
Asst. Treas., Media Dir.....Ervin Rudick

116 New Montgomery St., San Francisco 5
Sr. V.P.....W. H. Wilde

520 N. Michigan Ave., Chicago 11, Ill.
V.P., Gen. Mgr.....Harry L. Bauer

1500 Jackson St., Dallas 1, Texas
V.P.....Russell Jurgens

1117 Second Ave., Seattle 1, Wash.
V.P., Gen. Mgr.....Harry S. Pearson

722 Realty Bldg., Spokane 1, Wash.
V.P.....Chas. R. Devine

WALTER McCREERY, INC.

256 So. La Cienega Blvd., Beverly Hills, Cal.
Phone: OLympia 2-4480

AAAA—ANPA—APA—NBP

Chm. Bd. & Pres.....Walter K. McCreery
Vice Pres.....Frank Bull
Secretary.....Walter Hadlich
Treasurer.....Elizabeth Stahle
Media Dir.....Patti Brainerd
Publ. Dir.....Mack Tuesley
Radio-TV Dir.....Howard Flynn
Radio Time Buyer.....Virginia White

Radio-TV Accounts: Harris & Frank (retail clothing), Los Angeles; Ice Follies, Los Angeles; Murphy Oldsmobile, Los Angeles; So. Calif. Muffler Co. (exhaust systems), Los Angeles; San Fernando Valley Times, No. Hollywood; Fad Nylons (Hosiery) Beverly Hills, Calif.

FLOYD F. MELLEN ADVERTISING

514-518 Securities Bldg., Omaha, Neb.
Phone: AT 1025

ANPA—APA

Owner.....Floyd F. Mellen

Accounts: Blue Cross-Blue Shield, Radio Sta. KBON, Paramount Radio Shop, Scientific Radio Prod. Co., all of Omaha, Neb.

RICHARD N. MELTZER ADV., INC.

3100 Russ Bldg., San Francisco 4, Calif.
Phone: YUkon 2-5877

ABP—ANPA

President.....Richard N. Meltzer
Exec. V.P.....Wallace X. Aron
Secretary.....Harold Shein
Treasurer.....Bertram Silver
Production Mgr.....Byron Hutchison
Vice Pres.....Richard Lemen
Media Dir.....Bern Ann Abbaduska

Branch Offices
7461 Beverly Blvd., Los Angeles, Calif.
Phone: WEbster 8-2993

Art Director.....Wendell McBride

2360 E. Third Ave., Denver, Colo.
Phone: DUdley 8-1964

Manager.....Robert Lochrie

1656 National Bank Bldg.
Phone: WOodward 1-4810

Manager.....Newton Free

Radio Accounts: Harrah's Club, Reno, Nev.; Simca Advertising Council; Brooks Camera; Gray Line, all San Francisco; Rickey's, Palo Alto, Calif.; Sealy Mattress Co., Oakland, Calif.; American Building Maintenance Co., San Francisco; GallenKamp Stores Co., Los Angeles; Bullock & Jones, San Francisco.

TV Accounts: Harrah's Club, Reno- Nev.; Brooks Camera, San Francisco; Sealy Mattress Co., Oakland, Calif.; GallenKamp Stores Co., Los Angeles; Citroen Cars, Inc., Los Angeles; Totkins, Inc., San Mateo, Calif.

Estimated Radio Billings: $180,000.
Estimated TV Billings: $100,000.

J. ROBERT MENDTE, INC.

317 South 16th St., Philadelphia 2, Pa.
Phone: KIngsley 6-1130

ABP—APA—NBP

President.....J. Robert Mendte
Vice Pres.....J. W. Holland
Treas.....N. L. Hughes
Prod. Mgr.....M. Hagerty

Radio Accounts: J. Bird Moyer Co. (MOY Dental Holding Powder) Philadelphia; Wilson Lines (River Excursions) Philadelphia; Riverview Beach Park (Amusement Park) Pennsville, N. J.

TV Accounts: J. Bird Moyer Co., Wilson Lines, Riverview Beach Park.

GEORGE T. METCALF, COMPANY

31 Canal St., Providence 3, R. I.
Phone: UN 1-2634

ABP—ABC—ANPA—AFA

Chmn. Bd.....George T. Metcalf
President.....Walter Hyland
Exec. V.P., Secy.....Sheldon Spencer
Prod. Mgr.....Allan Campbell
Copy Chief.....Frank Jones
Media Dir.....John S. Kossak

Radio Accounts: Otto Seidner, Inc. (Mayonnaise), Westerly, R. I.

Estimated Radio Billings: $5,000.

ARTHUR MEYERHOFF & CO.

410 N. Michigan Ave., Chicago 11, Ill.
Phone: DElaware 7-7860

ANPA—NBP—AAAA—NOAB—APA

President.....Arthur E. Meyerhoff

Production Manager.....Allen Bethe
Dir. of Radio & TV.....Roger J. Mohr
Radio-TV Time Buyer..Evelyn Vanderploeg
Space Buyer.....Mary Hauser
Copy Chief.....M. E. Chon

Branch Offices

759 N. Milwaukee St., Milwaukee 2, Wis.
Phone: BRoadway 1-3144
V.P., Manager.....George Grabin
8467 Beverly Blvd., Los Angeles 48, Calif.
Phone: OLive 3-1633
Manager .....Joel Benton
33 Bloor St., E. Toronto, Ont., Can.
Phone: WAlnut 3-3507
Manager .....John Ketter

Radio Accounts: Chicago National League Ball Club, Illinois Meat Company, Wisconsin & Michigan SS Co., Wm. Wrigley Jr. Company, Patricia Stevens Models' Finishing School, Chicago Transit Authority.

C. L. MILLER CO., INC.

521 Fifth Ave., New York 17, N. Y.
Phone: MUrray Hill 2-1010
ABC—ANPA

President.....C. L. Miller
V.P., Treas.....P. P. Hoffman
Secy.....H. F. Renton
V.P.....W. F. Mueller
Prod. Mgr.....G. E. Van Cott
Radio-TV Prod. Mgr.....C. D. Rogers, Jr.
Time Buyers....F. P. Delaney, Rita Driscoll

Branch Office

333 N. Michigan Ave., Chicago, Ill.
Phone: CEntral 6-1640

Radio and TV Accounts: E. W. Kneip, Chicago, Ill.; Lewis Research Lab., N. Y. C.; Piggly Wiggly Great Lakes, Sheboygan, Wis.; True Magazine, N. Y. C; Karl Ehmer, Glendale, N. Y. (all Radio); Corn Products Refining Co., N. Y. C.; Circle Line, N. Y. C.; Oral Roberts Evangelistic Assoc., Inc., Tulsa, Okla.; Lewis-Howe, Chicago, Ill. (TV).

HARRY M. MILLER, INC.

595 E. Broad St., Columbus 15, Ohio
Phone: CA 4-7243
ANPA—APA—NOAB

Pres., Gen. Mgr.....J. W. Miller
Radio-TV Dir.....Edward J. Deane

Accounts: American Liquid Fertilizer Co., Marietta, O.; Ohio Independent Telephone Assn., Springfield, O.; Sterling Baking Co., Canton, O.; TV Sta. WTVN, Columbus, O.

MOGUL, LEWIN, WILLIAMS & SAYLOR, INC.

625 Madison Ave., New York 22, N. Y.
Phone: TEmpleton 8-7100

President .....Emil Mogul
Board Chairman.....A. W. Lewin
Executive Vice Pres...Sidney Matthew Weiss
Sr. V.P.....Richard Lockman
Sr. V.P., Chmn. Plans Review Board.....Seth D. Tobias
Sr. V.P., Air Media Creative Director.....Myron A. Mahler
V.P. Chg. Radio TV.....Leslie L. Dunier
V.P., Dir. Mkting., Mchdsing...Jules Lennard
Sr. V.P.'s.....William Jacoby, Milton Guttenplan, Charles L. Rothschild, Walter Pollock, Alvin Kaplan
Secy.-Treas.....Mrs. Helene Mogul
Asst. to Pres., Controller.....Norman Cohen
Sr. V.P.....Alan Green
Sr. V.P.....Edward Klein

Branch Office

Raymond-Commerce Bldg., Newark 2, N. J.
Phone: MItchell 3-3200

Accounts: Adam Hat Manufacturers, New York; Berolio Import Co. (Berio & Francesconi Olive Oil) New York; Ferber Corp. (VU-writer Pens & Pencilettes(Englewood, N. J.; Gem Oil Corp. (Edible Oils) Brooklyn, N. Y.; Gold Medal Candy Corp. (Bonomo's Turkish Taffy, Bonomo's Peanut Brittle, Cocilana Cough Nips) Brooklyn, N. Y.; Gradiaz, Annis & Co. (Gold Label Cigars) Tampa, Fla.; Knomark Mfg. Co. Esquire Shoe Polishes) Brooklyn, N. Y.; Park & Tilford Distillers Corp. (P & T Reserve, P & T Reserve, P & T Private Stock, Peychaud Cordials, Dry Monopole Champagne, Tintex, Winx) New York; Rayco Mfg. Co. (Auto Seat Covers) Paterson, N. J.; Revlon Products (Silken Net, Aquamarine Shampoo, Lotion, Spray Mist, Revlon Deodorant Stick) New York; Ronzoni Macaroni Co. (Spaghetti & Macaroni Products & Spaghetti Sauce) Long Island City, N. Y.; Stone-Tarlow Co. ("Elevators" Shoes) Brockton, Mass.; Barney's Clothes (Men's & Boys' Clothing) New York; National Shoes (Family Shoe Chain) New York; Rayco Auto Seat Covers (Auto Seat Covers) Paterson, N. J.; Bakers' Franchise Corp. Lite Diet Bread), N. Y. C.; Barricini Sandy Shops, L. I. C.; Field & Flint (Shoe), Brockton, Mass.; Pierce's Proprietaries (Golden Medical Discovery), Buffalo, N. Y.; Tintex Co., N. Y. C.

Estimated Radio Billings: $1,700,000.
Estimated TV Billings: $5,700,000.

CHESTER C. MORELAND CO.

800 Broadway, Cincinnati 2, O.
Phone: PArkway 1178
ABP—ANPA

President, Treas.....Chester C. Moreland
Secretary.....Walter H. Strauss
Vice-President.....Carl H. Press
Vice Presidents..B. L. Schurman, Carl Press, Mahlon Sheridan

Radio Accounts: Coney Island, Inc., Coca-Cola Bottling Co., Thomas Foods, Inc., Adam Wuest.

TV Accounts: Coney Island, Inc., Coca-Cola Bottling Co., Thomas Foods, Inc., Adam Wuest, Inc.

MORSE INTERNATIONAL, INC.

122 E. 42nd St., New York 17, N. Y.
Phone: OXford 7-2100
APA—NOAB

President .....J. Patterson
V.P. .....R. A. Dearth
Treasurer .....J. A. Riedell
Media Dir.....O. E. Christy, Jr.
Radio, TV Time Buyer.....R. A. McArdle
Export Media Mgr.....Aurora Blando

Dir. of Radio-TV Prod.....S. Lyon
Prod. Mgr.....Don Wheatley
Group Art Director.....P. Zangas
Radio and TV Accounts: Vick Chemical Co. (Vick Products), Prince Matchabelli, Inc. Alfred D. McKelvy Co. (Seaforth Men's Toiletries).

MOSER & COTINS

10 Hopper St., Utica 3, N. Y.
Phone: 3-7544
(Division of Rumrill Co., Inc.)
ABP—ANPA—APA—PPA—NBP—NOAB
Pres.....C. L. Rumrill
V.P., Gen. Mgr.....L. B. Reigler
V.P., Sec'y.....Harry T. Duffy
Media Dir.....Mrs. L. B. Mang
Radio-TV Director.....Richard C. Shepard
Radio-TV Accounts: Mohawk Valley Investing Co., Utica, N. Y.; Honey Butter Products Corp. (Honey-Butter), Ithaca, N. Y.; Procino-Rossi Corp. (Macaroni, Spaghetti & Egg Noodles) Auburn, N. Y.; Agricultural Insurance Co. (Property Insurance) Watertown, N. Y.

MOSS ASSOCIATES, INC.

415 Lexington Ave., New York 17, N. Y.
Phone: MUrray Hill 7-7377
APA—NBP—ABP—ANPA—PPA
President.....Joseph H. Moss
Art Director.....Sidney Fischer
Prod. Mgr.....Al Beaver
Copy Chief.....Gerald H. Bruce
Media Director.....Ted Pyrch
TV Director.....E. Landau
TV Accounts: Freshrap Div., Badger Paper Mills (Waxed Paper), Peshtigo, Wis.; Balentine Packing Co. (Meat Products), Greenville, S. C.; Bosch Brewing Co., Houghton, Mich.; Fox DeLuxe Foods, Inc. (Poultry & Meat), Chicago; Monarch Brewing Co., Chicago; Neuhoff Brothers Packers (Meat Products), Dallas, Tex.

NATIONAL EXPORT ADVERTISING SERVICE, INC.

405 Lexington Ave., New York 17, N. Y.
Phone: OXford 7-9292
President.....Thomas W. Hughes
Vice-Presidents.....Joseph W. Madden, Walter Kelly
Secy., Treas.....John D. Barone
Prod. Mgr.....Richard Williams
Art Director.....William Murphy
Media Director.....Frank Bernarducci
Radio & TV Director.....Jerome Kates
Radio and TV Accounts: Borden Co., H. J. Heinz, Lever Brothers (U.S.), Quaker Oats Co.

NEEDHAM & GROHMANN, INC.

30 Rockefeller Plaza, New York 20, N. Y.
Phone CIrcle 5-6200
ANPA—AAAA—NOAB—APA—NBP
Pres., Treas.....H. Victor Grohmann
V.P. & Sec'y.....Howard A. Heinsius
V.P. & Art Dir.....H. Nelson Kent
V.P.'s....John M. Keil, Howard A. Heinsius
Exec. Sec'y.....Kathryn Intemann
Copy Director.....Vera Mezei
Prod. Mgr.....Samuel Boyd
Media Dir.....Harry C. Ledingham
Acct. Executives.....H. Victor Grohmann, John M. Keil, Alfred Burnham, Howard Heinsius
Accounts: America House; Centriline Corp.; Chatham Mfg. Co.; Cosby Brush & Import Co. Inc.; Flower City Charcoal Co.; Huffman & Boyle; Johnson, Arthur A., Corp.; Chatham Mfg. Co.; Flower City Charcoal Co.; Huffman & Boyle; Johnson, Arthur A., Corp.; Kent of London; Lockwood, A. N.; National Biscuit Co.; Raymond Concrete Pile Co.; Rockefeller Center, Inc.; Staunton Military Academy; Stillman, & Hoag, Inc.; Sussex County Planning Board; Thonet Industries Inc.; White Turkey; Zenith-Godley Co. Inc.

NEEDHAM, LOUIS & BRORBY, INC.

Prudential Plaza, Chicago 1, Ill.
Phone: WHitehall 4-3400
AAAA—ANPA—ABP—ABC
President.....Maurice H. Needham
St. Vice President.....Melvin Brorby
Exec. V.P.....Paul C. Harper, Jr.
Vice President.....Arnold E. Johnson
V.P., Acct. Supvr.....Granger F. Kenly
Financial V.P.....John F. Whalley
V.P. in Charge.....James G. Cominos
V.P., Dir.....J. Scott Keck
V.P., Programs.....Alan Wallace
V.P., Comm. Prod.....Kenneth Snyder
Prog. Prom., Merch. Mgr....Harold A. Smith
Business Affairs Mgr.....Walter Daspit, Jr.

Branch Offices

9100 Sunset Blvd., Hollywood 46, Calif.
Phone: CRestview 6-2073
V.P., Acct. Supv.....Harold L. Tuers
Mgr. .....Michael Gradle

730 Fifth Ave., New York 19, N. Y.
Phone: PLaza 7-0333
V.P. & Mgr.....Frederick A. Mitchell

121 Richmond St., W., Toronto 1, Canada
Phone: EMpire 4-1492
V.P. & Mgr.....John A. Willoughby
Radio Accounts: Campbell Soup Co. (Pork & Beans) Camden, N.J.; Campbell Soup Ltd., New Toronto, Ont.; Hotpoint Co. (TV Receivers) Bellwood, Ill.; Household Finance Corp. (Financial Loan Serv.) Chicago; Household Finance Corp. Ltd. (Financial Loan Serv.) Toronto, Ont.; Internat'l. Minerals & Chemical Corp. (Fertilizer) Skokie, Ill.; S. C. Johnson & Son Co. (Glo Coat, Export) Racine, Wis.; Kraft Foods Co. (Industrial, Oil, Parkay Margarine, Deluxe Margarine, Miracle Margarine, Kraylets) Chicago; Kraft Foods Ltd., Montreal, Que.; Lever Bros. Co. (Swan) N.Y.C.; Lever Bros. Ltd. (Toiletries Div.) Toronto, Ont.; Lipton Tea Ltd., Toronto, Ont.; Massey-Ferguson (Farm Eqpt.) Toronto, Ont.; Monsanto Chem. (Plastics, Toys) Springfield, Mass.; Morton Salt Co. (Blue Pkg., Ice Melting Salt; Oklahoma Oil Co. (Gas & Petroleum Prod.); Peoples Gas Light & Coke Co. (Gas Ranges, Whirlpool); Quaker Oats Co. (Ken-L-Meal, Ken-L-Ration), all of Chicago; Re-

nault (La Dauphine) Billancourt, Paris, France; State Farm Insurance Co., Bloomington, Ill.; State Farm Insurance Agencies Ltd., Toronto, Ont.; Wieboldt Dept. Stores (Mdse.) Evanston, Ill.; Wilson Co. (Ham) Chicago.

TV Accounts: Campbell Soup Co. (Pork & Beans, V-8) Camden, N.J.; Campbell Soup Ltd., New Toronto, Ont.; Canadian Industries Ltd. (Paint) Montreal, Que.; Household Finance Corp. (Loans) Chicago; Household Finance Corp. Ltd. (Loans) Toronto, Ont.; S. C. Johnson & Son (Stride, Glo-Coat, Pride, Export) Racine, Wis.; S. C. Johnson & Son Ltd., Brantford, Ont.; Kraft Foods Co. (Industrial, Oil, Parkay Margarine, Deluxe Mar., Preserves, Miracle Mar.) Chicago; Kraft Foods Ltd., Montreal, Que.; Lever Bros. Co. (Condensed All, Export) N. Y.C.; Lever Bros. Ltd. (Detergents, Toiletries Div.) Toronto, Ont.; Lipton Tea Ltd., Toronto, Ont.; Monsanto Chemical (Plastics) Springfield, Mass.; Morton Salt Co.; Oklahoma Oil Co. (Gasoline & Petroleum Prod.); Peoples Gas Light & Coke Co.; Quaker Oats Co. (Ken-L-Ration, Ken-L-Meal, Ken-L-Treats); Wilson Co. (Canned Meats, Ham, Bacon, Sausage) all of Chicago; Renault (La Dauphine) Billancourt, Paris, France; State Farm Insurance, Bloomington, Ill.

Estimated Radio Billings: $3,000,000.
Estimated TV Billings: $14,000,000.

RALPH NELMS, INC., ADV.

Box 1624 SS Sta., Springfield, Mo.
Phone. 4-2555

President..... .....Ralph A. Nelms
Secretary .....Annabelle Gray
Account Executive.....J. H. Richards
Art Director.....Richard Wilcox
Prod. Mgr.....Anderson F. Miller

Radio Accounts: Wilson Bros. Mfg. Co. (Hooked Rug Materials), Springfield; Independent Stave Co. (Wood Products), Lebanon; Reynolds Mfg. Co. (Reyco Tandem), Springfield, Mo.

GEORGE R. NELSON, INC.

208 State St., Schenectady 5, N. Y.
Phone: FRanklin 4-4135

Pres. & Treas.....George R. Nelson
Vice-President.....Helen C. Nelson
Secretary .....Alice Pach
Art Director.....Arnold Hitchins
Radio, Copy, Pub. Dir.....Robert S. Cragin
TV Director.....Robert Stone
Radio Time Buyer.....Ruth W.Hollister
TV Time, Space Buyer.....Tillie Reinig
Prod. .....Alan Wallace

Radio Transcription Production Accounts: General Electric Company, Electronics Division (G. E. Radios and TV Sets), Syracuse, N. Y.; Saratoga Association (Racing Association), Saratoga & New York, N. Y.; General Electric Company, Appliance Division (Refrigerators, Stoves, etc.), Bridgeport, Conn.; National Dairy Products Corp. (Sealtest Dairy Prods.), Benrus Watch Company (Watch Manufacturer), New York, N. Y.; Marcus Breiers' Sons (Sports Clothing), Mohawk Carpet Mills, Inc. (Rug & Carpet Mfrs.), Amsterdam, N. Y.; Pepsi-Cola Company, Soft Drink Mfrs.), New York, N. Y.; Spaulding Bakeries, Inc. (Spaulding Baked Products), Binghamton, N. Y.; Block Drug Company (Pharmacal Products), Jersey Presto Industries, Inc. (Presto Prods.) Eau Claire, Wis.; WROW, WROW-TV, Albany, N. Y.

Television Film Production Accounts: Pepsi-Cola Company (Soft Drink Mfrs.), New York, N. Y.; Mohawk Carpet Mills, Amsterdam, N. Y.

Radio Accounts (Time): William Lee & Co., N. Y.; Saratoga Assn., Saratoga Springs, N. Y.

Television Accounts (Time): William W. Lee & Co. (Save-the-Baby), N. Y.; Saratoga Association (Racing Association), Saratoga & New York, N. Y.

NEWMAN, LYNDE & ASSOCIATES, INC.

1628 San Marco Blvd., Jacksonville 7, Fla.
Phone: EX 8-9721
ABP—ANPA—APA—PPA

Pres., Acct. Exec.....Hunter Lynde
Exec. V.P.....David E. Robeson
Vice Pres.....John A. Bunker
Secy.-Treas.....Ned Hubbard
Radio-TV Dir., Time Buyer..John Hopkins

Radio Accounts: Swisher, J. H., & Son, Inc. (King Edward Cigars), Jacksonville, Fla.

NORMAN, CRAIG & KUMMEL, INC.

488 Madison Ave., New York 22, N. Y.
Phone: PLaza 1-0900
ANPA

Chmn. of the Bd.....William H. Weintraub
President.....Norman B. Norman
Exec. V.P., Secretary.....Eugene Kummel
Exec. V.P., Treasurer.....B. David Kaplan
V.P., Radio & TV.....Walter Craig
Senior V.P.....John Davenport Scheuer
V.P., Creative Dir.....Richard Bowman
V.P., Marketing Dir.....John B. Morris
V.P., Creative & Copy Dir.....Kay Daly
V.P.'s .....Warren Fales, H. G. Bissinger, E. L. Whitney
Production Manager.....George Barrett
Dir., Print Media.....Eugenie C. Stamler
Fashion Coordinator....Catherine D'Alessio
Comptroller.....Miss Rosalou Flanagan
Copy Supvr.....Adrian Bryan Courie
Mgr., Print Media Dept.....George Coleman
Acct. Execs.....B. Britt, W. Fales, Marion F. Gorman, M. Printz, Nat Kornfeld, Ronald R. Mullins, Thomas T. Stafford, Ernest L. Whitney, John M. White, David Pinkham
V.P., Gen. Mgr. Radio-TV...Walter Tibbals
TV Art Dir.....William B. Weltman

Branch Offices
Merchandise Mart, Chicago 54, Ill.
Phone: WHitehall 3-0211

Office Mgr.....George Paneff

Radio and TV Accounts: Hudson Pulp & Paper Corp., New York; Ronson Corp., Newark, N. J.; Seeman Bros. (Savoy, Nylast) New York; Selchow & Righter Co., New York; Speidel Corp., Providence, R. I.;

Warner-Lambert Pharmaceutical Co., Lambert-Hudnut Div. (Sportsmen Toiletries) Morris Plains, N. J.; Willys Motors, Toledo, Ohio; Chanel, Inc., N. Y. C.; Maiden Form Brassiere Co.

Estimated Radio Billings: $4,200,000
Estimated TV Billings: $10,600,000

NORTH ADVERTISING, INC.

Merchandise Mart, Chicago 54, Ill.
Phone: WHiteball 4-5030
ANPA-ABC

President.....Donald P. Nathanson
Exec. Vice Pres.....Cyrus H. Nathan
Treasurer .....Harold Rosenzweig

Branch Offices

16 E. 40th St., New York 16, N. Y.
Phone: ORegon 9-3100

Chairman .....Bert Goldsmith
V.P., Dir. Radio-TV.....Bruce Dodge

8701 Wilshire Blvd., Beverly Hills, Calif.
Phone: OLympia 2-3770

Manager.....Edward Feldman

Radio & TV Accounts: Deep Magic Facial Cleansing Lotion, Silver Curl, New Ventilated Spin Curlers, Toni Home Permanent and Tip Toni, Tonnette Children's Home Permanent, Chicago; Englander Co., Inc. (Mattresses), Chicago; Columbus Canning Co., Columbus, Miss.; Gillette Laboratories, Chicago; Jewel Food Stores, Div.: Jewel Tea Co., Melrose Pk., Ill.; Pfaelzer Bros., Chicago; Pilsener Brew. Co., Cleveland; Schiffli Lace & Embroidery Institute, N. Y.; Weil & Co., N. Y.

Estimated Billings: $15,000,000

NOYES & COMPANY

1800 Industrial Bank Bldg.
Providence 6, R.I.
Phone: GAspee 1-2087
AAAA—ABP—ANPA

President, Treas.....Frederick C. Noyes
Vice Pres., Secy.....Carroll H. Rickard
Dir. Radio-TV.....Henry C. Hart, Jr.
Prod. Mgr.....D. S. Bailey

Radio Accounts: Industrial Natl. Bank (Banking), Providence, R.I.; White & Bagley Co. (Automotive & Ind. Oils), Worcester, Mass.; Electrical League of R. I. (Electrical Merch.) Providence, R.I.; Kenyon Corn Meal (Food) Kenyon, R.I.; Milton Bradley Co. (Board Games, Toys) Chicopee, Mass.; Rustcraft Publishers (Greeting Cards) Dedham, Mass.

TV Accounts: Industrial Natl. Bank (Banking), Providence R.I.; Kenyon Corn Meal (Food) Kenyon, R.I.; White & Bagley Co. (Oils) Worcester. Mass.; Milton Bradley Co. (Board Games, Toys) Chicopee, Mass.

R. T. O'CONNELL COMPANY

420 Madison Ave., New York 17, N. Y.
Phone: PLaza 3-5412
ABP—PPA—APA

President.....R. T. O'Connell
Exec. Vice Pres.,
Creative Dir.....Ethel Merkler
Vice President.....George Miller
Prod. Mgr.....Harry Weiss
Art Director.....Jack Chatham
Radio-TV Dept.....J. Cunningham,

Radio Accounts: Pomatex Co., Inc. (Hairdressing), New York, N. Y.; Johe Co. (Household Cleaner), Tenafly, N. J.

OGILVY, BENSON & MATHER INC.

589 Fifth Ave., N. Y. 17, N. Y.
Phone: MU 8-6100
PPA—NOAB—APA

President .....David Ogilvy
Exec. V.P.....E. Estey Stowell
Sr. V.P., Treas.....Shelby H. Page
Sr. V.P.....J. McCaffrey, J. Irish
V.P. B'cast. Dir.....Hendrick Bouraem, Jr.
V.P., Research Div.....Stanley D. Canter
V.P.'s, Copy Supvrs.....Clifford D. Field, Reva Korda
Media Supvrs.....Clifford Botway, Ann Janowicz
Prod. Mgr.....Michael T. Winnow
V.P., Acct. Supvr.....David P. Crane
V.P., Radio-TV Comm. Dev.....Everard W. Meade
Vice Presidents.....W. Bijur, P. Caravatt, J. Heekin, D. Margaretten, R. C. Smith
V.P., Media Dir.....Samuel L. Frey

Branch Office

Hollywood, California
Christy Walsh

Radio Accounts: Lever Bros. (Dove, Good Luck) New York, N. Y.; Pepperidge Farm (Bread) Norwalk, Conn.; Schweppes Quinine Water, New York, N. Y.; Tetley Tea Co. (Tea), New York, N. Y.; Melville Shoe Corp. (Thom McAn Shoes), New York, N. Y.

TV Accounts: Lever Bros. (Dove, Good Luck, Lucky Whip) New York, N. Y.; Armstrong Cork (Cushiontone) Lancaster, Pa.; Helena Rubinstein (Reduce-Aids, Nudit, Colortone Shampoo, Naildress) New York, N. Y.; Melville Shoe Corp. (Thom McAn Shoes), New York, N. Y.; Pepperidge Farm, Inc.

Estimated Radio Billings: $2,450,000.
Estimated TV Billings: $7,800,000.

JEROME O'LEARY ADV. AGENCY

9 Newbury St., Boston 16, Mass.
Phone: COpley 7-7430

President.....Jerome M. O'Leary
Exec. V.P.....R. Wm. Gorman, Jr.
Radio-TV Time Buyer.....Sandra Newsam

Accounts: Kendall Mfg. Co.; Radio Sta. WORL; Warner Bros. Picture Corp., N. E.; White Bros.

OLMSTED & FOLEY, INC.

1750 Hennepin Ave., Minneapolis 3, Minn.
Phone: FEderal 9-0441
AAAA—ABC—ABP—ANPA—AFA

President.....Ward H. Olmsted
Exec. V.P.....John T. Foley
V.P., Secretary.....G. C. Hellickson

Vice Pres.....Ward W. Olmstead, John K. Mortland
Media Dir.....Warren T. Way
Production Mgr.....Everett T. Olson
Radio-TV Accounts: Clover Leaf Creamery Co.; 1st Nat'l Bank of Minneapolis; Hotel Leamington (TV only); Northland Milk Co.; The Waterbury Co. (TV only), all Minneapolis, Minn.; Marshall-Wells Co. (Paints-Appliances), Duluth, Minn.; Owatonna Canning Co. (Festal Products), Owatonna, Minn.; Waterbury Htg. Supply Co. (Furnaces), Minneapolis, Minn.; North American Life & Casualty Co. (Radio only); Sears & Roebuck & Co. (Radio only).

PHIL A. O'NEILL ADVERTISING

43 N. Franklin St., Wilkes-Barre, Pa.
Phone: VAlley 2-7191, 3-8874

President.....Phil A. O'Neill
Vice-Pres.....Thomas J. O'Neill
Secy., Treas.....Mary M. O'Neill
Accounts: Burschel Dairy Co., Scranton, Pa.; First-Second National Bank & Trust Co., Wilkes-Barre; Fisher's Hatchery, Elysburg, Pa.; Jordan the Hatter (Men's Furnishings), Wilkes-Barre; Lane's (Furs), Wilkes-Barre; McLaughlin Funeral Service, Wilkes-Barre; Radio Stations WAZL, Hazleton, Pa.; WBRE, Wilkes-Barre; WHLM, Bloomsburgh, Pa.; WHOL, Allentown, Pa.; WIDE, Biddeford-Saco, Me.; WVDA, Boston, Mass.; Station WBRE-TV, Wilkes-Barre; Vaughn's Bakery, Berwick, Pa.

W. WALLACE ORR, INC.

1518 Walnut St., Philadelphia 2, Pa.
Phone: KIngsley 6-4140

President.....W. Wallace Orr
V.P. & Asst. to Pres.....Bosh Pritchard
Sec'y & Treas.....Willard W. Hughes
Art Dir.....Wellington H. Kashner
Copy Chief.....Barbara Kallick
Time, Space Buyer, Media Director .....Greta Dunsmore
Radio Accounts: Atlantic City Racing Assn., Pleasantville, N. J.; Beach Front Gardens (Motel) Atlantic City, N. J.; Faulkland Heights (Rl. Estate Devel.) Wilmington, Del.; Brookview Apts. (Apt. Devel.) Claymont Del.; Philadelphia Eagles (Professional Football) Phila.
TV Accounts: Atlantic City Racing Assn., Pleasantville, N. J.; Beach Front Gardens, Atlantic City, N. J.: Monte Carlo Beach Motels, Atlantic City, N. J.

MERRITT OWENS ADV. AGENCY, INC.

365 New Brotherhood Bldg.,
Kansas City 1, Kans.
Phone: DR 1-7250
ABP—ANPA—APA

President .....Merritt Owens
Vice Pres.....Frank Lisec
Art Dir., Prod. Mgr.....Tom Horan
V.P., Radio-TV Dir.....Frank Rickey
Account Execs...Merritt Owens, Frank Lisec
Radio-TV Accounts: Pearson-Ferguson; Vesto TV; Zephyr Awning Co.; Thriftway Food Stores; Home Savings Assn.; Peck's of Kansas City (TV, Radio); Ashmore Pontiac (TV only); Royal Crown Cola; Feld Chevrolet Co.

PACE ADVERTISING AGENCY, INC.

19 West 44th St., N. Y. 36, N. Y.
Phone: MUrray Hill 7-4090
ABP

President .....Elias Schonberger
Exec. V.P.....Peter Frenkel
Sec'y & Treas.....Max Weintraub
Copy Chief.....Dolf Franklin
Art Dir.....Elmer Pfeffer
Prod. Mgr.....Jack Weiner
Radio Time Buyer.....Betty Silon
Media Dir., Space Buyer.....Irving Krouse
Research Dir.....Jay Dresner
Acct. Executives.....Lawrence Nelson, Aaron W. Davis, Jay Dresner, Betty Silon, Peter Frenkel, Elias Schonberger
Accounts: Downs, Grace; Furniture Specialties Corp.; Klein & Teicholz; Overhead & Modernfold Door; Seminole Furniture Corp.; Warner Mfg.

PACIFIC NATIONAL ADVERTISING AGENCY

2124 4th Ave., Seattle 1, Wash.
Phone: MAin 3-1401
AAAA—ANPA—APA—NBP—NOAB

Chrm. of Board.....Wm. H. Horsley
President .....Trevor Evans
V.P., Secretary.....Frank Horsley
Prod. Co-ord.....Monte Solkover
Vice President.....Frederick D. Sprague
Prod. Mgr.....James Leavitt
Treasurer.....Calvin W. Franklin
Radio-TV Dir., Talent Buyer..Grant Merrill,
Media Dir., Time Buyer.Gertrude M. Nyman

Branch Offices

1115 West Broadway, Spokane, Wash.
Phone: FAirfax 7-9585

V.P., Manager.....Martin Boss

829 N.W. 19th Ave., Portland 9.
Phone: CApitol 2-1021

V.P., Manager.....Milton A. Foland
Radio Accounts: Fisher Flouring Mills Co. (Pancake Mix, Biskit Mix, Fisher's Blend Flour, Zoom, etc.), Ivar's Acres of Clams (Seafood Restaurant), Imperial Candy Co. (Candy), Wash. State Fruit Commission, Yakima, Wash.; Federal Old Line Insurance Co. (Insurance); Nalley's, Inc., (Praise Salad Dressing) Tacoma, Wash.; Oil Heat Institute of Washington, Seattle.
TV Accounts: Fisher Flouring Mills Company; Ivar Haglund—Acres of Clams; Imperial Candy Company; Washington State Fruit Commission; Carstens Packing Company; Montag, Inc.; Oil Heat Institute of Washington; Nalley's (Potato Chips, Pickles, Canned Foods, Salad Dressings; Crescent Mfg. Co., Coffee Div.)

PARKSON ADVERTISING AGENCY, INC.

400 Park Ave., New York 22, N. Y.
Phone: PLaza 1-6400

President .....Ted Bergmann
Sec.-Treas. .....Florence Shapin
V.P., Dir. Creative Copy.....Al Eichler
Dir. TV-Radio.....Don Blauhut
Production Director.....Sydney Reich
Copy Supervisor.....David Grayson
Copy Coordinator.....Alice Douglas
Merch. Director.....Axel P. Gudmand
Media Director.....Herbert Gruber
TV Film Dir.....Lloyd Durant
Comm. Dir.....Irving Ross
Asst. Media Director.....Gerald Levey
All-Media Buyer.....Ruth Bayer
TV Oper. Mgr.....Helen Lawin
Art Director.....Sol Hyman
Art Supervisor.....Erno Slovak
Production Supervisor.....Jay Stuart
Personnel Manager.....Pearl Sheridan
Office Manager.....Milton Jurin

Radio-TV Accounts: Pharmaceuticals, Inc. (Geritol; Geritol, Jr.; Sominex, Zarumin, Serutan, Serutan Plus, R.D.X., Sedagel, Niron, Devarex, Banarin) Newark, N. J.; Journal of Lifetime Living (Radio only); Sun Drug (Pittsburgh-TV only); Federated Supply Corp. (Sundry Wholesale Distributors) N.Y.C.; The Harrison Co.(Plastics, Cameras) Long Island City, N. Y.; Liggett-Rexall Drug Co. (Retail Chain) N.Y.C.; N. Amer. Acc. Ins. of Chicago, Newark, N. J.; Universal Pen & Pencil Co., J. B. Williams Co. (Aqua Velva, Lectric Shave, Golden Yellow, Conti, Kreml, Skol Preparations) N.Y.C.

Estimated Radio Billings: $200,100.
Estimated TV Billings: $15,900,000.

PEARSON ADV. AGENCY, INC.

250 Park Ave., New York 17, N. Y.
Phone: YUkon 6-7795
ANPA

President-Treasurer.....C. H. Pearson
V.P., Secy.....Cecilia H. Pearson

Radio Accounts: Cooper & Cooper, Inc. (Razor Blades), Brooklyn; National Home Owners Assoc., New York, N. Y.; Dime Savings Bank, Brooklyn, N. Y.

PERRIN-PAUS COMPANY

8 South Michigan Ave., Chicago 3, Ill.
Phone: RA 6-7923
ABP—ANPA—APA—NBP

President.....Earl R. Perrin
Vice-President.....Donald L. Paus

Branch Office
730 Fifth Ave., New York 19, N. Y.
Phone: PL 7-6120

PHILLIPS-RAMSEY INC.

304 Ivy, San Diego 1, Calif.
Phone: BElmont 4-6401
APA—NBP

Chairman.....W. L. Phillips
President.....Charles C. Ramsey
Vice Pres.....James Holloway
Sec'y.-Treas. .....Herbert Fredman
Radio-TV Dir.....Mrs. Orva W. Huff
Media Director.....Thomas P. Rhodes
Prod. Mgr.....Al Sheahan

Radio-TV Accounts: First National Bank, Alsynite Co. of America (Translucent Fiberglas Panels); Golden Tulip Foods (Manufacturers of Potato Chips); Lion Clothing Co. (Men's & Women's Wearing Apparel); Food Basket (Supermarket Chain); Hazard Concrete Product Co.; City Chevrolet Co.; Percy H. Goodwin Co. (Loans, Real Estate, Property Mgt.); Oscar's Restaurant Chain; TV Antenna Supply Co. (TV Egypt); Tri-W Builders; United Fund; Better Business Bureau; Milk Council (Milk Producers Group); Breier Sound Center (Sound Engrs.); H. L. Benbough Co. (Rtl. Furn.); all of San Diego; Mexicali Brewing Co.

PITLUK ADVERTISING COMPANY

123 Auditorium Circle, San Antonio 5, Texas
Phone: CApitol 3-6131
APA—NOAB—SNPA—ABP—ANPA

Pres., Acct. Exec.....Jack N. Pitluk, Sr
V.P., Acct. Exec.....Jack N. Pitluk, Jr
Vice Pres.....Louis H. Pitluck
P. R. Dir.....J. M. Battersby
Sam Riklin, Louis Pitluk
Copy Chief.....Harvey Christiansen
Radio Director.....Margaret Morrison
TV Director.....Don Zimmer

Radio-TV Accounts: Joske's of Texas (Department Store), San Antonio, Tex.; Handy Andy Community Stores (Chain Grocery Stores), San Antonio, Tex.; Roegelein Provision Company (Bacon, Sausages), San Antonio, Tex.

POTTS-WOODBURY, INC. ADV.

2233 Grand Ave., Kansas City 8, Mo.
Phone: GR 1-5775
ANPA—NOAB—PPA—ABP

Chrm. of Board.....R. J. Potts
President.....J. B. Woodbury
Vice Pres.....E. A. Warner, C. C. Tucker, C. L. Robinson, Al Coleman, G. F. MaGill, C. E. Jones, R. K. Sanford, C. Stritzinger, P. N. Horstman
Secy., Treas.....C. C. McMillan
Prod. Mgr.....Charles W. Wilson
Radio-TV Dir.....William J. Brewer
Research Director.....Willard Young
Film Buyer.....Al Christy
Acct. Execs.....J. Cahill, J. M. Gaughan, E. T. Marshall, G. L. Mosely, R. M. Robinson, E. White, Jr., W. Brooks, W. Cromwell, G. Hicks

J. G. PROCTOR COMPANY, INC.

250 Park Ave., New York 17, N. Y.
Phone: YUkon 6-7725

President.....J. G. Proctor
V.P. & Acct. Exec.....Ray Hanna
Secretary.....M. S. Proctor
Art Dir. & Prod. Mgr.....M. Sholle

Accounts: Addis Co.; British Continental Sales Co.; Chauncy Woolen Mills; Fairchild Sons; Fouke Fur Co.; Frederica Furs Inc.; Southwest African Persian Lamb Industry Advisory Board; Steeplechase Park.

PRODUCT SERVICES

17 E. 45th St., New York City
Phone: MUrray Hill 7-0204

President.....Les L. Persky
V.P., Gen. Mgr.....Frederick S. Fischer
V.P., Acct. Supvr.....Harold L. Tuers
TV Prod. Dir.....Harlan L. Davis
Comm. Film Mgr.....Richard DeMaio
Treasurer.....Robert S. Lewis
Copy Dir.....Jack Schwartz
Chief Time Buyer.....Doris Gould
PR Director.....Ruth Davis

PROMOTION ASSOCIATES

120 North Pitt St., Alexandria, Va.
Phone: TEmple 6-5483

President.....Arthur D. Stamler
Executive V.P.....Bruce F. Johnson
Vice President.....Alan W. Potter
Art Director.....John W. Trotta
Media Research Chief....Suzanna O'Connor
Broadcast Manager.....William Trumbull

Branch Offices

13 Summit Ave., Boston 49, Mass.
Phone: DUnkirk 7-1981

Vice President.....A. W. Potter

734 Fifteenth St. NW, Washington 5, D. C.
Phone: DIstrict 7-1534

Vice President.....B. F. Johnson

Heart Building, San Francisco 21, Calif.
Phone: RAndolph 4-1500

S. J. Leavitt

Radio Accounts: Music Time (Retail Music Stores) Md., D. C., Va.; Johnson Tires (Retreading) Md., Va.; Holiday Devel. Corp. (Real Estate Developers) Alexandria, Va., Tallahassee, Fla.; Silhouette Home Plan, Internat'l (Reducing Machines) Wash., D. C.

TV Accounts: Assoc. Health Studios, Arlington, Va.; Brenner's Fabulous Bakeries (Baked Goods) Washington, D. C.; Silhouette Home Plan, Int'l. (Home Reducing Units) Wash., D. C.

Estimated Radio Billings: $235,000.
Estimated TV Billings: $90,000.

CHARLES O. PUFFER ADVERTISING

430 N. Michigan, Chicago 11, Ill.
Phone: WHitehall 4-1003
ABP—APA

President.....Charles O. Puffer
Art Director.....Henry Garcia
Prod. Mgr..... .....Glorya Bakken
Copy Chief.....Howard Paul
Acct. Executives.....Charles O. Puffer,

Accounts: Ceco Steel Products Corp., Jenn-Air Products Co., Inc., E. J. Lachmann Co., National Chiropractic Ass'n, Wisconsin Malting Co., Augsburger Beer, Curtis Lighting.

L. W. RAMSEY COMPANY

230 No. Michigan Ave., Chicago 1, Ill.
Phone: FRanklin 2-8155
ANPA—APA—NBP—NOAB

Chairman.....A. C. Naeckel
President.....Richmond M. Lloyd
Secy.....G. E. Bischoff
Vice-President.....N. B. Langworthy
Treasurer.....W. J. Henderson
Art Director.....E. J. McCabe
Prodn. Mgr.....Vito M. Volino

Branch Office

111 East 3rd St., Davenport, Iowa
Phone: 6-0157

Accounts: American Machine & Metals Inc.; Daisy Mfg. Co.; Davenport Papers, Larson, J. C., Co. Inc.; McFadden 3 Sisters Springs, Radio Station KGLO, WTAD; Rolscreen Co.; Station WOC, Tri-City Bcstg. Co.; Western Grocer Marshalltown, Ia.

THE RANDALL COMPANY

75 Pearl St., Hartford 3, Conn.
Phone: JAckson 7-1179

President.....Wilbur W. Randall
Art Director.....Robert N. Berger
Radio & TV Director.....Jack Reynolds

Radio Accounts: Stackpole Moore & Tyron (Clothing), Hartford, Conn.; Hoffman Wallpaper, Sir Allo Shoe Clinic, Wachtel's Department Store, all Hartford, Conn.

TV Accounts: Hartford Gas Co., State Line Potato Chip Co., N. Wilbraham, Mass.; Crown Petroleum, Hartford, Conn.; Sir Allo Shoe Clinic, Hartford, Conn.

REACH, McCLINTON & CO., INC.

505 Park Ave., New York, N. Y.
Phone: PLaza 1-7300

69 Washington St., Newark, N. J.
Phone: MArket 3-5100

ANPA—APA—NBP—AAAA—NOAB

Chrmn. of Board.....Chas. Dallas Reach
President.....Harold L. McClinton
Senior V.P., Pres. Asst.....Robert W. Robb
Exec. V.P., Art Dir.....Everett W. Sahrbeck
Controller.....J. Allen Tuck
Sr. V.P., Asst. Treas.....D. M. Bernheim
V.P., Copy Dir.....Alfred Goldman
Sr. V.P., Mgr. Newark.....F. R. Risley
V.P., Radio-TV.....Werner Michel
V.P., Media.....Arthur E. Taylor
N. Y. Prodn. Mgr.....S. A. Holdampf, Jr.
Media Dir.....Mac Donald Dunbar
Radio-TV Time Buyer.....Timothy O'Leary

Branch Offices

Prudential Bldg., Chicago 1, Ill.
Phone: DElaware 7-5664

V.P., Manager.....Philip M. White

6434 Wilshire Blvd., Los Angeles 48, Calif.
Phone: OLive 3-9610

V.P., Manager.....Harry W. Witt

750 Baker Bldg., Minneapolis 2, Minn.
Phone: FRanklin 4-1234

V.P., Manager.....George O. Ludcke, Jr.

80 Federal St., Boston, Mass.

Manager .....Douglass Coady

Estimated Radio Billings: $225,000.
Estimated TV Billings: $5,900,000.

JAMES R. REESE ADVERTISING CO.

15 West 10th St., Kansas City 6, Mo.
Phone: VIctor 5269
APA—ABP—ANPA

Owner.....James R. Reese

Accounts: Becklean Co.; Berry, Carl Oil Co.; Employers Re-Insurance Co.; Great Western Paint Mfg. Corp.; Nat'l Equip. Co.; Nat'l Fidelity Life Ins. Co.; North Kansas City Development Co.; Reed Handcrafts; Seiden's Mfg. Furriers; Universal Television School.

KNOX REEVES ADVERTISING, INC.

400 Second Ave. S., Minneapolis 2, Minn.
Minneapolis 2, Minn.
Phone: FEderal 9-0071
AAAA—ABP—ANPA—APA
NOAB—PPA—ABC

Chrmn. of Bd.....E. E. Sylvestre
President.....Wayne Hunt
Exec. V.P.....R. W. Stafford
V.P., Secy., Oper. Dir.....Paul Phillips
Treasurer.....L. J. Beltrand
Vice-Presidents.....J. H. Sarles, R. H. Burbank, Elizabeth B. Gray, Loren P. Herder, Helen A. Brown, Dr. A. R. Root, Otis Winegar, Howard Wilson
V.P., Radio & TV Dir.....R. E. Neff
Radio-TV Prod. Mgr.....Wm. S. Shepherd
Program Manager.....James Cooper
Time Buyer.....Philip Archer

Radio Accounts: Art Instruction; General Mills (Cereals, Flour, etc.); Minneapolis Brewing Co. (Grain Belt Premium Beer) all of Minneapolis; Mars (Candy Bars) Chicago.

TV Accounts: Art Instruction; General Mills (Cereals, Flour, etc.); Minneapolis Brewing Co. (Grain Belt Premium Beer; Pacific Gamble Robinson Co. (Frozen Foods) all of Minneapolis; Mars (Candy Bars) Chicago.

Estimated Radio Billings: $120,000.
Estimated TV Billings: $5,250,000.

REGAL ADVERTISING ASSOCIATES CORP.

575 Lexington Ave., New York 22, N. Y.
Phone: MUrray Hill 8-8320

V.P., Gen. Mgr.....Charles Weigert
Vice President.....Sidney Barbet
Station Rel. Dir.....Stanley Grayson

REINCKE, MEYER & FINN, INC.

520 N. Michigan Ave., Chicago 11, Ill.
Phone: WHitehall 4-7440
ABP—ABC—ANPA—NOAB—APA—NBP

President.....Wallace Meyer
Vice-Pres. & Treas.....C. A. Reincke
Vice-Pres. & Sec.....A. L. Reincke
Radio-TV Director.....Lew Green
Media Director.....John Priebe
Space Buyer.....J. F. Brown

Radio Accounts: Chicago Burlington & Quincy (Railroad travel), Anderson Co. (Wipers), Gary, Ind.

REINHARDT ADVERTISING INC.

1736 Franklin St., Oakland 12, Calif.
Phone: TEmplebar 2-2408
ABP—ANPA—APA—NOAB

President.....Emil Reinhardt
Time Buyer.....A. Leo Bowman
TV & Radio Dir.....Cecil Webb, Jr.
Space Buyer.....Lora Kass
Acct. Exec.....Rodney Kling

Radio Accounts: W. Coast Macaroni Co., Oakland, San Francisco; Spreckles-Russell Dairy, San Francisco.

TV Accounts: Spreckles-Russell Dairy Co., San Francisco; Kilpatrick's Bakery (Bread), San Francisco, Calif.; Central Valley Nat. Bank, Cardinet Candy Co.

E. W. REYNOLDS LIMITED

154 University Ave., Toronto Ont., Canada
Phone: Empire 2-2381

Chairman of Bd.....Edward W. Reynolds
President.....C. Warren Reynolds
Secy, Treas.....F. J. Banks
Media Dir.....Helen Anderson
Prod. Mgr.....M. F. Landman
Vice Pres.....N. Stuart Walton
V.P., Radio-TV.....H. E. Karpus
V.P.'s.....L. G. Smith, Robert Platt, G. S. L. Anderson, R. I. P. Cameron, D. Newby
Radio-TV Coordinators.....E. Yanush, A. Gaudier
Time Buyer.....Vera Hopkins

Branch Office

1440 St. Catherine St. W., Montreal 1, P. Q.
Phone: UN 6-1775

Manager..... K. Munro

Radio & TV Accounts: General Mills (Canada) Ltd. (Baking Products & Cereals); Nestle (Canada) Ltd. (Quik, Decaf); Eversharp, Inc. (Razors); R. M. Hollingshead Co. (Auto Additives); Hunt's Bakery Ltd. (Baked Goods); Mutual of Omaha (Insurance); Converted Rice, Inc.; Proctor & Gamble (Duz); Tea Council of Can.; Cities Service (Gasoline, Oil); Wampole Co. (Drugs).

FLETCHER RICHARDS, CALKINS & HOLDEN, INC.

10 Rockefeller Plaza, New York 20, N. Y.
Phone: JUdson 6-5400

President.....Fletcher D. Richards
Board Chairman.....Bradley A. Walker
Bd. Vice Chmn.....Paul R. Smith
Chmn. Exec. Comm.....J. Sherwood Smith
Exec. V.P.....Edmund Johnstone
Senior V.P.'s.....Ernest A. Gray, Wm. A. Chalmers, Ellsworth D. Hill, Walter B. Geoghegan, Maitland Jones, John Shepherd, Masis Seklemian, Sanford C. Smith, Donald Anderson, Sylvia Harris, Walter Lurie

Branch Offices

221 N. LaSalle St., Chicago 1, Ill.
Phone: FInancial 6-3585
Harris-Harlan-Wood Div., 58 Sutter St., San Francisco 4, Calif.
Phone: YUkon 6-6836

V.P. Mgr.....Parker Wood
Vice President.....Porter Anderson
6233 Hollywood Blvd., Hollywood, Calif.
Phone: HOllywood 3-4194

Exec. in Chg.....Robt. C. Temple
V.P., Sr. Acct. Exec.....Jas. O. Thompson

Accounts: Eastern Airlines; J. A. Folger

Co.; U. S. Rubber Co. (& subsidiary, Dominion Rubber Co., Canada); Bavarian Brewing Co.; Abercrombie & Fitch, N.Y.C.; Boeing Airplane Co., Seattle, Wash.; Gulf Oil Corp., Pittsburgh, Pa.; Helms Olympic Bakeries, Los Angeles, Calif.; Industrial Bank of Commerce, N.Y.C.; Karastan Rug Mills, N.Y.C.
Estimated Billings: $35,000,000

M. EVANS RICHMOND ASSOCIATES

3680 Wilshire Blvd., Los Angeles 5, Calif.
Phone: DUnkirk 2-6073

Pres., Radio Time Buyer.....M. Evans Richmond
Production Mgr.....D. Blaine
Art Director.....Frank Cartwright

Branch Offices
230 Boylston St., Boston 16, Mass.
Phone: CO 6-4491
Yucca-Vine Bldg., Hollywood 28, Calif.
Phone: HE 3517

TV-Radio Office.....M. K. Reiss

DAN RIVKIN AGENCY

1418 Walnut St., Philadelphia 2, Pa.
Phone: PE 5-5766

Owner .....Dan Rivkin
Radio-TV Accounts: Spiro's Apparel, Schulte Optical Co. (Optical), Philadelphia, Pa.; New York Sample Dress Shop, Philadelphia, Pa.; Moskin Clothes, Ford Optical Co., Ismak Rug Mills, John Kohler.

ROBERTS & REIMERS, INC.

551 Fifth Ave., New York 17, N. Y.
Phone: MUrray Hill 2-3175
ANPA—APA

President.....Robert Power Reimers
Vice Presidents.....Leon Kelley, M. W. Nichols
V.P., Media Dir.....John K. Lucken
Secretary.....Jac M. Wolff
Prod. Mgr.....Charles Murphy
Art Director.....Hugh Ryan
Acct. Execs.....Leon Kelley, M. W. Nichols, John Lucken, Teresa Roberts, Sidney Menchel

W. S. ROBERTS, INC.

1401-05 Fox Bldg., Philadelphia 3, Pa.
Phone: RIttenhouse 6-8763
ABP

President, Treas.....Wilmer S. Roberts
Exec. V.P., Secy.....Franklin S. Roberts
Prod. Mgr.....Leon Irgang
Radio Accounts: Broad Motors (Ford Dealer); B. F. Goodrich Retail Stores (Tires, Batteries); Lerner Markets (Food Chain); all Philadelphia, Pa.; General Electric Appliances Co.; Krass Bros. (Clothing); Manuscript Records, Inc.; Stuart-Merritt (Mail Order), Philadelphia.
TV Accounts: General Electric Appliances Co.; Manuscript Records, Inc.

MARSHALL ROBERTSON ADVERTISING AGENCY

1550 Speer Blvd., Denver 4, Colo.
Phone: KE 4-6268
APA

Chrmn. & Pres.....Marshall G. Robertson
Secy.-Treas., Time Buyer.Mary A. Robertson
V.P., Acct. Exec.....John Eby
Radio Manager.....Margaret Pierson
TV Manager.....Jack Helling
Art Director.....Lavern Everson
Account Executives.....R. W. McWilliams, James H. Briggs
Radio Accounts: City Elite Laundry, Denver, Colo.; Colo. Hospital Service (Insurance), Denver, Colo.; Wyo. Hospital Service (Insurance), Cheyenne, Wyo.; Cottrell's Clothing Store (Men's Clothes) Denver, Colo.; Dale Dance Studio, Denver; Elitch's Gardens (Recreation Park) Denver; First National Bank of Englewood, Englewood, Colo.; Fontius Shoe Store, Frumess Jewelry Co., Grayson's Apparel, TV Station KTVR, Lindner's Pkg. & Prov. Co. (Meat Products); Miller's Super Markets (Groceries); O'Meara Motor Co. (Automobile Sales); Pioneer Saving Stamps, Star Bakery, Walden Heating Co. (Heating Appliances); Weicker Storage Co. (Moving and Storage), all Denver, Colo.
TV Accounts: Cassidy Hicks Wallpaper Co., Clinton Aviation, Cottrell's Clothing Store, Dale Dance Studios, Elitch's Gardens (Recreation Park); First National Bank of Englewood, Frumess Jewelry Co., Grayson's Apparel, Lindner's Pkg. & Prov. Co., Miller's Super Markets, O'Meara Motor Co., Pioneer Saving Stamps, Star Bakery, Walden Heating Co., Weicker Transfer & Storage Co.

ROBINSON, ADELMAN & MONTGOMERY, INC.

2016 Walnut St., Philadelphia 3, Pa.
Phone: LOcust 8-5885

President.....Robert H. Adleman
Vice President.....Anthony J. Walton
Radio-TV Dir.....E. Uhler
Accounts: Bonded TV Film; Nu Products Co.; Radio Sta. WDAS, Philadelphia; Radio Sta. WIBG; TV Sta. WVUE.

ROBINSON, JENSEN, FENWICK & HAYNES, INC.

1111 Wilshire Blvd., Los Angeles 17, Calif.
Phone: HUntley 2-2050
ABP—ANPA—APA—PPA

President.....Elwood J. Robinson
Exec. Vice-President.....Melvin A. Jensen
Secretary.....Eola E. Gass
Vice Presidents.....David R. Fenwick, John Haynes
TV Dir.....Lee Laufer
Media Dir., Radio Time Buyer.....R. C. Neuman
Treasurer.....Robert C. Neuman
Prod. Mgr.....James Kroll
Radio-TV Accounts: Loma Linda Food Co. (Ruskets, Gravy Quik), Arlington, Calif.; Packard-Bell Co. (Radio and Television Receivers), Los Angeles, Calif.; California Federal Savings & Loan Assoc., Los Angeles, Calif.; Dried Fig Advisory Bd., Fresno, Calif.; The Hale Co. (Home Builders), Garden Grove, Calif.; Pioneer Savings & Loan

Assn., Los Angeles, Calif.; Wilco Co. (Clearex Glass Cleaner), Los Angeles, Calif.; Tunies, Inc. (Tuna Hot Dogs), San Diego; Mission Appliances (Heaters), Hawthorne, Calif.

TV Accounts: California Federal Savings & Loan Assn., Los Angeles, Calif.; Loma Linda Food Co. (Ruskets, Gravy Quik), Arlington, Calif.; Los Angeles Dept. of Water & Power; Los Angeles, Calif.; Utility Appliance Corp. (Heating Equip., Coolers & Fans, Gaffers & Sattler and Occidental Gas Ranges), Los Angeles, Calif.; Wilco Co. (Foaming Clearex, Bif Insecticides); Tunies, Inc.; Mission Appliances.

ROCHE, RICKERD & CLEARY, INC.

135 South LaSalle St., Chicago 3, Ill.
Phone: RAndolph 6-9760
ABP—ANPA—APA—NBP—NOAB

Chrmn. of the Bd.....John P. Roche
President.....C. E. Rickerd
1st V.P.....James M. Cleary
Asst. to Pres.....Al Bonk
V.P. Chg. of Media.....Frank Hakewill
V.P. Chg. of Copy.....R. A. L. Herweg
V.P., Art Dir.....George Lyman
Vice Presidents.....Lloyd Maxwell, E. C. Olson, William H. Savin, Stewart Weston, M. F. Williamson.
Sec.-Treas.....C. W. Anderson
Dir. Plans & Mdsg.....W. S. Shartle
Dir. Radio-TV.....Kirby Roche
Dir. Research.....J. Duringer
Media Buyer.....Guy Dustman
Account Executives.....John P. Walker, (Bonk, Engelhardt, Gilmour, Herweg, Maxwell, Olson, Roche, Shartle, Weston, Williamson)

Radio Accounts: Chicago, Milwaukee, St. Paul & Pacific RR (The Milwaukee Road); Great China Food Prod. Co.; Hardware Mutuals Insurance; Kohler Co., Natl. Toilet Co. (Complexion Aids); John Puhl Prod. Co. (Ammonia, Bleach); Schulze & Burch Biscuit Co.; Sno Bol Corp. (Toilet Bowl Cleaner, Mop); Stewarts Private Blend Coffee Co.; Wilson & Co. (Dog Food).

TV Accounts: (Same as above).

ROCKLIN IRVING & ASSOCIATES

32 W. Randolph St., Chicago 1, Ill.
Phone: RAndolph 6-2324

President .....Irving Rocklin
Controller .....Sidney Bernberg
Copy Chief.....M. Lovinger
Account Executives.....Gerald Addis, Edw. Lovinger, Jerrold Rocklin
Research Director.....Trina Shuchat
Publicity Dir.....Robert Rocklin
Prod. Mgr.....Sue Wurtzburg
Art Director.....Helen Wurtzburg

Radio Accounts: Western Tire Auto Stores (Dept. Store); Chicago Furniture Mart; Kay-Den Beauty Salon; Berens Mercury (Automobiles); Roosevelt Chair & Supply; Treasure Chest (Magic, Games, Inc.; Vivian Verne Co. (Shampoo); Grecian Formula 16 (Hair Coloring); Keystone Chevrolet, Public Pontiac (Both Cars); all Chicago.

TV Accounts: Walton Motors, Inc. (Automobiles); Western Tire Auto Stores; Chicago Furniture Mart; Alan Radio & Appliance Stores; Dy-Dee Wash; English Ford Dealers of Chicagoland; Public Pontiac, Slavin Edsel, Lewis Ford, Lee Nordic (All Cars); all Chicago.

RONALDS ADV. AGENCY, LTD.

701 Keefer Bldg., Montreal 25, Que.
Phone: University 6-9471
ABC—ANPA

Bd. Chrm., Pres.....Russell C. Ronalds
Secy.-Treas.....Peter Smith
President.....Frank deB. Walker
Exec. V.P.....Ray J. Avery
Prod. Mgr.....Leo Hastings
Acct. Suprs.....P. Golick, H. J. Ronalds
Media Dir.....D. C. Fowler

Branch Offices
108 Peter St., Toronto, Ont., Canada
Phone: EMpire 3-0237

Exec. V.P., Manager.....R. J. Avery

Petroleum Bldg., Edmonton, Alberta, Canada
Phone: 2-8356

Manager.....G. G. Steevs

ROSE-MARTIN, INC.

21 West 46th St., New York 36, N. Y.
Phone: JUdson 2-3550
ABP—ANPA

President .....Irl W. Rose, II
V.P., Gen. Mgr.....John A. Boulle
V.P., Media Director.....G. M. Rundbaken
V.P., Art Dir.....Alec B. Kenne
Production Manager.....Ethel Whelan
V.P., Radio-TV Dir.....Channing Hadlock
Copy Chief.....Frank McCullough
Comptroller.....Joseph R. Anderer
Account Executive.....Lou Kashins

Radio Accounts: Morriso Co. (Pudding, Pie Filling); Amer. Kitchen Prods. Co. (Steero Bouillon Cubes, Jellied Consomme, Spaghetti Sauce) both Jersey City, N. J.; E. Regensburg & Sons (Cigars) N. Y. C.

TV Accounts: Noxon (Silver & Metal Polish) Jersey City, N. J.; Bankers Trust Co. (Bank); Universal Spray Can Corp. (Aerosol Shoe Shine) both N. Y. C.

Estimated TV Billings: $300,000.

IRVING ROSEN ADVERTISING

84-49 168th St., Jamaica, N. Y.
Phone: AXtel 7-7741

Owner, Time Buyer.....Irving Rosen

Radio Accounts: The Wenley Co., New York, N. Y.; Shopping News of the Air, New York.

ROSENGARTEN & STEINKE, INC.

483 Union Ave., Memphis 3, Tenn.
Phone: JAckson 7-4566
APA—ABP—AAAA—AFA

President .....Norton Rosengarten
Exec. Vice Pres .....Lynn Steinke
Radio-TV Dir.....Jay Scott

Accounts: Air Temperature, Inc. (Heating & Air Conditioning) Memphis, Tenn.; Black & White Stores, Memphis, Tenn.; Britling Cafeterias, Memphis, Tenn.; Burling, Nat. Packing Co. (meat packers) Memphis,

Tenn.; Kraus & Co. (Cleaners) Memphis, Tenn.; Layne & Bowler, Inc. (Wells and Pumps) Memphis; Mills-Morris Co. (Distributors) Memphis; Stewarts, Inc. (Food Products), Memphis; WHBQ, WHBQ-TV, Memphis, Tenn.; Midwest Dairy Products.

ROSS ROY, INC.

2751 East Jefferson Ave., Detroit 7, Mich.
Phone: LOrain 7-3900
ABP—ANPA—PPA—NOAB—NPB

President .....Ross Roy
V.P., Asst. to Pres.....Robert R. Roy
Exec. V.P.....Thomas G. McCormick
Sr. V.P., Creative Dir.....Maurice G. Vaughn
V.P. & Art Dir.....John W. Hutton
V.P., Acct. Suprs.....Wm. W. Shaul, Joseph G. Mohl
Mgr., Radio-TV Dept.....Ralph S. Freeman
Secretary.....Erwin H. Haass
Treasurer.....Lathrop P. Morse
Comptroller.....Harry W. Mellen
V.P., Media Dir.....Carl E. Hassel
Research Dir.....Edward Simon
Production Director.....William L. Miller
Publicity Dir.....Robert V. Fancett
V.P., Dir. Prod. Analysis..Kenneth S. Loring
Personnel Dir.....George Macier
Librarian .....Florence Armstrong

Branch Offices

1680 North Vine St., Hollywood 28, Calif.
Phone: HOllywood 9-6263

Vice-Pres.....Thomas F. Scott

Ross Roy of Canada, Ltd.
Canada Trust Bldg., Windsor, Ont.
Phone: Clearwater 6-2371

Vice Pres.....Harold J. G. Jackson

Accounts: Chrysler Corp. of Canada, Ltd.; Chrysler Corp., Parts Div.; Chrysler Div., Chrysler Corp.; DeSoto Div., Chrysler Corp.; Dodge Div., Chrysler Corp.; Honey Co.; Plymouth Div., Chrysler Corp.; California Natural Juice Co., Inc.; Michigan Tourist Council; South Wind Division, Stewart-Warner Corp.; Willard Battery Co.

RUDER & FINN, INC.

130 E. 59th St., New York 22, N. Y.
Phone: PLaza 9-1800

Chairman of Board.....William Ruder
President .....David Finn
Exec. V.P.....Paul Zucker
Vice Presidents.....Charles Lipton, Chester Burger, Richard Weiner
Dir., Creative Services.....Morton Yarmon
Dir., Radio-TV.....Mildred Vigderhouse
Prod. Mgr.....E. Brodsky

THE RUMRILL COMPANY, INC.

1895 Mt. Hope Ave., Rochester 20, N. Y.
Phone: BRowning 1-2150
AAAA—ABC—ABP

President.....C. L. Rumrill
Exec. V.P.....J. R. Van Arsdale
Senior V.P.'s.....G. R. Darcy, N. A. Gallagher
Secy., Treas.....H. R. Hanson
V.P.'s.....J. G. Wells, L. B. Reigler

Division Offices

374 Delaware Ave., Buffalo, N. Y.
Phone: MA 6020

Manager.....J. G. Wells

10 Hopper St., Utica, N. Y.
Phone: UTica 3-7544

Manager.....L. B. Riegler

Radio and TV Accounts: Community Savings Bank, Rochester; Fanny Farmer Candy Shops, Rochester; Genesee Valley Union Trust Co., Rochester; Genesee Brewery (Ale) Rochester, N. Y.; Amer. Household Storage (Movers); Jno. H. Brogan & Co. (Ins.); Buffalo Indust. Bank; Crystal Beach Transit Co. (Amusement Pk.); Dunlop Tire & Rubber Co. (Tires, Sptg. Gds.); First Fed. Sav. & Loan Co.; Home Show (Exhibits); Keebler Biscuit Co. (Baked Goods); Loretto Foods (Food Prod.); Milk for Health (Dairy Prod.); Niagara Frontier Transit System (Transportation); Red Wing (Food Prod.); all of Buffalo; Buffalo Raceway (Race Track) Hamburg, N. Y.; Kenmore Motor Co. (Autos); Kenmore, N. Y.; Procino Rossi Corp. (Food Prod.) Auburn, N. Y.

Estimated Radio-TV Billings: $1,500,000.

LOWE RUNKLE CO.

1313 Liberty Bank Bldg., Okla. City 2, Okla.
Phone: REgent 6-3521
AAAA—ABP

President .....Lowe Runkle
Vice-Presidents .....Roger Pishny, Howard Neumann, Monty Mann, Oscar Heuse
Comptroller.....George A. Mitten
Radio, TV Director.....Mack Fuller

Radio Accounts: Cain's Coffee Co. (Coffee, Tea, Spices); Local Federal Savings and Loan; Liberty National Bank (Banking); Kerr-McGee Oil Industries, Okla. Gas & Electric Co.; Gunn Bros. Stamps, Dulaney Distributing Co. (Appliance Distributors); Air Products (Distributors), Okla City; Colvert's Dairy Prod., Ardmore, Okla.

TV Accounts: Cain's Coffee Co. (Coffee, Tea, Spices); Liberty National Bank (Banking); Local Federal Savings & Loan Association; Gunn Brothers Stamps (Trading Stamps); Consolidated Gas (Gas Utility), Oklahoma City, Okla.; Safeway Stores, Okla. City; Superior Feed Mills, Kerr-McGee Oil Industries, Oklahoma Gas & Electric Co., Colvert's Dairy Prod., Ardmore, Okla.

Estimated Radio Billings: $187,000.
Estimated TV Billings: $350,000.

BEN SACKHEIM, INC.

The Plaza, 2 West 59th St., New York 19, N. Y.
Phone: PLaza 1-2200
AAAA—ABC—ABP—ANPA

President .....Ben Sackheim
Exec. Vice-Pres.....George B. Pampel
V.P., Radio-TV.....William Pitts
Time Buyer.....Bob Glatzer
Copy Chief.....Anne Green
Executive Art Dir.....Arthur Singer
Creative Director.....Matthew Cantillor
Prod. Coord.....Irving Levine
Media Director.....William Galker
Acct. Execs.....Ted Briening, Vernon

Cooper, Hal Graves, Milton Mensch, George B. Pampel

Radio Accounts: Nationwide Insurance, Columbus, Ohio; Hess-Goldsmith (Fibreglas Fabrics) N. Y. C.; Peter Pan Foundations (Undergarments) N. Y. C.; Associated Homefinders (Consultant Realtors) N. Y. C.; Chauguin (Liqueur) Morrisville, Pa.

TV Accounts: Nationwide Insurance, Columbus, Ohio, Jacoby-Bender (Watchbands) Long Island City, N. Y.; Peter Pan Foundations (Undergarment) N. Y. C.; Tip Top Products (Hair Accessories) Omaha, Neb.

WALKER SAUSSY ADVERTISING, INC.

Penthouse, Texas Co. Bldg., New Orleans 16, La.
Phone: JAckson 2-9212
ANPA—ABP—ABC

President .....Boatner Reily
V.P., Gen. Mgr.....P. J. Stakelum, Jr.
Vice Presidents.....Joseph Shields, Jr., D. W. Ziegelasch, Irvine J. Vidacovich
Acct. Execs....Boatner Reily, P. J. Stakelum, Jr., Joseph C. Shields, Jr., Dwight W. Ziegelasch, I. J. Vidacovich, Sr., Dorothea Schlesinger, John Browne, Peter A. Mayer, I. J. Vidacovich, Jr.
Secretary .....Dorothea Schlesinger
Treasurer.....Alvin C. Camus
Radio-TV Dir.....Peter A. Mayer
Radio-TV Time Buyer.....Diane Kramer

Radio Accounts: American Brewing Co. (Regal Beer)); Elmer Candy Co. (Elmer Candies); Wm. B. Reily Co., Inc. (Luzianne & R. T. Coffees) all New Orleans; L. A. Frey & Sons, (Meat Products) New Orleans & Lafayette, La.; Henderson Sugar Refinery, New Orleans; Hibernia Homestead (Bldg. Loan & Savings), New Orleans; J. H. Bonck Co., Inc. (Tulane Sportswear); Pan-American Import Co. (F.-I Wines); Lichtenstein's Shoe Store, all New Orleans, La.

TV Accounts: American Brewing Co. (Regal Beer); Elmer Candy Co.; Wm. B. Reily Co., Inc. (Luzianne R. T. Coffee), Henderson Sugar Refinery; General Electric Supply Co.; Roby of New Orleans, Inc.; Meal-A-Minit (Restaurants), all of New Orleans, La.

SAVAGE-LEWIS, INC.

1807 Lyndale Ave. So., Minneapolis 5, Minn.
Phone: FEderal 9-7286
ABP—ANPA—ABC—AFA

Ch. of Board.....Addison Lewis
President.....Erle B. Savage, Jr.
Secretary.....Harvey R. Kruse
V.P.....Wm. A. Dobson
Prod. Manager.....Sara Brenna
Research Mgr.....Don N. Chemberlin
Copy Director.....Judd L. Meester
Vice President.....Robert L. Sturgis
Art Director.....John K. Henry

Radio Accounts: The Farmhand Co. (Farm Machinery), Hopkins, Minn.; Twin City Chevrolet Dealers (Automobiles), Minneapolis, Minn.; B. F. Nelson Mfg. Co. (Asphalt Shingles), Minneapolis, Minn.

TV Accounts: The Dayton Co. (General Mdse., Minneapolis, Minn.; The Lavoris Co. (Mouthwash), Minneapolis, Minn.; McKesson & Robbins, Inc. (Wholesale Drug).

FRANK B. SAWDON, INC.

60 E. 56th St., New York 22, N. Y.
Phone: PLaza 1-4646

President.....Frank B. Sawdon
V.P., Treas.....Victor Sawdon
Prod. Coord.....Tom Mannos
Radio-TV Producer.....Jack Wilcher

Branch Office
6363 Sunset Blvd., Hollywood, Calif.
Phone: HOllywood 4-3129

Office Manager.....Richard Westman

Radio-TV Accounts: Robert Hall Clothes, Inc. (Men's, Women's & Children's Apparel), Comark Products (Plastics for Home), all N. Y. C.

A. A. SCHECHTER & ASSOC.

551 Fifth Ave., New York 17, N. Y.
Phone: MUrray Hill 7-1150

President.....A. A. Schechter
V.P., Radio-TV.....Michael Roshkind
Acct. Exec.....John L. Geunther

Branch Offices
Tribune Tower, Chicago 11, Ill.
Phone: SUperior 7-6670

Manager .....Charles Vance
1111 Wilshire Blvd., Los Angeles 17, Calif.
Phone: HUntley 2-0798

Manager .....Helen Bowman

SCHECK ADV. AGENCY, INC.

9 Clinton St., Newark 2, N. J.
Phone: Market 2-0480
ANPA—APA—NBP—SNPA

President..... Julius Scheck
V.P., Media Dir.....E. Grant Scheck
V.P. .....Murray Hirsch
Secy. & Treas.....Morris Scheck
Prod. Mgr., Art Dir.....Marcus Santiago
Copy Chief.....E. Bimberg
Space Buyer.....Frank M. Craumer
Account Executives....William H. Andrews, E. Grant Scheck, Morris Scheck, Julius Scheck.

SCHENKER COMPANY

2301 Wabansia Ave., W., Chicago 47, Ill.
Phone: ARmitage 6-1600

Pres., Media Dir., Space Buyer Sydney R. Raike
Vice-Pres.....J. E. Schenker
Art Dir.....M. Rickabaugh
Radio Time Buyer & Prod. Mgr. Space Buyer.....C. D. Domin
Account Executives .....S. R. Raike, J. E. Schenker, C. D. Domin

Accounts: Chicago Cycle Co.; Escalante, Jos. F., Co.; Howe Ice Machine Co.; Wallace, J. D. & Co.

SCHNEIDER, JOSEPH P., ADV., INC.

11 E. 44th St., New York 17, N. Y.
Phone: MUrray Hill 7-8294

President.....Joseph P. Schneider
Exec. V.P., Art Dir.....Alfreda Walsh
Secretary .....Philip Nemiroff

Prod. Mgr.....Anne Zambito
Space Buyer.....Mark Barry

GORDON SCHONFARBER & ASSOCIATES, INC.

58 Weybosset St., Providence 3, R. I.
Phone: GAspee 1-4813-4-5
ABP—ANPA—APA—NBP—NOAB

President.....Gordon Schonfarber, Jr.
V.P., Prod. Mgr.....Russell C. Edwards
Vice-Pres., Copy Chief.....John B. Swift
Secretary.....Amanda C. J. Olsson
Radio-TV Dir.....Richmond A. Patterson

Radio Accounts: Gladding's, Inc. (Radios), Old Colony Co-operative Bank (Savings & Loan), Providence; Washington Trust Co. (Commercial Bank), Westerly, R. I.; Warwick Club Ginger Ale Co. (Carbonated Beverages), West Warwick, R. I.; J. S. Inskip, Inc. (Foreign Cars), Providence; B. A. Ballou Co., Inc. (Jewelry), Providence; Providence Retail Trade Board (Chamber of Commerce); California Artificial Flower Co., Providence, R. I.; Johnson & Wales Business School, Providence; Monogram Shop (Monogramming, Gifts), Providence: R. I. Provision Co. (Meat Packer), Johnston, R. I.: William H. Harris (Furrier), Providence, R. I.

TV Accounts: Old Colony Cooperative Bank; Gladdings, Inc.; Warwick Club Ginger Ale Co., West Warwick, R. I.; Calif. Artificial Flower Co.; Johnson & Wales Business School, Providence; B. A. Ballou & Co.

SCHWAB & BEATTY, INC.

488 Madison Ave., New York 22, N. Y.
Phone: MUrray Hill 8-3813
ABP—ANPA—NBP

President.....Victor O. Schwab
Exec. V.P.....Richard Porter
Vice President.....John M. Jenks
Radio-TV Dir.....George F. Perkins

Accounts: British Publications, Inc., N.Y.C.;Metropolitan Opera Record Club, N.Y.C.; Muzak Corp., N.Y.C.; RCA Victor-Book-of-the-Month Club.

ED SHAPIRO INC.

1612 Market St., Philadelphia 3, Pa.
Phone: LO 4-2877
ANPA—ABP—NBP

President .....Edward Shapiro
Secretary .....H. Hyman Shapiro
Treasurer.....Edward L. Frater

Radio Accounts: Sealy Mattress Co., Chester, Pa.; Browning, King, Philadelphia; Mutual of Omaha (Insurance), Philadelphia.

TV Accounts: Sealy Mattress Co.; Philadelphia Model Hobbies Association.

JOHN W. SHAW ADVERTISING, INC.

51 E. Superior St., Chicago 11, Ill.
Phone: MOhawk 4-6323
ANPA

President & Treas.....John W. Shaw
Exec. V.P.....David E. Guerrant
Senior V.P.....P. L. O. Smith
VP.'s.....Sigmund T. Seaman, Norman R. Anderson, Ralph Stewart
V.P., Secretary.....Robert C. Milner
Media Dir.....Richard L. Rogers
Radio-TV Dir.....Hathaway C. Kemper

Radio Accounts: Colgate-Palmolive Co. (Shaving Preparations) New York, N. Y.; Dormeyer Corp. (Electric Appliances-Power Tools); Kemper Insurance; Quaker Oats Co. (Corn Goods); Webcor, Inc. (Fonografs, Tape Recorders) all Chicago; M. K. Goetz Brewing Co. (Country Club Malt Liquor) St. Joseph, Mo.; John Morrell & Co. (Meats) Ottumwa, Ia.

TV Accounts: Quaker Oats Co. (Aunt Jemima Easy-Mixes & Corn Goods); Kemper Insurance; Dormeyer Corp. (Power Tools, Appliances) all Chicago; Colgate-Palmolive Co. (Colgate Shave Cream) N. Y. C.; M. K. Goetz Brewing Co. (Country Club Malt Liquor) St. Joseph Mo.; Horlicks Corp. (Instant Malted Milk) Racine, Wis.

SILTON BROS., CALLAWAY INC.

131 Clarendon St., Boston 16, Mass.
Phone: CO 7-3730
ABP—ANPA—NBP

President.....Myron L. Silton
Board Chairman.....John N. Silton
Exec. V.P. .....Roman N. Silton
Senior V.P.....Earle W. Hoffman
Treasurer .....Morris Susman
Media Director.....Marie Kachinski
Asst. Treasurer.....Ruth B. Comerford

Radio Accounts: New England Provision Co. (Meats); Barcolene Co. (Detergents); Sears Roebuck & Co. (Boston & Suburban Retail Stores); Elm Farm Foods Co. (Retail Food Chain) Adams & Swett (Rug Cleaning & Sales); Better Home Heat Council (Oil Heat Dlrs. Assn.); Kasanof's Model Bakers; Metropolitan Transit Authority (Transportation), all Boston, Mass.; Atlantic Athletic Corp. (Wrestling Promoters) Montical, Que.; White Cross Home Prods. (Household Prods.) Cambridge, Mass.

TV Accounts: New England Provision Co. (Frankforts, Prepared Meats) Barocolene Co. (Household Clng. Prod.); Adam & Swett (Rug Clng., Sales); Kasanof's Model Bakers, all of Boston; Atlantic Bakers, all of Boston; Atlantic Athletic Corp. (Wrestling Promoters) Montreal, Que.; White Cross Home Prods. (Household Prods.) Cambridge, Mass.

SIMON & GWYNN

3329 Poplar Ave., Memphis 11, Tenn.
Phone: FA 7-1691
SNPA—ANPA—APA—NOAB—ABP

Partners.....Milton Simon, H. N. Gwynn
Art Prod. Mgr.....Carlos Gordon

Radio-TV Accounts: American Snuff Co., Donald Furniture Co., The HumKo Co., Robilio & Cuneo (Ronco Foods), American Tea & Coffee Co.; WMC, WMCT, Memphis, Tenn.

SIMONS-MICHELSON CO.

1126 Lafayette Bldg., Detroit 26, Mich.
Phone: Woodward 3-3000
AAAA—ANPA—ABP—APA—NBP

Partners.....Leonard N. Simons, Lawrence J. Michelson
Prod. Mgr.....Arthur H. Copland
Account Exec.....Richard N. Hughes
Art Director.....Al Sielaff
Radio-TV Dir.....Richard Hughes

Radio Accounts: Cunningham's Drug Stores (Drug, etc.), Keopplinger Bakery (Baked Goods), Krun-Chee Potato Chips (Potato Chips), (Pretzels), Marshall Drug Company (Drugs), Cleveland, Ohio; Benjamin Rich (Real Estate), Sealy Mattress Co. (Mattresses), Taylor's Inc. (Dodge-Plymouth), Detroit, Mich.; Velvet Peanut Products (Peanut Butter); E & B Brewing Co. Dossins Food Products (Pepsi-Cola); Guardian Savings & Loan; Lasky Furniture; City Bank, Detroit, Mich.; Leo Adler Co. (DeSoto-Plymouth); Mohawk Lumber Co., Detroit, Mich.; Stone's Jewelers, Detroit; Wrigley's Super Markets, Detroit; Arkay (Prepared Foods); Wrigley Markets; Gold Bell (Gift Stamps); Epps Four Great Stores (Sporting Goods).

TV Accounts: Cunningham's Drug Stores (Drugs, etc.); Dossin's Food Products (Pepsi Cola); Keopplinger Bakery (Baked Goods); Krun-Chee (Potato Chips); Sealy Mattress Co. (Mattress Mfg.); Taylor's Inc. (Automotive); Velvet Peanut Products (Peanut Butter); E & B Brewing Co.; Leo Adler Co. (DeSoto-Plymouth), Mohawk Lumber Co.; Wrigley's Super Markets; City Bank, Detroit, Mich.

SMITH/GREENLAND COMPANY

730 Fifth Ave., New York 19, N. Y.
Phone: CIrcle 6-6161
ANPA—PPA

President .....Leo Greenland
Exec. V.P.....Martin L. Smith
Vice President.....Peter G. Weinberg
Controller .....Oscar Hafner
Production Mgr.....Harold Franklin

Radio Accounts: Sau-Sea Shrimp; Florabanica; Roman Products; My Lady's.

TV Accounts: Melnor Industries, Osrow Products Co., Seabrook Farms Co.

SMITH, TAYLOR & JENKINS, INC.

223 Fourth Ave., Pittsburgh 22, Pa.
Phone: ATlantic 1-9312
ABP—ANPA—APA

President.....Ronald P. Taylor
Bd. Chrmn., Treas.....Robert M. Jenkins
V.P., Secretary.....Leo M. Pillon
Television Dir.....Thomas J. MacWilliams
Radio Director.....Les Sterne
Acct. Executives.....Ronald P. Taylor, Robert E. Quaid, W. C. Sutherland, R. M. Jenkins, E. V. Hudson, P. J. Matelan, R. K. Pearson, John Angus

W. J. SMITH CO.

Commonwealth Bldg., Louisville 2, Ky.
JUniper 4-2163
APA—SNPA—ANPA

Pres. & Treas., Prod. Mgr.....W. J. Smith
Vice-Pres. & Secy.....G. B. Smith
Media Dir. & Copy Chief.....H. D. Peltier
Account Executives.....P. M. Shaughnessy, H. D. Peltier, W. J. Smith

Radio Account: Peerless Mfg. Co.

SON DE REGGER ADV. AGENCY INC.

321 Eleventh St., Des Moines 9, Ia.
Phone: 3-3185
ANPA—APA—ABP—NBP

President, Space Buyer, Radio Time & Acct. Exec. Treas....Les Son De Regger
Secretary.....A. H. Son De Regger
Art Dir.....D. D. Neal
Prod. Mgr.....Joseph Daniels
Copy Chief.....W. E. Juhre

Radio Accounts: National Soap & Refining Co., Grocers Wholesale Co.

C. JERRY SPAULDING, INC.

201 Commercial St. Worcester 8, Mass.
Phone: PLeasant 3-4789

Pres., Treas. & Radio Time Buyer C. Jerry Spaulding
Secretary.....H. H. Hartwell
Art Director.....Harvey Ball
Prod. Mgr.....Charles Rice
Media Dir..... Theresa Degermajian
Acct. Exec.....Robert F. Hayward

Radio Accounts: Peoples Savings Bank, Mechanics Natl. Bank, Smith & Fyfe, Inc. (Ice Cream) Worcester.

RAYMOND SPECTOR COMPANY, INC.

445 Park Ave., New York 22, N. Y.
Phone: MUrray Hill 8-4407
ABP—ANPA—APA—NBP

President, Treas.....Raymond Spector
Client Service.....Bert Schwartz
Art Director.....Irving Trabich
Production Manager.....Bernard Ludin
Radio Director.....Charles Goldberg
Controller.....Stella E. Koenigsberg

Radio-TV Account: Hazel Bishop, Inc. (Lipstick and Complexion Glow), New York, N. Y.

SPITZ ADVERTISING AGENCY, INC.

530 Oak St., Syracuse 3, N. Y.
Phone: 9-5581
ABP—ANPA

Owner, Acct. Exec.....William Spitz
Art Director.....Frederic Berg
Copy Chief.....Madeline Clark
Radio-TV Dir.....Patricia Montfor
Media .....Connie Katronis

Radio Accounts: Elmira Card Co., Inc. (Greeting Cards), Elmira, N. Y.; Fair City Savings & Loan Ass'n, Syracuse; Gardner & North Roof & Siding Corp., Syracuse; Grange Silo Co., Inc., Red Creek, N. Y.; Henry Frank Leather Co., Syracuse; Hotel Syracuse P & C Markets, Syracuse & Auburn, N. Y.; Pilgrim Packing Co. (Meat Products), Syra-

cuse; Syracuse Card Co. (Greeting Cards), Syracuse; Syracuse Glass Co. (Store Fronts), Syracuse; Timerson Canning Co., Inc. (Timco Dog & Cat Food), Fair Haven, N. Y.; University College—Adult Division, Syracuse University.

TV Accounts: Besdin Furniture Supermarket (Furniture), Syracuse; Elmira Card Co. Inc. (Greeting Cards), Elmira, N. Y.; Gardner & North Roofing & Siding Corp.; Hotel Syracuse; Onondaga Supply Co., Inc. (Appliances), Syracuse; Penfield Manufacturing Co. (Mattresses) Syracuse; Spector-Genesee Motor Sales, Inc. (Cadillac-Olds dealer) Syracuse; Syracuse Card Co., Greeting Cards), Syracuse; Syracuse Glass Co.; Timerson Canning Co., Inc. (Timco Dog & Cat Food), Fair Haven, N. Y.; University College, Adult Education Div., Syracuse University; Wilsons Leading Jewelers (Jewelers), Syracuse.

Estimated Radio-TV Billings: $125,000.

SPITZER & MILLS LIMITED

Phone: EMpire 6-2811
ABC

50 King St., West, Toronto, Ontario
Board Chairman.....G. F. Mills
Vice Chmn. of Bd.....J. W. Spitzer
President.....W. H. Reid
V.P.'s....E. Aikin, F. J. Collins, T. R. Hart, D. McCrimmon, W. F. Nugent, J. H. Randle, W. G. Wallace
Radio-TV Manager.....R. A. Stevenson
Time Buyer.....M. E. McCullagh
Montreal Media Dir.....F. Harbinson
Radio TV Director.....T. R. Hart
Media Dir.....P. Judson

Branch Office

3405 Addington Ave., Montreal, Quebec
Phone: HU 1-0344
Co-Mgrs.....J. H. Randle, D. McCrimmon

Radio-TV Accounts: Colgate-Palmolive Ltd. (Palmolive Soap, Halo Shampoo, Fab Detergent, Colgate Toothpaste, Palmolive Shave Preparations, Toronto, Ont.; Quaker Oats Co. (All Products) Peterboro, Ont.; Kimberly-Clark Canada Ltd. (Kleenex & Delsey) Toronto, Ont.; Wm. E. Coutts Co., Ltd. (Greeting Cards) Toronto, Ont.; The Toni Co. (Home Permanents) Montreal, Que.; Paper-Mate Co. (Pens) Montreal, Que.; Bell Telephone Co. (Yellow Pages) Montreal, Que.; McCormicks Limited (Biscuits, Candy) London. Ont.; Exquisite Form Brassieres (Bras & Girdles) Toronto; Canadian Co-op. Wool Growers (Institutional) Toronto, Ont.; O. Gauthier Ltd. (Old London Prods.) Montreal, Que.; Lehn & Fink—Canada—Ltd. (Lysol) Toronto, Ont.; Martin-Senour Co. Ltd. (Paints) Montreal, Que.; Office General des Grandes Marques (Wines) Montreal, Que.; Sunkist Growers (Oranges, Lemons) Los Angeles, Cal.; United Co-ops. of Ontario (Gay-Lea Butter) Weston, Ont.

STEBBINS & COCHRAN, ADVTG.

3142 Wilshire Blvd., Los Angeles 5, Calif.
Phone: Dunkirk 8-8131
ABP—ANPA—AAAA

President.....Barton A. Stebbins
Exec. V. P.....Burt Cochran
Secy., Treas.....Dorothy M. Elliott
Director.....William A. Dyer, Jr.
Production Assistant.....Jane Catlin
Time Buyer.....John Cochran

Radio Accounts: Anita Shops (Ready-to-wear) Los Angeles; Broadway-Orange Cty. Center (Shopping Ctre. Devel.) Anaheim, Cal.; South Bay Shopping Center (Shopping Ctre. Devel.) Redondo Beach, Cal.

TV Accounts: Certified Grocers of Calif.; Signal Oil Co. (Gasoline), Los Angeles, Calif.

STEBBINS, HAL, INC., ADV.

714 W. Olympic Blvd., Los Angeles 15, Calif.
Phone: RIchmond 9-5317
ANPA—APA—AAAA—ABC—NBP

President .....Hal Stebbins
Secretary.....Winifred Graham
Art Dirs.....Jack Eipper, Jack Vibber
Prod. Mgr.....Al Schuknecht
Acct. Execs.....Michael Corcoran, Jones Hawley

STERLING ADV. AGENCY, INC.

9 East 40th St., New York 16, N. Y.
Phone: ORegon 9-6767
ANPA—PPA—ABP

Chr. Bd., Pres.....S. M. Broun
Vice Pres.....Harold Strauss
Prod. Mgr.....Harry Fleischmann
Sec., Comptroller.....Morton S. Sirota

Radio Accounts: Milium Division, Deering, Milliken & Co., (Lining Material); Fashion-o-rama Mgt. Corp. (Fashion Exposition) both New York, N. Y.

TV Accounts: Milium Division, Deering, Milliken & Co.

STOCKTON, WEST, BURKHART, INC.

1300 First Natl. Bank Bldg., Cincinnati 2, O.
Phone: Dunbar 1-5600

AAAA—ABP—ANPA—APA—NBP—NOAB
Honorary Chmn.....William Z. Burkhart
Pres., Treas.....C. Thomas Martin
Chmn. of Bd.....Ranald S. West
V.P., Media, Time Buyer....R. A. McDowell
V.P. .....Robert Helmich
Television Production.....Gary Lee
Prod. Mgr.....Richard Thompson

Radio Accounts: Hudepohl Brewing Co. (Hudepohl Beer & Chevy Ale), Cincinnati, Ohio; Mosler Safe Company (Mosler Safes & Chests), Hamilton, Ohio; Cincinnati Gas & Electric Co. (Utility), Cincinnati, Ohio; Gibson Wine Co. (Golden Pheasant Wines), Cincinnati, Ohio; Cincinnati & Suburban Bell Tel. Co.; United States Shoe Corp. (Red Cross Shoes), Cincinnati, O.

TV Accounts: United States Shoe Corp. (Red Cross Shoes), Cincinnati, O.; Hude-

pohl Brewing Co. (Hudepohl Beer & Chevy Ale), Cincinnati, Ohio; Cincinnati Gas & Electric Co. (Utilities), Cincinnati, Ohio; Central Trust Co. (Banking Institution), Cincinnati, Ohio; Mosler Safe Company (Safes & Chests), Hamilton, Ohio; Gibson Wine Company (Golden Pheasant Wines, Champagne), Cincinnati, Ohio; Cincinnati & Suburban Bell Tel. Co.

STORM ADVERTISING CO., INC.

72 East Ave., Rochester 4, N. Y.
Phone: BAker 5-9140, 9149

Pres., Treas., Media Dir.....Morry Storm
V.P.-Radio & TV Dir. & Acct. Ex. Time Buyer.....Jean Schantz
V.P., Art Dir.....Vincent Marcone
Vice Pres.....Gordon E. Cole
Prod. Mgr.....Barbara Belmont
Copy Chief.....Mark A. Van Liew
Asst. to Pres.....Barbara Harmon

Radio and TV Accounts: Designs Publishing Company, N. Y. C.; Alhart's Electric Company (Appliances), Rochester; Cramer Drug Company (Drugs), Rochester; A. Lustig Inc. (Food Processor), Brockport, N. Y.; Snyder's Seat Covers, Rochester.

Branch Office
4971 Maryland Ave., St. Louis, Mo.
Manager.....Jean E. Schantz

DANIEL F. SULLIVAN CO., INC.

216 Tremont St., Boston 16, Mass.
Phone: HAncock 6-7644
AAAA—ABP—ANPA—APA—NBP

President.....Daniel F. Sullivan
Sales Dir.....Robert N. Sullivan
Art Dir., Prod. Mgr.....J. J. McCabe
Media Dir.....Walter K. Munroe
Controller.....James G. Hajjar
Treas., Space Buyer.....William H. Sullivan
Publicity Dir.....William McMorrow

Radio Accounts: Revere Racing Assn. (Greyhound Racing), Revere; R. S. Robie, Inc. (U-Drivit Auto Rental), Boston, Mass.; F. H. Snow Canning Co. (Snow's Clam Chowder, Snow's Fish Chowder, Snow's Lobster Newburgh), Pine Point, Me.; Hickox Secretarial School, Boston; Radio Station WMEX, Boston.

SULLIVAN, STAUFFER, COLWELL & BAYLES, INC.

575 Lexington Ave., New York 22, N. Y.
Phone: MUrray Hill 8-1600
ANPA—APA—NOAB—NBP—AAAA

Chairman.....Raymond F. Sullivan
Vice Chmn...Donald D. Stauffer, S. Heagen Bayles
President.....Brown Bolte
V.P. Operations.....Ralph Smith
Vice-Pres., Secy.....John P. Cohane
Sr. V.P.....Clifford Spiller
Vice-Pres. & Treas....T. Newton Weatherby
V.-P. & Media Dir.....Francis Minehan
V.P., Media Dept. Mgr.....Lloyd Harris
V.-P. & Merch. Dir.....Daniel O'Meara
Vice-Pres.....Mary A. Ayres
Vice-Pres.....Herbert A. Vitriol
Vice-Pres.....Luther H. Wood
Vice-Pres.....Ida S. Raisback
Vice-Pres. .....Barrett Welch
Vice-Pres.....Horace Hagedorn
V.P.'s.....Frank Henderson, Richard R. Uhl, Thomas F. Vietor, Eugene F. Whelan, L. Brooks Elms, Alfred E. Hanser, James Tennyson, I. Emory Ward, Horace E. Curtis
V.P., Research Dir.....Timothy J. Healy
V.-P. & Head Art Dir.....Robert West
V.P., Creative Dir.....R. D. Wylly
Prod. Mgr.....George Andrew
Controller.....M. Herbert King
V.-P. & Radio-TV Dir.....Philip H. Cohen
Radio-TV Bus. Mgr.....Frank Reed
V.P., Network Operations.....George Frey

Branch Office
6253 Hollywood Blvd., Hollywood 28, Calif.
Phone: Hollywood 4-2119

Vice-Pres. & TV-Radio Dir.....John Van Nostrand
Vice President.....Robert W. Ballin
W. Cst. Film Prod. Dir.....John G. Cole

Accounts: American Petroleum Institute (Institutional); American Tobacco Co. (Pall Mall Cigarettes, La Corona Cigars, Antonio y Cleopatra Cigars, Half and Half Smoking Tobacco); Best Foods, Inc. (H-O Oats, H-O Cream Farina, Presto Self Rising Cake Flour RIT Tints & Dyes, Easter Egg Dyes, Shinola Shoe Polishes); Block Drug Co. (Nytol Sleeping Tablets, Green Mint Mouthwash, Py-co-pay Tooth Brushes); Carter Products (Arrid Cream Deodorant, Rise Instant Lather, Snow White Toothpaste); Lever Brothers Co. (Lifebuoy Soap, Silver Dust Blue, Hum, Breeze), Noxzema Chemical Co. (Noxzema Skin Cream, Skin Lotion, First Aid Cream, High Noon Suntan Lotion); Smith Brothers (Cough Drops); The Sperry and Hutchinson Co. (S & H Cash Discount Stamps); Whitehall Laboratories, Div.: Amer. Home Prods. Corp. (BiSoDol Mints & Powder, Resdan, Duplexin, Psorex, Infra-RUB); Duffy-Mott Co., Inc. (Mott's Apple Products, Jellies, Ciders, Vinegars, Sunsweet Prune Juice, Clapp's Baby Foods.; Salada-Shirriff-Horsey (Salada Tea Bags, Packaged Tea, "Junket"; Sea Brand Frozen Shrimp).

Estimated Radio Billings: $6,500,000
Estimated TV Billings: $23,800,000

TATHAM-LAIRD, INC.

64 East Jackson Blvd., Chicago 4, Ill.
Phone: HArrison 7-3700
AAAA—ABP—ANPA

Chairman of the Bd.....Arthur E. Tatham
President.....J. Kenneth Laird
Treasurer.....Harold C. Jensen
Asst. Treas.....Fred Winter
Secretary .....Mary Kyak
Copy Chief.....John H. Jameson
Market Res. Dir.....Arthur A. Simon
Media Director.....George A. Bolas
Asst. Media Director.....W. J. McEdwards
Prog. Asst.....John R. Allen
Media Supervisors .....Jack Ragel
Roy A. Boyer, John Singleton

Broadcast Media Mgrs.....Donald Grasse, John Deacon, Philip L. Gore
Radio, TV Dir., Comm. Prod.....Dan Ryan
Merchandising Director.....M. J. O'Connor
Production Manager.....Eldon Rohrsen
Creative Research Director..Dr. Don Kanter

Branch Offices
3 East 54th St., New York 22, N. Y.
Phone: PLaza 1-4680
Exec.-in-Charge .....John Masterson
1680 Vine, Hollywood 28, Calif.
Phone: HOllywood 1-9228
Exec.-in-Charge .....Vic Hunter

Accounts: Abbott Laboratories (Sucaryl), Chicago; Armour & Co. (Ham, Bacon, Sausage Products, Canned Meats), Chicago; General Mills, Inc., Kix, Trix, Surechamp), Minneapolis; Parker Pen Co. (Parker "51," "21," Jotter Ball Point Pens, Liquid Lead Pencils, Desk Sets, Supercrome Inks and Quink), Janesville, Wis.; C. A. Swanson & Sons (canned chicken & turkey, frozen chicken, chicken, beef and turkey pies, TV dinners, frozen fruit pies), Camden, N. J.; The Toni Co. (White Rain Lotion Shampoo, Bobbi Pin Curl Permanent, Viv-Soft Touch Lipstick), Chicago; The Wander Co. (Ovaltine), Chicago; Wiedemann, Geo., Brewing Co. (Wiedemann's Beer), Newport, Ky.; Procter & Gamble (Fluffo Shortening, American Family Products), Cincinnati, Ohio.

Estimated Radio Billings:$600,000.
Estimated TV Billings: $10,600,000.

TELESALES COMPANY, TELEVISION ADVERTISING

350 Fifth Ave., New York 1, N. Y.
Phone: LAckawanna 4-1150
President.....Robert L. Zimler
TV Prod. Dir.....Dorothy Wagman

Accounts: Abraham & Straus, Brooklyn, N. Y.; Electronuclear Devices, N.Y.C.; Gimbel Bros., N.Y.C.; WQXR & WRCA-TV, both N.Y.C.

TERRY, GRAY-SCHWARTZ & HARRIS, INC.

5875 N. Lincoln Ave., Chicago, Ill.
Phone: LOngbeach 1-4428
President .....Ron Terry
Treasurer .....Marvin Gray
Vice President.....George J. Harris
Secretary .....Gloria Lynn
Art Director.....John J. McGlasson
Office Manager.....Ramona Darlak

THOMAS & DOUGLAS, INC.

119 W. 57th St., New York 19, N. Y.
Phone: CIrcle 6-6543
ANPA—APA—NBP
Pres., Art Dir.....Wilbur L. Thomas
Secretary.....George F. Reid
V.P.'s.....Lawrence H. Douglas, G. Douglas Bogart
Treas., Space Buyer.....C. Vitaliano
Account Exec.....Lawrence H. Douglas

Accounts: American District Telegraph Co. (Automatic Electrical Protection Equit.), New York Automatic Fire Alarm Co., New York; D'Bari Salon, New York; Fortune Cravats, Inc., New York; Hans Hinrichs, Inc. (Malt & Hops), New York; Rahr Malting Co., Manitowoc, Wis.; Reeve Electrical Co., New York; Smith, Kirkpatrick & Co., Inc. (Export, Import, Finance), New York; Times Facsimile Corp. (Facsimile Communications), New York; WINS, New York; Adam Young, Inc. (TV Station Reps), New York.

J. WALTER THOMPSON COMPANY

420 Lexington Ave., New York 17, N. Y.
Phone: MUrray Hill 6-7000
AAAA—ABP—ANPA
Chairman .....Stanley Resor
Vice Chairman.....Henry C. Flower, Jr.
Vice Chairman.....Samuel W. Meek
President.....Norman H. Strouse
Dir., Radio-TV.....Dan Seymour
V.P. & Dir. of Media.....Arthur A. Porter
Dir. of Research.....Dr. D. R. Longman
Admn., Radio-TV.....John F. Devine
Assoc. Dir. Radio-TV.....H. Bart McHugh
Media Dept. Manager.....Richard Jones
TV Group Heads.....Robert E. Buchanan, Storrs Haynes, Woodrow Benoit
Associate Media Dirs.....James O. Luce, Anne Wright, Ruth Jones, Jack Green, Robert Lilien, Philip Birch

Branch Offices
410 No. Mich. Ave., Chicago, Ill.
Phone: MOhawk 4-6700
Vice Pres., Mgr.....George C. Reeves
Radio-TV Mgr.....John E. Mosman
Media Dir.....John de Bevec
535 Griswold St., Detroit, Mich.
Phone: WO 2-8890
V.P., Mgr.....John L. McQuigg
Radio-TV Rep.....Eldon Hazard
6505 Wilshire Blvd., Los Angeles, Calif.
Phone: OL 3-0300
V.P., Manager.....Tom Cooper
V.P., Prog. Dir.....Charles Vanda
220 Miracle Mile, Coral Gables, Fla.
Phone: HIghland 3-4629
Manager .....Albert Cameron
320 California St., San Francisco, Calif.
Phone: GA 1-3510
V.P., Mgr.....Harry A. Lee
TV Group Head.....Forrester Mashbir
Time Buyer.....Frances Austin

Radio Accounts: Joseph Schlitz Brewing Co., Pharma-Craft Corp.; Mentholatum, Shell Oil Co., Chun King Sales, Inc., Scott Paper Co., Murine, Panagra; Ford Div., Ford Motor Co., Ward Baking Co.; Weco Products

TV Accounts: Shell Oil Company, Incorporated, Pan American, Johns-Manville, Aluminium, Ltd., Lever Bros., Standard Brands, Inc., Mentholatum, Blue Cross, Blue Shield, Scott Paper Co., Chesebrough-Pond's, Eastman Kodak, Kraft Foods, Div. Natl. Dairy Products; Ford Div., Ford Motor Co., Brillo, Seven-Up, Joseph Schlitz Brewing Co., Atlantis Sales, Boyle-Midway, Inc., Sylvania Electric Products, Church & Dwight, Quaker Oats Co., Libby McNeill Libby, Johnson Motors.

Estimated Radio Billings: $12,100,000.
Estimated TV Billings: $101,000,000.

TRACY, KENT & CO., INC.

515 Madison Ave., New York 22, N. Y.
Phone: ELdorado 5-4404
ABP—ANPA—APA—NBP

Chairman of Board.....Wm. Irwin Tracy
Pres.....Frank S. Kent
Treas., Secy.....George M. Pease
Prod. Mgr.....H. V. Kelly
Vice-Pres. & Art Dir.....Hugh F. Donnell
Vice-Pres.....F. Haas, F. Nye

Radio Accounts: J. W. Beardsley's Sons, (Food Products), Newark, N. J.; New York, N. Y.; Charles & Co., Inc. (Bon Voyage Shop), New York, N. Y.; Dellwood Dairy Co., Inc. (Milk & Dairy Products), Yonkers, N. Y.; Filler Products, Inc. (Snack Foods), Atlanta, Ga.; Adolph Goldmark & Sons, Corp. (Imported Foods), New York, N. Y.; Gristede Bros., Inc. (Grocers), New York, N. Y.; Moore & Co. Soups, Inc. (Bon Vivant Soups), Newark, N. J.; Hafnia Ham Co., Inc., New York.

TV Accounts: Filler Products, Inc. (Snack Foods), Atlanta, Ga.; Gristede Bros., Inc. (Grocers), New York, N. Y.; Charles & Co., New York; Hafnia Ham Co., Inc., New York; Terry Candy Co., Elizabeth, N. J.

TRACY-LOCKE CO., INC.

2501 Cedar Springs Road, Dallas 1, Texas
Phone: RI 8-4741
AAAA—ABP—ANPA—NOAB—SNPA
NBP—ABC

President .....Morris Hite
V.P., Treas.....John H. Wellenkamp
Exec. Vice-Pres.....Clay W. Stephenson, Jr.
Prod. Mgrs.....W. H. Muessig, Thomas E. Daley
Media Dir.....Ernestine Parker, Helen J. Sanford
Radio, TV Director....Lawrence E. DuPont

Branch Office
2332 W. Holcombe, Houston 25, Texas
Phone: MO 7-8352

Radio Accounts: Borden Co. (Southern District); Duncan Coffee Co., Houston; Imperial Sugar Co., Sugarland; Burrus Mill & Elevator Co. (flour), Dallas; Adleta Company, Dallas; Jones-Blair, Dallas; Frito Co., Dallas, Texas; American Brewing Co. (Beer), New Orleans, La.; Radio Stations, WWL, New Orleans, La. and KRLD, Dallas, Tex.

TV Accounts: Borden Co. (Southern District); Duncan Coffee Co., Houston; Imperial Sugar Co., Sugarland; Kings Candy Co., Ft. Worth; Haggar Co. (men's slacks), Dallas; Adelta Company, Dallas; American Brewing Co.; Frito Co.

JAY VICTOR & ASSOC., INC.

1225 Raymond Blvd., Newark, N. J.
Phone: MArket 3-8487
ABP

Pres., Treasurer.....Jay Victor
V.P., Secretary.....Beatrice Victor

WILLIAM VON ZEHLE & CO., INC.

441 Lexington Ave., New York 17, N. Y.
Phone: MU 2-9010

Pres., Radio-TV Dir.....Wm. von Zehle
V.P.'s.....Peter J. McKenna, Joseph N. Sirone, Edward N. Hoffman
Copy Chief.....Otto Riess
Secy.-Treas.....Anthony T. Sarnataro
Prod. Mgrs....Nathan Cohen, S. Duane Lyon

Accounts: Bernheimer, D. F., & Co.; Colonial Boat Works; Dyson Shipping, N. Y.; Emery, John S. Co.; Fishetti Bros.; General Register Corp.; Haeuser Shellac Co. Inc.; Jadow, B. Inc.; K & W Products Corp.; Meyer, N. S.; Mohegan Int'l.; Pan-Atlantic Steamship Line; Rose Ribbon & Carbon Mfg. Co. Inc.; Solon Palmer; Standard Radio, Chicago & Hollywood; Winsor & Newton; Winston, Harry Inc.

WABE, INCORPORATED

730 Fifth Ave., New York 19, N. Y.
Phone: COlumbus 5-3530

President .....Charles Bernard
Asst. to Pres.....Rita Hughes
Art Dir.....Leonard Kessler

GEOFFREY WADE ADVERTISING

20 N. Wacker Drive, Chicago 6, Ill.
Phone: FInancial 6-2100
ABC—ANPA

President.....Albert G. Wade II
General Manager.....Paul McCluer
Group Spvrs.....Robert E. Dwyer, Hal H. Thurber
Research Dir.....Gordon Norberg
Art Director.....J. B. Hoopes
Media Dir.....David S. Williams
Marketing Director.....Louis J. Nelson
Dir. of Radio-TV.....Jack Farnell
Dir. of TV Film Dept.....Booth Luck

Branch Offices
6 East 45th St., New York, N. Y.
Phone: OXford 7-9261

Mgr.....Henry J. Opperman

Wade Advertising Agency, Inc.
6381 Hollywood Blvd., Hollywood 28, Calif.
Phone: HOllywood 4-7457

Exec. Vice Pres., Mgr...Forrest F. Owen, Jr.

Radio Accounts: Miles Laboratories, Inc. (Alka-Seltzer, One-A-Day (Brand) Vitamins, Nervine), Elkhart, Ind.; Miles California Co., (Bactine) Los Angeles, Calif.; Aireloom Bedding (Mattresses & Springs), Alhambra, Calif.; Durham Chemical Co., Los Angeles; See's Candy Shops, Los Angeles & San Francisco; Joe Maggio; Greene & Henkle; National Van Lines; Paper Products Co.

TV Accounts: Miles Laboratories, Inc. (Alka-Seltzer, Nervine, Tabcin, One-A-Day Brand) Vitamins, Elkhart, Ind.; Alberto-Culver Co. of Hollywood (Alberto VO-5), Chicago; Miles California Co., (Bactine) Los Angeles, Calif.; Joe Maggio, Inc., Holtville, Calif.; See's Candy Shops, Los Angeles & San Francisco, National Van Lines, Los Angeles; Paper Prod. Co. (Napkins, etc., Los Angeles.

Estimated Radio Billings: $1,600,000.
Estimated TV Billings: $17,000,000.

HUGO WAGENSEIL & ASSOC. CO.

Talbott Bldg., Dayton 2, Ohio
Phone: HEmlock 5542
ABP—APA

President.....H. Wagenseil
Exec. V.P.....Paul B. Willis
Vice Pres.....W. H. Ford
V.P., Creative Dir.....Harley Case
Radio Dir.....F. R. Harwood

W. S. WALKER ADV. INC.

Oliver Bldg., Mellon Sq., Pittsburgh 22, Pa.
GRant 1-1900
ABP—ANPA

President.....C. P. Richardson
Exec. V. P.....F. L. Newmeyer, Jr.
Vice President.....G. Norman Burk
Radio-TV Dir.....Robert B. Stevens

Radio and TV Accounts: Aunt Hannah's Bakery (Food Prods.) Pittsburgh; Sterling Oil Div. of Quaker St. Oil Refin. Corp. (Gasoline, Oil) Emlenton, Pa. & St. Mary's, W. Va.; Disco Div. of Pittsburgh Consolidation Coal Co., Pittsburgh, Pa.; I. N. Hagan Co. (Ice Cream, Milk) Uniontown, Pa.; Chemagro Corp. (Ag. Chem. Prods.) NYC; Allegheny Ludlum Steel Corp. (Stainless & Special Alloys, Steels) Pittsburgh; Blackstone Corp. (Lndry. Eqpt.) Jamestown, N.Y.

Radio Account: Niagara of Pittsburgh (Massage Eqpt.).

WILLIAM WARREN, JACKSON & DELANEY

45 W. 45th St., New York 36, N. Y.
Phone: JUdson 6-0350
ABP—APA—ANPA

Partners.....Harry Solow, Jr., William W. Solow, S. P. Jackson
Radio Dir.....Harry Solow, Jr.
TV Director.....S. P. Jackson
Pub. Rela. Dir.....Dorothy Stevens
Radio-TV Prod. Dir.....Harry Allevaran,
Account Executives.....S. P. Jackson, Ed O'Brien, Harry Alleva, Robert Schier J. C. Silverman, Jack Wilson.

Radio Accounts: Sachs Quality Stores (Dept. Store); Federal Life & Casualty Co. (Insurance); Roberts Technical & Trade School; Alexander's Dept. Stores; Ritz Thrift Shop; Bookfind Club; Dale Dance Studios; Relaxacizor Sales Co.; Mason & Hamlin Piano Co.; Schane Pontiac Corp., Sonotone of New York; Radio-TV Training Assn.; Nat'l Home Study; Burnham Securities; Devage Stores; Korvette Stores.

TV Accounts: Vim Stores; Ritz Thrift Shop; Warren Connolly (Dist. Norge, Motorola, Vornado); Sofia Brothers Inc.; Relaxacizor; Fruit of the Loom; Stevens & Thompson Paper Co.; Wing & Fin Pet Center; Dale Dance Studios; Davega Stores; Zenith Radio Corp. of N. Y.; Schane Pontiac Corp., all New York, N. Y.; Burnham Securities; Devaga Stores; Korvette Stores.

WARWICK & LEGLER, INC.

375 Park Ave., New York 22, N. Y.
Phone: PLaza 1-4700

President.....H. Paul Warwick
Vice-Presidents.....Henry Legler, Arthur Deerson, Thomas H. Shanley, Eleanor Dean, R. A. MacDonnell, L. H. Russell, Wm. Zerweck, J. F. Welsh, F. L. Baldwin, Jack Kaduson, Leonard V. Colson, Gene McMasters, Thos. J. Murray, N. Leslie Silvas, John P. Warwick
V.P., TV-Radio Dir.....William P. Warwick
V.P., Media.....H. H. Dobberteen
V.P., Copy Chief.....Robert L. Edens
Exec. Producer-TV.....Andrew Christian
Prod., Dir.-TV.....Sheldon Platt
TV Art Director.....Benjamin Colarossi
Fashion Coordinator.....Pat Reynolds

Branch Office
83-50 Wilshire Blvd., Beverly Hills, Calif.
Phone: OLive 3-0240

Mgr.....Willson M. Tuttle

Radio and TV Accounts: Warner-Lambert Pharmaceutical Co., Family Products Div. (Bromo Seltzer) Morris Plains, N. J.; Ex-Lax, Brooklyn, N. Y.; Mennen Co. (Skin Bracer, Cologne for Men, Spray Deodorant, "Speed Stick" Deodorant, Gold Crest Prods.) Morristown, N. J.

TV Account: Revlon (Lipsticks, Futurama, Nail Enamel, Touch & Glow Prods., Eye Makeup, Gift Sets, Silicare, Clean and Clear, Wonder Base) NYC

Estimated Radio Billings: $1,700,000.
Estimated TV Billings: $5,600,000.

WASSER, KAY & PHILLIPS, INC.

1231 Banksville Rd., Pittsburgh 16, Pa.
Phone: LOcust 3-1570
AFA

President.....G. S. Wasser
Exec. Vice Pres.....L. Cook Thompson
Treasurer.....John R. Kersch
Media Director.....Harry Anderson
Film Mgr.....William R. Esch
Radio, Television Director.....Alvin Roth

Radio & TV Accounts: Country Belle Coop. (Farmers Dairy Products) Pittsburgh; Coca Cola Bottling Co. of Pittsburgh, Pittsburgh, Pa.; Rosenbaums Dept. Store, Pittsburg, Pa.; United Dairy Co., Barnesville, Ohio; Nu-Life Chem. Co. (Steam Aid); Mark Laboratories (Diapersol) Pittsburgh.

NORMAN D. WATERS & ASSOCIATES, INC.

6 East 39th St., N. Y. 16, N. Y.
Phone: MUrray Hill 5-8950
ANPA—NBP—ABP

President.....Norman D. Waters
Vice Presidents....Bliss Woodward, Marvin Sherres
Secretary.....Elaine L. Waters
Production Mgr.....Jack E. Louden
Office Manager.....Sheldon Edelman
General Manager.....Sydney L. Baron
Media Research.....William Segal
Account Execs.....Norman Waters, Bliss Woodward, Marvin Sherres, Sheridan Sands

Branch Office
Paris, France, 1 Ave. Franco-Russe
Manager .....Faith Shipway

WATTS, PAYNE—ADV., INC.

900 S. Main St., Tulsa 3, Okla.
Phone: DIamond 3-8108
AAAA—ABP—ANPA—AFA

Chairman of the Board.....Don Watts
Pres., Treas.....Oscar E. Payne
Vice Presidents.....Leslie S. Hauger, Don Dyer, Jack Buchman
Production Mgr.....Steve Snyder
Secy., Radio-TV Dir.....Don S. Mitchell
TV Director.....Larry Bettis
Radio-TV Traffic.....Betty Schellhaas

Radio Accounts: Oklahoma Tire & Supply Co., Mid-West Chevrolet, 7-Up Distributors, Mason's Furniture & Appliances, Pepsi Cola Distributors, United Federal Savings & Loans, Bell Oil & Gas, General Acceptance Company (Loans), Brown-Dunkin Dept. Store; BSB Laboratories (20/20 Eye Medication), Chili Bowl Seasoning, Dumas Milner Pontiac (Car & Car Servicing), Burts Ice Cream, Bryan & Sons (Beer Distrib.), Chili Bowl (Seasoning) all of Tulsa, Okla.

TV Accounts: Oklahoma Tire & Supply, Mid-West Chevrolet, Jitney Jungle, (Grocery Chain); Brown-Dunkin (Dept. Store), Dumas Milner Pontiac, Pepsi-Cola Bottling Co., BSB Laboratories (20/20 Eye Medication), Greenlease Ledterman (Olds., Cadillac), General Acceptance Co. (Loans) all of Tulsa, Okla.

Estimated Radio Billings: $275,000.
Estimated TV Billings: $100,000.

WEBB ASSOCIATES, INC.

330 Fifth Ave., New York, N. Y.
Phone: LO 5-6462

President .....M. A. Weiss
Sec'y., Treas.....Andrew Weiss
Controller .....Anne Raskin
Art Director.....Norbert Haber
Production Mgr.....Fred Lida
Media Director.....Audrey Bernfeld
TV Director.....Bernard Schiff
Acct. Execs.....M. A. Weiss, Andrew Weiss, L. Sturms

TV Accounts: Remco, Inc. (Toys), Newark, N. J.; American Character Dolls; Glenoit Mills; Donnybrook (Coats), all N. Y. C.

MILTON WEINBERG ADVERTISING CO.

6523 Wilshire Blvd., Los Angeles 48, Calif.
Phone: OLive 3-2300
ABC—ANPA—APA

President .....Bernard Weinberg
General Manager.....William Krauch

Accounts: Fidelity Bank, Los Angeles; Hollywood Turf Club, Inglewood, Calif.; KCOP-TV; Pacific Savings & Loan; both Los Angeles.

EDWARD H. WEISS & CO.

360 N. Michigan Ave., Chicago, Ill.
Phone: CEntral 6-7252

President .....Edward H. Weiss
Exec. Vice Pres.....Irving D. Auspitz
V.P., Dir. of Media.....Jack Bard
V.P., Copy Dir.....Byron A. Bonnheim
V.P.....Bernard J. Gross
Dir. Motivation Research .....Mary Jane Grunsfeld
V.P. .....Robert Harris
Prod. Mgr.....Leo Sikes
V.P. .....Jerome Joss
V.P., Creative Dir.....N. Lee King
V.P., Secy., Radio-TV Dir...Marvin L. Mann
V.P., Acct. Supvr.....Kenneth Murison
V.P., Treas.....Ernest Stern

Branch Office
460 Park Ave., New York 22, N. Y.
Phone: PLaza 8-0992

Director.....Marvin L. Mann

Accounts: American National Bank & Trust Co., Amity Leather Products Co., Rolfs Div. (Personal leather goods); James B. Beam Distilling Co. (Jim Beam Bourbon, Beam Bottled in Bond Bourbon, Beam's Pin Bottle Bourbon); Clear Springs Distilling Co. (Baranof Vodka, Bhukov Vodka, Chateaux Vodka, Chateaux Flavored Vodkas, Dark Eyes Vodka, Ph. Boilieux Brandy); John B. Canepa Co.. (Red Cross Macaroni, Spaghetti, Elbow Macaroni, Mostaccioli, Rigatoni and Shells); Carr, Adams & Collier (Bilt-Well Kitchen and Storage Cabinets, Bilt-Well Windows); College Inn Food Products Corp., Cromwell Paper Co., Helene Curtis Industries; Lentheric, Inc.; Jose Escalante & Co.; General American Transportation Corp.; H. W. Gossard Co.; Inland Steel Co.; Mogen David Wine Corp.; Perk Dog Food Co.; Purex Corp.; Sealy, Inc.; Sealy Mattress Co. of Chicago; Visking Co.

Estimated Radio Billing: $750,000.
Estimated TV Billing: $4,900,000.

WEISS & GELLER

400 Madison Ave., New York 17, N. Y.
Phone: PLaza 3-4070
ANPA

President.....Max A. Geller
Exec. V.P., Media Dir.....Max Tendrich
Sr. V.P., Creative Dir.....Lawrence Wisser
Time Buyer.....Jack Geller
Prod. Mgr.....Sally Green

Radio Accounts: Nedick's Bottling Corp.; Nedicks Stores, Inc.; Trunz, Inc. (Meat Stores); Yoo-Hoo Beverage Co., Garfield, N. J.; C & C Corporation (Batter Up Pancake Batter), Englewood, N. J.

TV Accounts: Proctor Electric Co., Philadelphia, Pa.; Waltham Watch Co.; C & C Corp.

WERMEN & SCHORR, INC.

1922 Spruce St., Philadelphia 3, Pa.
Phone: LOcust 7-1466
ABC-ANPA

President .....David Wermen
Vice President.....J. Leonard Schorr
Radio-TV Director.....Morton Yanow
Director Graphic Arts.....Allen Greenfield
Art Director.....Edward Schorr
Production Manager.....Marvin Wermen
Time Buyer.....Lois Seiffert
Radio-TV Copy Supv.....Betty Silberman

Acct. Execs.....David Wermen, Leonard Schorr, Jay Beneman

Radio Accounts: Yankee Maid Meat Products; Kings Wine; Professional Laundry Foundation; Penn Federal; Second National Bank; Sears-Roebuck; Royalist Cigars; Pioneer Industries, Inc. (Men's Accessories); Phillies Cigars.

TV Accounts: Blumenthal Brothers Chocolate Co.; Pennsylvania Range Boiler Co.; Kings Wine; Sears-Roebuck; Professional Laundry Foundation; Yankee Maid Meat Products; Phillies Cigars; Webster Cigars; Westinghouse Appliance Sales., E. Pa., N. J., Del., E. Md.

E. TAYLOR WERTHEIM

347 Madison Avenue, New York 17, N. Y.
Phone: MUrray Hill 4-7545

Owner, Media Dir.....E. Taylor Wertheim
Copy Chief, Space Buyer.....Ray Buras

THE WESLEY ASSOCIATES, INC.

630 5th Ave., New York 20, N. Y.
Phone: JUdson 2-8050
ABP—ANPA—NBP—NOAB

President.....Leland G. Wesley
Sr. V.P.....Atherton Pettingell
Exec. V.P.....John N. Jackson
V.P., Chmn. Plans Bd.....Harold Breitner
Vice President.....LeGrand L. Redfield
Creative Art Dir.....G. Heller
Prod. Mgr.....Ed Fitzgerald
Radio-TV Mgr.....Jos. D. Knap, Jr.

WEXTON COMPANY, INC.

444 Madison Ave., New York 22, N. Y.
Phone: MU 8-4050

President .....Larry Schwartz
Exec. V.P.....Martin Solow
Vice Presidents.....Ed Greenberg, George Gilbert, Adrian Price, Jack Spiro, Martin Solow
Secy.-Treas. .....Howard Wechsler
Prod. Mgr.....Lou Savad
Radio-TV Dir.....John Eckstein

Radio Accounts: Lewis Research Labs. (Drain Aid, Septi-Kleen) Englewood, N. J.; Organ Corp. of Amer. (Chordette Chord Organ) NYC; Cormac Photo Copy Corp. (Copy Machines) NYC; Reeves Soundcraft Corp. (Recording Tapes) Danbury, Conn.; Rek-O-Kut (Turntables) Corona, N. Y.; Harman Kardon (Amplifiers, Tuners) Westbury, N. Y.; Takashimaya (Dept. Store) NYC.

TV Accounts: Organ Corp. of Amer. (Chordette Chord Organ) NYC; Cormac Photo Copy Corp. (Copy Machines) NYC; Takashimaya (Dept. Store) NYC; Govt. of India Tourist Bur., NYC.

Estimated Radio Billings: $150,000.
Estimated TV Billings: $250,000.

WHERRY, BAKER & TILDEN, INC.

919 North Michigan, Chicago 11, Ill.
Phone: DElaware 7-8000
AAAA—APA—ABP—ANPA—NBP

President .....Larry Wherry
Secy., Treas.....Dorothy Steitz
Radio-TV Mgr.....George J. Jarrett
Prod. Mgr.....H. Gardner
Vice Presidents.....Bruce A. Baker, Louis E. Tilden, Clifford Bolgard
Dir. of Radio & TV.....Louis E. Tilden
Media Director.....Clifford Bolgard
Media Buyer.....Harold A. Bennett

Accounts: American Aberdeen-Angus Assn., Chicago, Ill.; Kartridg-Pak Machine Co., Chicago, Ill.; Mayer, Oscar & Co., Madison, Wis.; Quaker Oats Co., Chicago, Ill.

WINIUS-BRANDON COMPANY

1706 Olive St., St. Louis 3, Mo.
Phone: CHestnut 1-6380
AAA—ABP—ANPA—APA—NBP

President.....Enno D. Winius
Sr. Vice-Pres.....C. A. Brandon
V.P., Creative Dir.....James D. Nevins
Vice-President, Treas.....W. L. Sanborn
Prod. Mgr.....Andrew J. Turina
Media Dir.....George R. Bishop
Radio-TV Dir., Time Buyer.....Herbert P. Halpern
Acct. Exec.....Walter Winius

Radio Accounts: Am. Investment Co.; Authorized Brake Co.; Carling Black Label Beer; St. Louis Chevrolet Dealer Assoc.; Kerr-McGee Oil Ind., Inc.; Stix-Baer-Fuller.

TV Accounts: Am. Investment Co.; Boatmen's Nat. Bank; Carling Black Label Beer; St. Louis Chevrolet Dealer Assoc.; Ettman Specialty Co.; Hip-O-Lite Co.; Kerr-McGee Oil Ind., Inc., Stix-Baer-Fuller.

G. WINSTON & COMPANY

550 Fifth Ave., New York, N. Y.
Phone: CIrcle 5-4880

President.....George V. Bleier
Radio-TV Prod. Dir.....Albert Tedaldi

Accounts: G. Schirmer; Automobile Motor Sports Show; both N. Y.

VAN LEAR WOODWARD ASSOC. INC.

50 W. State St., Westport, Conn.
Phone: CApital 7-9554
ABC—ABP

Pres., Treas., Media Director.....Van Lear Woodward
V.P., Gen. Mgr.....Royal Whitman II
V.P.'s....Edw. R. Wade, Fritz Kruse, John S. Kemble
Secretary .....Leo Nevas
V.P., Product Mgr.....W. C. Olmsted
Art Dir.....Gerald Clarkson
Copy Chief.....Bruce Millar
V.P., Chg. Radio-TV....Thomas F. Cosgrove
Vice Pres.....E. R. Wade

Accounts: Libner Grain Co.

WYATT ADVERTISING AGENCY

427 9th St., San Antonio 2, Texas
Phone: CA 6-2226
SNPA

Owner.....William I. Wyatt
Art Dir.....William J. Lytle
Media Dir.....Patricia Porter
Radio-TV Dir.....Julia Payne
Prod. Mgr.....Robert Johnson
Acct. Execs.....Tim Collins, Tom Holbrook

YOUNG & RUBICAM, INC.

285 Madison Ave., New York 17, N. Y.
Phone: MUrray Hill 9-5000
AAAA

Board Chairman.....Sigurd S. Larmon
Chmn., Exec. Comm.....Louis N. Brockway
President.....George H. Gribbin
Sr. V.P., Co-Chmn. Plans Bd.....A. V. B. Geoghegan
Exec. V.P.....Frank Fagan
V.P., Art Director....Frederick S. Sergenian
Sr. V.P., Contact Dept.....Harry Harding
Sr. V.P., New Business..William H. Howard
V.P., Radio-TV.....Peter J. Lavathes
V.P., Mgr., Radio-TV Pub.....Harry Rauch
Sr. V.P. Copy Dept.....George H. Gribbin
V.P., Dir. Int'l Div.....Harry H. Enders
V.P., Gen. Counsel.....David Miller
V.P., Merchandising Dir.....Eldon E. Smith
V.P., Dir. Research.....Dr. Peter Langhoff
Mgr. of Radio-TV Oper.....D. Y. Bradshaw
Controller.....M. Wray Witten
V.P. Art Dept.....Walter P. Glenn
V.P., Asst. to Pres.....Thomas Lapham
V.P., Mgr. Contact Dept....Edward L. Bond
V.P., Acct. Supvrs.....Milford Baker, Jesse O. Bickmore, Harry B. Carpenter, Thos. W. Clark, Robt. E. Clayton, Thos. R. Cox, Jr., Geo. B. Dippy, Wilson H. Kierstead, Alexander Kroll, A. Gardiner Layng, Layng, Martine, Randolph T. McKelvey, G. Montagu Miller, Douglas J. Murphey, Walter K. Nield, Bernard Pagenstecher, Wm. D. Thompson, Edgar B. Van Winkle II, Walter B. C. Washburn, Luis G. Weil, Jas. P. Wilkerson, Frank Yahner, Chas. T. Young.
V.P., Dir. Mech. Prod.....John F. Aldinger
V.P., Exec. Supvr. Art....Jack M Anthony
VP., Exec. Copy Dir.....Charles Feldman
V.P., Copy Dirs...William J. Colihan, Jr., Hanley M. Norins, Mary E. O'Meara, Robt. D. Work
V.P., P.R., Pub. Dir.....Henry F. Woods, Jr.
V.P., Radio-TV Assoc. Dir.....David Levy
V.P., Radio-TV Acct. Supvr...Norman Glenn
V.P., Media Rel. Dir.....Wm. E. Matthews

Branch Offices

333 No. Michigan Ave., Chicago 1, Ill.
Phone: FInancial 6-0750
Vice Pres. in Charge..Hobert H. Binkerhoff

645 Griswold St., Detroit 26, Mich.
Phone: WOodward 1-0067
V.P., Mgr.....Aldis P. Butler

6253 Hollywood Blvd., Hollywood 28, Calif.
Phone: HOllywood 9-2731
V.P., Hollywood TV Div. Dir...Walter H. Bunker

120 Montgomery St., San Francisco 4, Calif.
Phone: EXbrook 7-1838
V.P., Mgr.....George B. Richardson

611 Wilshire Blvd., Los Angeles 17, Calif.
Phone: MAdison 6-7641
V.P., Mgr.....Jack W. Smock

Radio Accounts: Thomas J. Lipton, Inc.; Piel Bros., Inc.; General Foods Corp.; General Electric Co.; Gulf Oil Corp.; Procter & Gamble Co.; American Home Products, Inc.; Metropolitan Life Insurance Co., Bristol-Myers Co.; Calso Water Co.; Union Oil Co.; Simoniz Co.; Borden Co.; Drackett Co.; General Cigar Co., Inc.; Hunt Foods, Inc.; Singer Sewing Machine Co.; Time Inc.; American Bakeries Co.; Johnson & Johnson; Simmons Co.; Goodyear Tire & Rubber; Manufacturers Trust Co.; Intl. Harvester Co.; Gen. Electric Appliances Co. of Mich.; Kaiser Aluminum & Chemical Corp.; United Vintners, Inc., Chrysler Division.

TV Accounts: Thomas J. Lipton, Inc.; Piel Bros., Inc.; Procter & Gamble Co.; General Electric Co.; General Cigar Co., Inc.; Singer Sewing Machine Co.; Borden Co.; General Foods Corp.; Simmons Co.; Johnson & Johnson; Goodyear Tire & Rubber Co., Inc.; Bristol-Myers Co.; American Home Products, Inc.; Drackett Co.; Sperry-Rand, Inc.; American Bakeries; Time, Inc.: Northern Paper Mills; Kaiser Aluminum Co.; Metropolitan Life; W. P. Fuller Co.; United Vintners; Union Oil Co.; Simoniz Co.; Intl. Harvester Co.; Simoniz Co.; Manufacturers Trust Co.; Royal McBee Corp.; Chrysler Division.

Estimated Radio Billings: $13,400,000.
Estimated TV Billings: $82,000,000.

YOUNT COMPANY

12 East 10th Street, Erie, Pa.
Phone: 2-2816

President.....M. A. Yount
Acct. Execs.....M. John Yount, R. A. Lewandoski
Production Mgr.....Ann Di Nicola

Radio Accounts: The Erie Brewing Co., Erie, Pa.; Marine Nat. Bank; IGA Div.: Jacob Haller Co.; Pa. Gas Co.

TV Accounts: The Erie Brewing Co., Erie, Pa.; Marine Nat'l Bank; IGA Div.; Jacob Haller Co.; J. F. Anthony Dry Clnr.; Howard Shoes; Dailey Chevrolet

THE ZAKIN COMPANY

27 East 37th St., New York 16, N.Y.
Phone: Mu 4-0630
ABP—ANPA

Partners.....Alvin Zakin, Theo. Eisenberg
Secretary .....Gwynn Meden
Treasurer .....Sam Stern
Production Manager.....Harold Franklin
Copy Chief.....Joan Hart

PETER ZANPHIR ADVERTISING

565 5th Ave., New York 17, N. Y.
Phone: OX 7-6996
ABP

Radio and TV Accounts: The Katz Agency.

ZIMMER, KELLER & CALVERT, INC.

28 Adams Ave., W., Detroit 26, Mich.
Phone: WOodward 1-9151
AAAA—NBP—APA

President.....R. E. Keller, Sr.
Exec. V.P.....H. W. Calvert
Vice President.....A. H. Ritter

Accounts: American Broadcasting Company—Stations WXYZ & WXYZ-TV; The Michigan Bank; Reo Div. of White Motor Co.; Young, Spring & Wire Corp.

CANADIAN ADVERTISING AGENCIES

Agency	Address	City	Phone	Radio-TV Time Buyer	Broadcast Dept. Director
Ardiel Advertising Agency, Ltd.	4 Lawton Blvd.	Toronto	HUnter 5-6544	W. C. Townsend	W. C. Townsend
	37 James St. S.	Hamilton	JA 7-9284	Jim Elliott	Jim Elliott
Atherton & Currier, Inc.	100 Adelaide St. W.	Toronto	EM 3-5418	Eleanor Austen	Eleanor Austen
Baker Advertising Agency, Ltd.	610 Bayonne Ave.	Toronto	HU 7-1511	J. Powell (Radio & TV)	Miss I. Neve (Rad. & TV)
	660 St. Catherine St. W.	Montreal	UN 6-3049	Louis Larocque	
Batten, Barton & Durstine & Osborne Inc.	160 Bloor St. E.	Toronto	WA 4-3787	S. Ramsey Lees	
Bennett & Northrop, Inc.	Sovereign Bldg.	Halifax	3-8164		
Bingham, John McMenney, Ltd.	32 Front St. W.	Toronto	EM 2-2641	Llewellyn Lewis	Llewellyn Lewis
	4645 Cavendish Blvd.	Montreal	HU 1-5032	McCrae J. Cooper	
	541 William St.	Preston	OL 3-4464	S. Lorriman	S. Lorriman
	257 Osborne St.	Winnipeg	42-2584	E. Gordon Lowen	E. Gordon Lowen
	1664 West Broadway	Vancouver	CE 4154	Ranald A. Kearns	Ranald A. Kearns
Bleasdale Advertising, Ltd.	1104 Douglas St.	Victoria	2-6741	Robt. M. Ellis	Violet Perry
Bradley, Venning & Hilton Ltd.	11 Yorkville Ave.	Toronto	WA 2-3138	Laura F. Baker	Phyllis McKinney
Breithaupt, Milson Ltd.	44 Eglinton Ave.	Toronto	HU 1-5251	J. E. Palmer	F. Irene Wray
Brooks Advertising, Ltd.	21 Dundas Sq.	Toronto	EM 8-2396	Roy Partridge	Roy Partridge
Brown, Mitchell & Wright, Ltd.	735 Davie St.	Vancouver	MU 4-7277	John G. Service	
Burnett, Leo Co. of Canada, Ltd.	133 Richmond St. W.	Toronto	EM 6-5801	James B. McRae	Donald M. DeNike
Burns Advertising Agency, Ltd.	1247 Guy St.	Montreal	WE 5-5257	Jean Paul Champagne	
	96 Bloor St.	Toronto	WA 4-117	John Rodkin	
Caldwell, Spence Agency	447 Jarvis St.	Toronto	WA 2-2103	G. F. Keeble (Radio) Claus Hobe (TV)	
Canadian Advertising Agency	1454 Mountain St.	Montreal	VI 2-8061	M. Fontaine (Radio)	
	80 King St., West	Toronto	EM 3-3051	Irving Teitel	
	403 Electric Ry.	Winnipeg	WH 2-6923	R. D. Waugh	
	1137 W. Hastings St.	Vancouver	MU 4-4151	K. L. Johnson	
Cardon, Rose, Ltd.	1411 Crescent St. W.	Montreal	VI 2-9581	Norman Cardon	
Carter, Garry J. of Canada, Ltd.	59 Avenue Road	Toronto	WA 4-2505	Bob Howe	
Cockfield, Brown & Co., Ltd.	200 Canada Cement Bldg.	MTL	UN 1-1771	R. W. Harwood (TV) E. W. Box (Radio & TV)	
	185 Bloor St., E.	Toronto	WA 4-5492	J. A. Savage (Radio & TV)	P. C. Logan
	804 Electric Ry.	Winnipeg	WH 2-3538	H. G. Gibson	
	1222 Burrard Bldg.	Vancouver	MU 1-1111	W. E. Belman	M. Tierney

Collyer Advertising Ltd.	1510 Drummond St.	Montreal	VI 2-8672	K. Chase	Nan Fraser
Copeland, Don H., Advertising, Ltd.	442 Sherbourne St.	Toronto	WA 2-5969	Mrs. Vera Copeland	Mrs. Vera Copeland
Crombie Advertising Co., Ltd.	391 St. James St., W.	Montreal	VI 9-5246	V. P. Gray	V. P. Gray
	100 Adelaide St., W.	Toronto	EM 4-7204	Donald Johnson	
Dancer-Fitzgerald-Sample Avg. (Can.) Ltd.	200 St. Clair Ave.	Toronto	WA 4-8425	Ruth Pedley	Gilbert Nunns
Denne, A. J., & Co., Ltd.	90 King St., West	Toronto	EM 4-3444	R. O. McKeown (Rad. & TV)	Lillian Ryan
Desbarats Advertising Agency	485 McGill St.	Montreal	UN 6-4835	J. E. Desbarats	
Dominion Advertising Inc.	1290 St. Denis St.	Montreal	AV 8-9611	A. Desautels (Rad. & TV)	
Dominion Broadcasting Co.	4 Albert St.	Toronto	EM 3-3383	Hal B. Williams	
Elkman, The, Company	1827 St. Catherine St., W.	Montreal			
Erwin Wasey, Ruthrauff & Ryan, Ltd.	610 Church St.	Toronto	WA 1-5187	Chas. R. Bick	
George Ferguson Assoc., Ltd.	1980 Sherbrooke St., W.	Montreal	WE 7-9401	Geo. R. Ferguson	
Ferres Advertising, Ltd.	63 Duke St.	Hamilton	JA 9-1116	C. T. Dickson (Radio)	
Foote, Cone & Belding, Canada, Ltd.	10 St. Mary St.	Toronto	WA 4-4477	T. A. Sylvah	
Foster Advertising, Ltd.	149 Alcorn Ave.	Toronto	WA 4-4681	S. A. MacKay	Miss M. Newton
	550 Sherbrooke St., W.	Montreal	VI 9-5343	Charlote Toupin	Pierre Petel
	156 Lombard Ave.	Winnipeg	WH 2-2151	Gurney Evans	
	Commonwealth Bldg.	Ottawa	CE 6-59[illegible]9	J. R. Foster	
Gibbons, J. J., Ltd.	46 St. Clair Ave., E.	Toronto	WA 4-8391	W. H. Reeves	F. Robinson
	1440 St. Catherine St., W.	Montreal	UN 6-7482	Peter H. Ross	
	Scott Bldg.	Winnipeg		D. P. Johnston	
	Gibbons Bldg.	Regina		Harold Ellis	
	200 Blow Bldg.	Calgary		W. A. Bell	
	Petroleum Bldg.	Edmonton		G. Tauchman	Mrs. C. A. Durno
	V1533 W. Pender St.	Vancouver	MU 1-0157	Mrs. Hazel Bakes	
Gislason-Reynolds, Ltd.	21 Park Rd.	Toronto	WA 4-7364	R. Gee	J. Pegnem
Goodwin-Ellis Advertising, Ltd.	207 Hasting W.	Vancouver	MU 1-3474	T. H. Goodwin	
Grant Advertising (of Canada) Ltd.	103 Church St.	Toronto	EM 3-3396	Miss Joan King	
	1628 Sherbrooke St., W.	Montreal	VI 9-7515	Mrs. L. Pepin	
Grosberg, Pollock & Gwartzman, Ltd.	78 Charles St., W.	Toronto	WA 4-9211	S. W. Gwartzman	
Hayhurst, F. H., Co., Ltd.	7 King St., East	Toronto	EM 6-731	R. D. Amos	E. Brown & Miss Pat Hepburn
	1510 Drummond St.	Montreal	VI 5-0251	R. H. de Ginet	
Heggie Advertising Co., Ltd.	97 Eglinton Ave., E.	Toronto	HU 5-5125	John E. Chilman	
Huot, J. E., Publicitee, Ltee.	353 St. Nicholas St.	Montreal	VI 2-4131	P. E. Rioux	Homer Dubois
Hutchins Advertising Co. of Canada, Ltd.	33 Hayden St.	Toronto	WA 4-3753	P. J. Hennesey	
Imperial Advertising, Ltd.	38 Blower St.	Halifax		J. B. Regan	A. H. Evelyn
Industrial Advertising Agency, Ltd.	631 Spadina Ave.	Toronto	WA 4-6671	P. K. Stallworthy	Mrs. Vera Percival
Jarvis, Albert, Ltd.	94 Yonge St.	Toronto	EM 3-2438	Miss D. N. Ferris	Evan Morton
Kelley, Russell T., Co., Ltd.	627 Main St., E.	Hamilton	JA 2-1155	J. A. Price	Frank Rose
	485 McGill St.	Montreal	UN 6-4835	E. W. Desbarats	
Kenyon & Eckardt, Ltd.	321 Bloor St.	Toronto	WA 4-9531	D. B. Gill	
	550 Sherbrooke St., W.	Montreal	VI 2-2534	J. A. Winter	P. O'Sullivan

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CANADIAN ADVERTISING AGENCIES

(Continued from Page 213)

Agency	Address	City	Phone	Radio-TV Time Buyer	Broadcast Dept. Director
Locke, Johnson & Co., Ltd.	255 Davenport Road	Toronto	WA 4-8481		
Lovick, James, & Co., Ltd.	1178 W. Pender St.	Vancouver	MU 4-6221	J. Weston	M. R. Woodward & R. McRory
	800 Bay St.	Toronto	WA 1-1121	John McCuaig	Miss O. Jennings
Lovick, James, & Co., Ltd.	307 Power Bldg.	Winnipeg	WH 3-0623	Miss Nora Thorvaldson	
	629 7th Ave., S.W.	Calgary	AM 2-6161	June Duncan	Doris Urch
	401 Kerr Block	Regina	LA 3-7570	Helen Martenson	
	623 Dominion Sq. Bldg.	MTL	UN 6-8391	D. G. McMaster	Miss Gabrielle Gagnier
MacLaren Advertising Co., Ltd.	111 Richmond St., W.	Toronto	EM 4-0321	F. H. Horler	Miss M. Moran
	550 Sherbrooke St., W.	MTL	VI 5-1222	Miss L. Henuset	G. L. Trudel & R. Saucier
	911 Electric Ry. Bldg.	Winnipeg		Mrs. Norman Wood	
	1240 W. Pender St.	Vancouver		J. W. Hoyland	G. J. Munro & Hal C. Sparkman
McCann-Erickson (Canada) Ltd.	200 Bloor St., E.	Toronto	WA 5-3231	Miss Pauline Farnsworth	L. Hefford & G. P. Paul
	2055 Peel St.	Montreal	VI 9-8341	G. G. Fowler	W. G. Munro
McConnell, Eastman & Co., Ltd.	Huron & Erie Bldg.	London, Ont.	4-4528	C. S. Bowie	
	147 University Ave.	Toronto	EM 3-7004	Austin Moran	Craig Muir & J. Lyons
	Dominion Sq. Bldg.	Montreal	UN 6-7941	W. T. Blakely	
	382 Portage Ave.	Winnipeg	WH 3-7406	Miss Shirley Stevens	
	1198 Pender St.	Vancouver	MU 3-2161	Mrs. R. J. Emery	
McCracken, W. A., Ltd.	153 St. Clair Ave., W.	Toronto	WA 4-721	Wilfred A. McCracken	
McGregor Deaville Advertising	1175 Bay St.	Toronto	WA 4-6681		
McKim Advertising, Ltd.	1510 Drummon St.	Montreal	VI 9-4152	W. L. Charland	B. F. Johnson
	1407 Yonge St.	Toronto	WA 4-0981	P. H. Boultbee	F. C. Church
	250 Portage Ave.	Winnipeg	WH 2-3491	D. D. Davison	
	1030 West Georgia St.	Vancouver	MU 3-8121	R. Bruce Walker	
Muter, Culiner, Frankfurter & Gould, Ltd.	1121 Bay St.	Toronto	WA 4-5736	E. Gould	Mrs. Phyllis L. Scott
Nattall & Maloney, Ltd.	108 12th Ave., S.W.	Calgary		Mrs. P. McVean	
	Civic Block	Edmonton	4-4910	Mrs. A. E. Nightingale	
O'Brien Advertising, Ltd.	1455 W. Georgia St.	Vancouver	MU 1-9174	J. C. McCauley	
Orr, William R., Ltd.	464 Yonge St.	Toronto	WA 4-3708	Michael Jackson	
Otto, Robert, & Co. (Canada) Ltd.	355 King St., W.	Toronto	EM 6-9266	Mrs. W. M. Ross	
Paul-Phelan, Ltd.	380 Victoria St.	Toronto	EM 3-6047	T. Reid	G. P. Vale
Payeur-Publicite, Inc.	639 8th Ave.	Quebec City	LA 9-3322	Gaston Tessier (TV)	

Pennell, Margaret, Advertising	81 Queen St., W.	Toronto	EM 4-2079	Miss M. Pennell	Miss M. Barrer
Plant, Elton M., Co.	303 Bartlet Bldg.	Windsor, Ont.	CL 4-1159	Elton M. Plant	
Purkis, Thornton, Ltd.	330 Bay St.	Toronto	EM 3-3762	Miss G. Race	
Quebec Advertising Agency	1520 Mountain St.	Montreal	VI 2-9851	Jack Philton and M. Seni	Guy Pinsonneault
Reynolds, E. W., Ltd.	154 University Ave.	Toronto	EM 2-2381	E. Leslie	V. Hopkins
	1440 St. Catherine St., W.	Montreal	UN 6-1775	J. Tougas	M. A. McLeod
Richards, Fletcher D., Inc.	550 Sherbrooke St., W.	Montreal		T. A. Deans	
Ronalds Advertising Agency, Ltd.	Keefer Bldg.	Montreal	UN 6-9471	D. C. Fowler & Eug. Cote	A. Weinthal
	108 Peter St.	Toronto	EM 3-0237	Jerry Lodge	O. J. Sinclair
	218 Tegler Bldg.	Edmonton	2-8356	Bernice Waite	
Ross Roy of Canada, Ltd.	Canada Trust Bldg.	Windsor, Ont.		Carl E. Hassel	
Sauviat, G. R., & Assoc.	1236 Crescent St.	Montreal	UN 6-7355	Guy Sauviat	
Schneider Cardon Ltd.	1224 St. Catherine St., W.	Montreal	UN 1-4764	Marie Heroux	
Sills, Allan R., & Co.	137 Wellington St., W.	Toronto	EM 8-6434	Mrs. N. McAvoy	
Smith, R. C., & Son, Ltd.	380 Victoria St.	Toronto	EM 4-9396	Miss E. Lees	
Spitzer & Mills, Ltd.	50 King St.	Toronto	EM 6-2811	T. R. Hart	R. A. Stevenson, Radio Dept.
	3405 St. Catherine St., W.	Montreal	HU 1-0344	Henry Harbinson	
Stanfield, Johnson & Hill, Ltd.	Dominion Sq. Bldg.	Montreal	UN 6-8741	B. A. C. Quill	J. P. O'Flaherty
	255 Davenport Rd.	Toronto	WA 4-8481	R. Campbell	W. R. Ross
Stevenson & Scott, Ltd.	1260 University Ave.	Montreal	UN 6-9361	Sheldon Lodge	
	100 Adelaide St., W.	Toronto	EM 3-5773	S. C. Young	
	402 W. Pender St.	Vancouver	MU 3-5696	Sherill Adair	
Tandy Advertising Agency, Ltd.	20 Carlton St.	Toronto	EM 3-6362	A. C. Haight	A. A. Pape
Thompson, J. Walter, Co., Ltd.	602 Dominion Square Bldg.	Montreal	UN 6-6771	T. A. Deans	
	600 University Ave.	Toronto	EM 2-3471	Frank Flint	G. Johnson
Thompson-Petersen Advertising Agency Ltd.	215 Victoria St.	Toronto	EM 8-8091	E. W. Bowman	
	913 Sun Life Bldg.	Montreal	UN 6-9745	L. R. LeBel	
Vamplew Advertising	1175 Bay St.	Toronto	WA 3-5589	T. F. I. Camplew	V. Prysdale
Vickers & Benson, Ltd.	Keefer Bldg.	Montreal	UN 6-7701	L. Jodoin	Mrs. J. Guerin
	110 Church St.	Toronto	EM 4-6391	Mrs. Laura Jensen	D. Hardman
Walsh Advertising Co., Ltd.	1787 Walker Rd.	Windsor, Ont.	CL 6-2671	R. T. Hawkins	T. S. Lawton
	Bank of Nova Scotia Bldg.	Toronto	EM 3-3053	Miss Mary Poirier	Miss M. McLeod & Mrs. Muriel Murray
	Shell Tower Bldg.	Montreal	UN 6-8921	Yves Bourassa	
Whitehall Broadcasting Ltd.	1510 Drummond St.	Montreal	VI 9-4152	W. Charland	
Willis Advertising, Ltd.	220 Richmond St., W.	Toronto	EM 3-2073	W. A. Willis	
Yaneff, Chris, Ltd.	85 Grenville St.	Toronto	WA 1-3376	J. J. Jorgensen	
Young & Rubicam, Ltd.	1255 University St.	Montreal	UN 6-8941	F. Collins	I. Campbell
	Bank of Nova Scotia Bldg.	Toronto	EM 2-3931	D. Curran	W. Francis

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TELEVISION DAILY

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TIME BUYERS

BIOGRAPHICAL SKETCHES
OF LEADING TIME BUYERS AT
MAJOR ADVERTISING AGENCIES

1959

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FLANAGAN, JOHN J., Vice President & Associate Media Director—McCann-Erickson, Inc. Accounts—Avis Rent-A-Car, American Rayon Institute, Corn Products Sales Co. (Nu-Soft), Esso Standard Oil Co., Dorothy Gray cosmetics, Lehn & Fink Products, Savings & Loan Foundation, Pertussin, Tampax, Vickers-Armstrong, Ltd. B. 1905, New York, N. Y.; entered agency field 1928, joined McCann-Erickson as buyer 1936.

ZIPPRICH, ANDREW C., Grey Advertising Agency Inc.; accounts—Chock Full O' Nuts, Chunky Chocolate, Firestone Industrial Products Co., French Government Tourist Office, Glamur Products Inc., Gruen, General Electric—Flashbulb Division, Magee Carpets, Mennen Company, National Broadcasting Company — Necchi-Elna, RCA Victor Records; B.B.A. Manhattan College; single; entered agency field, 1947.

BARRY, AILEEN M., Grey Advertising Agency, Inc.; accounts—Procter & Gamble, Tussy Cosmetiques, Wallace Silversmiths. Miss Barry received her Bachelor of Arts degree from the College of Mount Saint Vincent. She entered the agency field in radio-television research at McCann-Erickson. Later Foote, Cone & Belding in media research and finally Grey as media research supervisor, later media buyer.

THULIN, KATHERINE A., Campbell-Mithun, Inc.; her accounts are—Food Sales, Inc., Fenn Brothers, Inc., Larsen Co., Nash-Finch Co., Northern States Power, Northwest Bank, F. H. Peavey, Technique, Inc. Born in 1931 at Minneapolis, Minnesota. Received Bachelor of Arts degree from University of Minnesota. In 1953 associated with Bulmer & Johnson, Inc., radio-TV representatives.

FISCHER, RICHARD E., Campbell-Ewald Advertising; accounts—Kroger. Fischer was born in 1912 at Quincy, Ill. He attended Quincy College and in 1937 married Jane Anderson. They have four children: Ann, Jay, Martha, Amy. He entered the advertising agency field in 1956 with Campbell-Ewald in network media. Fischer was formerly with Storer Broadcasting in Detroit and Cincinnati; and WHAS, Louisville, Ky.

LIEBERMAN, T. HERBERT; Grey Advertising Agency; accounts — Block Drug Company, Polident, Poli-Grip, Dentu-Creme, Girard-Perregaux Watches; Macy Department Store; American Toy Promotion. Lieberman was born in 1929 in New York City. B.A., Brooklyn College. M. Marjorie T. Plumer in 1956. Lieberman entered the agency field in 1954 with the accounting department of Grey Advertising. Became buyer in 1956.

HOUGHEY, DOROTHY T., Grey Advertising Agency; accounts—Procter & Gamble, Lilt, Velvet Blend, Shasta, Pin-It, Ideal Toy Corporation. Miss Houghey, single, was born in New York City in 1926. She entered the agency field in 1945 as a member of the research department of the Biow Company. Became estimator, later time buyer. Joined Grey in June of 1956. She presently resides in NYC.

MARTI, RUDOLPH O., Campbell-Mithun, Inc.; accounts—Pillsbury's Best, Charmin Paper Products. Marti was born in 1926 at New Ulm, Minnesota. He married E. La Mere in 1952. They have three children: Julie, Rudi and Lenie. Marti entered the radio field in 1948. He associated with Campbell-Mithun, Inc., first in 1950, becoming space buyer in 1954 and time buyer in 1955.

NAPOLI, JO, Grey Advertising Agency; account—Exquisite Form Brassiere, Inc. Miss Napoli was born in Brooklyn, N.Y. in 1924. Entered the agency field in 1947 in the media department of Benton & Bowles. 1950, print media assistant at Maxon, Inc., and in 1952 at Dancer-Fitzgerald-Sample. In 1954 became estimator-media assistant at Grey. Later she became head estimator, then supervisor and finally media buyer.

WILBUR, HELEN M., Grey Advertising Agency, Inc., media group supervisor, Samsonite Luggage and Furniture, Ronson Shavers, VanHeusen Shirts, Krueger Beer, Youngstown Kitchens, Anson Jewelry, Dominion Textiles. B.A. Brooklyn College. Entered advertising with the New York Times, later joined Pedlar & Ryan, Inc., and Doherty, Clifford, Steers & Shenfield, Inc. Miss Wilbur joined Grey agency during 1953.

AMOS, DONALD P., D'Arcy Advertising Company; accounts—Anheuser-Busch, Inc., International Shoe Company, Krey Packing Company. He was born in 1932 in Chicago, Ill. He received a Bachelor Of Science degree from Northwestern University; M. Dorcas L. Taylor, 1956; child, Langford. Amos entered the advertising agency field in 1957, associating with the media department — radio and television.

KELLY, ROBERT W., Lennen & Newell, Inc.; account—P. Lorillard Co. Products: Kent, Old Gold, Newport Cigarettes; From Providence, R. I.; B.S. Providence College; M. Alice Gleason; children — Robert, Jr., Kevin; background as executive of major oil company; entered agency field, 1938, research assistant, J.D. Tarcher, Inc.; has handled variety of drug and grocery spot accounts; joined Lennen & Newell as spot buyer.

SCOTTO, MARIE, Grey Advertising Agency; accounts—Dominion Textile, Canadian Converters, plus assisting on all accounts in the group. Miss Scotto joined Grey in 1951. Worked originally there as secretary to an account executive. Later moved into the media department, where she worked for a time in this area as an estimator. Miss Scotto then moved on into the field of buying with Grey.

BRADY, DON, D'Arcy Advertising Company; accounts—Budweiser, International Shoe, Brooks Foods. He was born in 1925 at St. Louis, Mo. He received his Bachelor of Arts degree at Washington University and married Cherie Alcorn in 1950. Brady in 1952 associated with the 3M Co. in industrial sales. He worked in time sales with radio station WIL in 1956, and in 1957 went with D'Arcy as a time buyer.

VORCE, RICHARD J., J. Walter Thompson Advertising; supervisor Ford Dealer spot radio-TV. Vorce was born in Albany, N.Y., in 1926. He received his Bachelor of Arts degree from Syracuse University and entered the advertising agency field in 1951 as a trainee with Wildrick & Miller, Inc. In 1952 Vorce became a space buyer. With J. Walter Thompson he moved into the area of time buying in 1955.

STEWART, WARREN H., broadcast media supervisor, McCann-Erickson, Inc.; accounts are Coca-Cola, Lysol, Fertussin, Savings & Loan, Nu-Soft, Esso Flit; B. 1923 Tamaqua, Pa.; B.A. Colgate U.; started with Lennen & Newell 1949 mail room, accounting dept., estimator, buyer; moved to Grey Advertising 1953 as buyer, then media supervisor; joined McCann-Erickson 1956 in present capacity. Married, lives in Little Silver, N.J.

SEYDELL, VICTOR, Anderson & Cairns, vice president in charge of radio and television; member of the board of directors. Accounts: Masland Carpets, White Rose Tea, Alderney Dairy, Acousticon Hearing Aids, Textile fibers division of Union Carbide, Dow Corning Corp., Waring Blendors, Shavex electric shavers, Kinney shoes, and Abhorn's coffee.

CROOKER, ROBERT H., Jr., Campbell-Ewald Company. Accounts: Chevrolet Motor division, United Motor Service, National Bank of Detroit, Kroger, Detroit Edison. Born, 1915, Detroit, Mich. Attended University of Michigan; M: Jean Scholl, 1956. Crooker entered agency field, 1938, in the outdoor dept., C-E. He also managed media department, New York branch.

KRIETE, JOHN C., Grey Advertising; accounts: Greyhound Corp., Dan River Mills, Kleinert Rubber Co. B. New York, 1932. Attended CCNY and later married Elizabeth Peters in 1957. Entered the agency field in 1948 in the area of traffic-production with Geyer, Newell & Ganger, Inc. Served USAF (SAC) from 1951-55, then rejoined Geyer. Joined Grey in 1955.

GOLDIS, SEYMOUR, with McCann-Erickson handles the Esso Standard Oil Co., Enjay Company, Gilbert & Barker, and Penola. He was born Oct. 14, 1928. He attended New York University, and received his B.S. degree in 1951. He first entered the advertising field with National Screen Service Corp. as a production assistant. He has also been associated with L & N and JWT.

SACHS, JEROME M., who is a timebuyer for Doyle, Dane, Bernbach was born Aug. 25, 1928. After attending elementary and high school in New York, he went to CCNY, where he got his B.A.A. degree in 1955. He first entered the agency business with J. D. Tarcher & Co. in 1945 as an office boy. He has also been with Cecil & Presbrey and Franklin Bruck.

PASSMORE, JOHN J., Campbell-Ewald Company; advertising accounts; Firestone Tire & Rubber Co., Goebel Brewing Co. B., 1915, McKeesport, Pa. University of Detroit. Entered agency business in 1948. C-E, Detroit as manager of magazine scheduling department. Space and time buyer, C-E, Chicago, 1952-53. Same capacity New York office, 1953-54. Returned to home office in 1955.

FIRESTONE, JERRY, Grey Advertising. Grey Advertising accounts: Esquire Apparel Arts, Ronson Corp., Shwayder Bros., Inc., Spiegel, and Union Underwear. B. Brooklyn, N. Y. 1930. He received his degree in business administration from City College, and married Monique Liabeuf in 1955. He entered business in 1951 with Dancer-Fitzgerald-Sample as research assistant.

KELLY, THADDEUS S., McCann-Erickson, handles the National Biscuit Company, Trans-Canada Airlines, and Talon, Inc. accounts. He was born on Jan. 23, 1924. He started his career in the advertising agency business with BBDO in 1940 as a mail boy. He has, in his career, also been associated with Cecil & Presbrey, Inc. Married to former Anne Fisher and has two children.

STARK, JOAN G., Grey Advertising Agency, Inc.; accounts — Associated Products, Mennen, Chock Full O' Nuts, Chunky Chocolate Corp., NBC, RCA, Lionel. B. 1928, New York City; attended Berlitz, Ohio State University, Berkeley; entered advertising field in 1950 with the Radio-TV media department of William H. Weintraub as estimator, then time buyer and then chief time buyer from 1950-1954.

BRAY, JOHN T., Cunningham & Walsh, Inc.; accounts —Texas Co., Chase Manhattan Bank, New York Daily News. He was born in 1931 in New York City. Bray, who is single, obtained his Bachelor of Science degree at Fordham University in New York. Entered advertising agency field in January of 1956 in the media department of Benton & Bowles as assistant all-media buyer. He lives in Belle Harbor, Long Island.

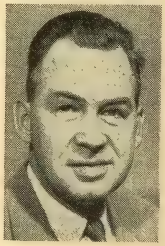
CUMMINGS JOHN T., Grey Advertising; accounts—G. Krueger Brewing, Youngstown Kitchens, Anson Jewelry, Van Heusen. Cummings was born in Brooklyn in 1926. He received his Bachelor of Arts degree at Davis and Elkins College. He married Lena Brett in 1953. In 1950 Cummings entered the agency field in the area of media research with BBDO. Joined Biow in 1955, then Grey in 1956.

REILLY, THOMAS P., Grey Advertising Agency; accounts—Greyhound, Commonwealth Shoe & Leather, H. D. Lee, Exquisite Form, Dan River Mills, Rent-A-Car, Indian Head Mills, Industrial Rayon, I. B. Kleinert Rubber, Lamport Co. B. in Brooklyn, New York. Entered advertising agency field in 1943 with Newell Emmett. Media buyer since 1944; media supervisor since 1956. Before Grey, was with F. C., & B.

PROSE, EVON L., Campbell-Mithun, Inc.; accounts—Theo. Hamm Brewing Co., Land O'Lakes, Inc.; Northwest Bancorporation, Pillsbury Feeds. Miss Prose was born in 1923 at Wolsey, S. Dakota. She received her Bachelor of Arts degree at Huron College and served in U.S. Navy public relations from 1944-1946, and from 1950-1952. Joined Bulmer and Johnson, Inc., regional radio representatives, in 1952, C-M, 1955.

ALLEN, A. KENNETH, Grey Advertising; accounts—Easy Glamur, Firestone Industrial Products, Firestone Plastics, General Electric Flashbulbs, Lionel Trains, Magee Carpets, National Broadcasting Co., RCA Victor Records; B. 1928, New Rochelle, N. Y.; Champlain Col., U. of Bridgeport; wife—Marlex (Wallace); entered agency field, 1950, radio-TV Media Dept., N. W. Ayer; TV production, 1952, USAF.

LEIGHTON, BEN, Campbell-Mithun, Inc., Minneapolis; accounts — Northwest Orient Airlines, Top Value Enterprises, Nash Coffee Co.; B. 1917, Minneapolis, Minn.; B. A. Hamline University, St. Paul, Minn.; entered radio 1936 WHLB, Virginia, Minn., also announcer 1937-38 WMIN, St. Paul, Minn.; entered agency field September 1955 as Radio-TV broadcast coordinator — accounts, Top Value Enterprises, Malt-O-Meal.



SPRAGUE, JEREMY D., Cunningham & Walsh; supervisor for broadcast on Texaco, American Telephone & Telegraph, Western Electric, Chase Manhattan, and the New York Daily News. Sprague, who is single, entered the advertising agency field in 1949 with Compton Advertising. He served in the United States Navy during 1951 and 1952, and joined Cunningham & Walsh in 1954. Resides in Manhattan.

TENDRICH, MAX, executive vice president Weiss & Geller B. 1917, New York City, BBA City College; M. Mary Finkelstein 1945; children, Robert, Joanne. Entered advertising in 1942 in charge of accounting department, Weiss & Geller. He entered the service 1953, was discharged a Master Sergeant. Returned to Weiss & Geller as space buyer.

PRIGOZY, RUTH M., MacManus, John & Adams, Inc. Advertising; accounts — Medaglia D'Oro Coffee, S. B. Thomas, Inc. bread and muffins, Chas. Pfizer & Co. — Chemical Sales Division, Virginia Dare Wines, White Rock Sparkling Beverages, Dow Chemical Company—Zefran. B. A. Brooklyn College. Married. Entered agency field 1952—D'Arcy Advertising Company.

SCHINZING, PAT, Gardner Advertising Company. Miss Schinzing was born in 1929. She entered the advertising agency field originally in 1947. Until 1951 she worked first as a secretary, then moved to the position of estimator. Miss Schinzing next became outdoor buyer. Then she was promoted to the position of assistant media group supervisor and buyer.

DARGEL, GWENDOLYN, Foote, Cone & Belding, Chicago; accounts — Dial Soap, Armour & Company; Good Seasons and Kool-Shake for Perkins Products Division of General Foods; Kraft Foods Company — Confections Division; A.B. Bradley U. and University of Illinois. Began agency work with Lord & Thomas in accounting and research. Now assistant time buyer.

GOULD, DORIS, Product Services, Inc.; accounts—Ten Day Press On, Tuck Tape, Continental Wax. She was born in New York City and received her Bachelor of Science degree from New York University in 1951. Entered the advertising field on the copy desk of J. D. Tarcher in 1946. Joined Cecil and Presbrey on merger. Then C. J. LaRoche as chief timebuyer.

JOHNSON, HUGH H., director of media, Kudner Agency, Inc.; Johnson, earlier in his career, served with the advertising department of the Reo Motor Division. Later he became advertising manager of the Buick Motor Division and finally advertising manager of the Bell Aircraft Corporation. Johnson associated with Kudner in 1944; became media director in 1954.

GARDINER, ANNA, Kudner Agency, Inc.; the Kudner accounts Miss Gardiner services are Buick, General Motors Corporation Trucks, General Motors, General Telephones, and Fisher Body; prior to her association with the Kudner Agency in 1948, Miss Gardiner worked in the area of contracts with Donahue & Coe and Erwin Wasey (now Erwin Wasey, Ruthrauff and Ryan).

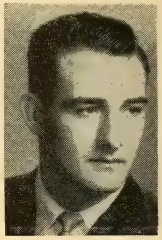
TYLER, RICHARD F., Media Director, Administrative Head, Media Dept., Guild, Bascom & Bonfigli, Inc.; accounts—Skippy Peanut Butter, Nucoa Margarine, Breast-O'-Chicken Tuna, Max Factor cosmetics; B. 1922, Renwick, Iowa; Northwestern University, Evanston, Ill.; 3 years Armed Forces 1942-45; M. Nancy Tedeschi, 1945; child—Mark; joined McCann Erickson in 1946.

TABOLOFF, VERA, Foote, Cone & Belding, Chicago, Illinois, accounts — Kimberly Clark, Kleenex, Kleenex Table Napkins, Kleenex Towels. Before 1949 Miss Taboloff worked as a layout artist for Sears. Then in 1949 she joined the Young and Rubicam agency where she worked in the capacity of time buyer. Her next career step was then to Foote, Cone and Belding, Chicago, where she has served since 1956.

SWICK, THOMAS F., McCann-Erickson, Inc.; accounts —Standard Oil Company (New Jersey), Esso Standard Oil Company, Enjay Co., Gilbert & Barker Manufacturing Co., Penola Oil Co., Born 1920, Brooklyn, N.Y.; A.B. Dartmouth College; Amos Tuck School of Business Administration. Entered agency field 1950, all media buyer Campbell Ewald Agency; McCann-Erickson agency 1952, time buyer. Now media group supervisor.

MARSICH, JOHN P., assistant media director in charge of radio-TV time buying, Kudner Agency. Attended N. Y. U., B. S. business administration, 1939. M. Gaye Reed, 1954; no children. Entered broadcasting via NBC in 1940, serving through 1949 with three-year hiatus in United States Navy. By 1949 he had advanced to supervisor of production costs on all NBC network shows. Joined Kudner in '49.

RASMUSSEN, BERNARD G., Fuller & Smith & Ross, Inc., Advertising; accounts — Alcoa, Libbey Owens Ford Glass Company, Hercules Fowder Company, Plymouth Cordage, Commercial Solvents; B.S. Fordham U.; married Mary Dooley in 1946; children — Paul, Catherine, John, Steven & James; entered agency field 1945 as assistant buyer with Ruthrauff & Ryan. Moved to Fuller & Smith & Ross in 1952.



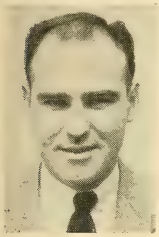
HARTIGAN, JOHN T., MacManus, John and Adams, Inc.; accounts—Pontiac & Cadillac Motor Cars, Bronson Reel; He was born in 1931 in Detroit, Mich.; Received B.A. at University of Michigan; entered agency field, 1954, media records dept.; then 1955 became Radio and TV timebuyer. Hartigan lives in Bloomfield Hills, Mich. He lists his hobbies as baseball, golf, bowling. He is member of the Detroit Players.

ZUVER, DICK, Compton Advertising Inc.; accounts—Duz Soap, Cascade Detergent, El Producto Cigars; Zuver was born in 1931 in Massillon, Ohio. He attended Trinity College and entered the agency field in 1954 in the merchandising department of Young & Rubicam Advertising Agency. Later, in 1955, he joined Compton in the area of Media Detail, becoming time buyer in December of 1956. Zuver resides in Manhattan.

DIAMOND, LYNN, Mogul, Lewin, Williams & Saylor; accounts — Rayco Auto Seat & Covers & Lite Diet Bread; B. N. Y. C., B.S. Michigan State Normal College; entered agency field 1950 with Cecil & Presbrey executive secretary account service; joined Emil Mogul as executive assistant time buying dept., 1953. Promoted to assistant buyer in June and buyer in August, same year. Lives in midtown Manhattan.

HOLLINGSHEAD, THOMAS J., recently switched from McCann-Erickson to Dancer - Fitzgerald - Sample. Broadcast timebuyer. He was born in 1929 in Jersey City, N. J. and received an AB from the University of Missouri. He was married to Laura Bogert in 1953. They have one child—Linda. He entered the agency field in 1950 and became associated with McCann-Erickson as broadcast buyer in 1956.

HALPERN, HENRY, vice president in charge of media and research, MacManus, John & Adams. The broadcast accounts with the New York office that Halpern serves are Noxema Shaving Cream, Good Humor, Medaglia D'Oro Coffee, Thomas Bread Products, and White Rock Beverages. Halpern received his bachelor of science degree from Columbia University.



HUGHES, JOHN T., McCann-Erickson, Inc., timebuyer. B. 1928 in Astoria, N. Y. B.B.A., 1949 from Manhattan College. M. Anne O'Callaghan, 1952. They have two children. After two years service in U. S. Army, joined Kelly-Nason in charge of production billing. Went in 1953 to Cunningham & Walsh as timebuyer on food and travel accounts. In 1956 joined Warwick & Legler, Inc.

FLANAGAN, THOMAS F., Grey Advertising. Accounts: Mennen Co., General Electric, National Broadcasting Co., Firestone Industrial Products, Easy Glamur, French Government Tourist Office and Gruen Watch Co. B. 1920, New York. Attended NYU. M. Marjorie Tock in 1941. Entered advertising agency field in 1946 as an assistant buyer, then as a buyer. Went with Peck Advertising in 1946.

CRANDALL, JOHN B., associate media director, McCann - Erickson. Accounts: Chesebrough-Pond's, The Mennen Company, National Cash Register, The Nestle Co., Owens-Corning Fiberglas, Liggett & Myers (Chesterfield and Oasis) Schenley Industries, United States Potash Co., and the Victaulic Company. He was associated with Benton & Bowles in 1935. Then with Kudner in 1946.

BUSHWAY, WILLIAM A., MacManus, John & Adams, accounts: Dow Chemical and Minnesota Mining & Manufacturing Co. B. 1926, Detroit, Mich. Entered agency field 1942, office service, Campbell-Ewald. Entered armed services 1945-46, 1947 media department radio and television, outdoor advertising buyer, screen advertising, Campbell-Ewald. Joined MacManus John & Adams in 1952.

HUDACK, JOS. J., Warwick & Legler, Inc. is in charge of all accounts. B. 1911, Shenandoah, Pa. Attended Albright College and St. John's University. M. Katherine Donlan in 1930. Associated with Franklin Simon, Chief IBM section and budget officer, U. S. Government, 1934. Joined ABC 1943, organized original billing dept., then TV network budget supervisor and liaison between sales and finance.

BRANCH, PHILIP, A., Grey Advertising. Accounts: American Toy promotion, Amitone, Block Drug Company, Esquire Magazine, Girard Perreqaux Watches, Hearst Publications, Hoffman Beverages, Ideal Toys, Macy's Department Store, Pabst Sparkling Beverages, Procter & Gamble, Tussy Cosmetics, Wallace Silverware, Topps Chewing Gum. He obtained his B.S. from Seton Hall University.

WILSON, EDWIN F., vice president and associate media director, McCann-Erickson. Accounts: Atlas Supply Co., Barrett Division, Canadian National Railroad, Durene Association, National Biscuit Co., Talon, Inc. and Trans Canada Airlines, joined the media dept. of A. W. Erickson Company in 1920. Media director of McCann - Erickson, Inc., from 1930 to 1945; associate media director, 1952.

FRICKE, WILLIAM A., Associate Media Director, McCann-Erickson, Inc.; Accounts — Westinghouse Electric Corp., Bulova Watch Co., Columbia Records, Look Magazine, B. F. Goodrich Footwear and Flooring Divisions, John Hancock Mutual Life Insurance Co., Stegmaier Brewing Co.; B. Brooklyn, N. Y.; E. Colgate University; entered advertising field in 1927 as field man National Outdoor Advertising Bureau.

SURENS, STEPHEN M., Sullivan, Stauffer, Colwell & Bayles, Inc. accounts—Arrid, S & H Green Stamps, "Junket" Brand Foods, Smith Bros. Cough Drops (Canada) B.J. University of Illinois; also courses at University of Kentucky, New York University and Columbia. M. Clara Szauter, 1949; daughter Barbara Ann; entered agency field, 1947, media department S.S. C. & B., Inc., was head estimator before becoming time buyer.

McAULAY, PEG A., J. Walter Thompson Co., N. Y. Accounts — Chesebrough-Pond's, Inc. and The Mentholatum Co. — B. 1932, New York City; Attended evening division N.Y.U., 1950-1955; Married Stephen Fred Byrd, attorney 1955 — Entered agency field, 1951, Media research, Compton Advertising Agency; 1954 Time estimator, Dancer-Fitzgerald-Sample, Inc.; 1954, Time Buyer, J. Walter Thompson Co.

HOWARD, MARY G., Gardner Advertising Company; network buyer for Pet Milk, Ralston Purina, Monsanto Chemical Co., Grove Laboratories; Miss Howard was born in Chicago in 1928. She originally entered the advertising agency field as a secretary. Her first step up career-wise was to the post of outdoor space buyer; later she became estimator and finally time-buyer. Miss Howard lives in Kirkwood, Mo.

SCANLAN, MARJORIE C., Kudner Agency, Inc.; the accounts Miss Scanlan handles are Frigidaire Division, Buick Motor Division, and the Goodyear Tire & Rubber Company. She associated with the Kudner agency originally in 1944 in the accounting department. She entered the Radio and Television Department of the agency in 1948. Miss Scanlan lists her residence as New York City. She reports favorite hobby is TV.

WILLARD, CHARLES, B., McCann-Erickson, Inc., broadcast buyer; accounts —The Mennen Co., Chesebrough-Pond's Inc. Willard was born in 1929 in Chicago, Illinois. He received his Bachelor of Science degree from Northwestern University in Evanston, Ill.; and entered the agency field with McCann-Erickson, Inc. in 1954. He originally associated with the media department becoming broadcast buyer in 1955.

RIEMENSCHNEIDER, ROBERT R., Gardner Advertising Co.; chief time buyer on all accounts; B. 1928 Chicago, Illinois; B.S. Northwestern U.; M. Polly Caylor 1950; children — Bob, Dick, Anne; entered agency field 1950 copywriter Schwimmer & Scott Inc.; assistant account executive 1951; account executive 1953, media director 1954; North Advertising, Inc.—media group supervisor, 1956; Gardner Advertising, 1957.

NEUGEBAUER, RALPH J., Gardner Advertising Company. Timebuyer. Neugebauer was born in St. Louis, Mo., in 1928. He took his Bachelor of Arts degree at the University of Missouri. Neugebauer joined the Gardner Advertising Company in 1956, working as assistant media group supervisor. Early this year he moved to the position of time-buyer. Neugebauer lives presently in St. Louis, Missouri.

BRANIGAN, RICHARD L.—McCann-Erickson, Inc.; accounts — Esso Standard Oil Co. Branigan took his bachelor of arts degree at Colgate University in 1954. He entered the advertising agency field in 1955 in the Research Department of Batten, Barton, Durstine and Osborn. Branigan later then moved to J. Walter Thompson the succeeding year in the capacity of assistant timebuyer. Then to McCann-Erickson in 1957.

KERWIN, LUCY H., Kenyon & Eckhardt, Inc.; accounts —National Biscuit Company, Pepsi-Cola, Capital Airlines, Coats & Clark. She took her Bachelor of Arts degree at St. John's University and her M.A. in the field of business education at Columbia University in New York City. She moved into the agency field when she associated with Kenyon & Eckhardt as a secretary. In 1947 she became a time buyer at K & E.

DWYER, MARY J., Kenyon & Eckhardt, Inc.; The accounts she handles are Lever Brothers (Spry —Liquid Spry & Praise), Equitable Life Assurance Society, Glass Container Manufacturer's Institute; Miss Dwyer was born in New York City; she attended Hunter College; joined Pedlar & Ryan as estimator, promoted to time buyer. Later Miss Dwyer joined Kenyon & Eckhardt as time buyer. She lives in New York.

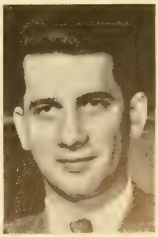
HART, RITA, Foote, Cone & Belding, Chicago. The accounts Miss Hart works on are the Chicago Tribune, spot buying for Good Seasons and Kool-Shake, Perkins Products Division of General Foods. Miss Hart was with Esquire Magazine in 1944. In 1950 she joined Foote, Cone & Belding, Chicago. At the agency she started as an estimator. She worked in competitives, then ass't time buyer & time buyer.

MORRIS, WILLIAM, Compton Advertising, Inc.; accounts—Comet Cleanser, Socony Mobil Oil Co., New York Life Insurance; B. 1933, White Plains, New York, B.S., Boston University; attended Columbia University; M. Jean-Ann Rappe, 1955; children —William Grant, Douglas Stewart; entered agency field, 1956, in Media Detail, Compton Advertising, Inc. Lives in Greenwich, Conn. Hobbies — photography, reading, swimming.

DEKKER, WILLIAM C., McCann-Erickson, Inc. Vice-Pres., Dir. of Media, Home Office — all accounts; B. 1909 Sault St. Marie, Mich.; B.A. University of New Hampshire; M. Mary McLane Dekker 1935; children—Diane, William, Thomas; entered advertising field 1934 Procter & Gamble; entered agency field 1941 at Ted Bates; joined McCann-Erickson 1943 as Dir. of Radio Time Buying; lives in Darien, Conn.

ABBADUSKA, BERN ANN, media director and time buyer at Richard N. Meltzer Adv., Inc., San Francisco. Attended Stanford University, B.S. 1955. Single. Entered agency field at Los Angeles office of Meltzer in 1956. Worked as assistant in media and production. Transferred to San Francisco office to work as traffic manager in 1957. Moved into media department as assistant to the director.

FLERI, EDWARD C., JR., Batten, Barton, Durstine & Osborn, Inc.; accounts—F. & M. Schaefer Brewing Co., Campbell Soup, Bristol-Myers, International Salt, Pfeiffer Foods, De Soto Automobiles, Sheaffer Pen; B. 1925, Brooklyn, N. Y.; B.S. Hofstra College, L. I.; children—Edward, Pamela; entered agency field, 1949, Benton & Bowles media analysis; joined Batten, Barton, Durstine & Osborn, 1953 as ass't time buyer.



MULLIGAN, BERTRAND F., Compton Advertising, Inc.; head time buyer on all Compton Accounts. Mulligan was born in Staten Island, New York. He attended the University of Miami and married Thelda Cordani in 1955. Mulligan entered the advertising agency field in 1953 in media detail at Compton, shortly thereafter becoming assistant buyer. He became buyer in 1954 and was promoted to head buyer in 1957.

CONWAY, VIRGINIA M., McCann-Erickson Advertising; accounts—Liggett & Myers Tobacco Company, The Nestle Company, Inc., Born 1929 New York City; Assisium Business School; Single; Entered agency field, 1947, Mail Girl Ted Bates & Co., 1951; Broadcast Estimator Kenyon & Eckhardt, 1953 Broadcast Estimator Bryan Houston, Inc. Joined McCann-Erickson as Estimator 1955; Became Time Buyer. Miss Conway lives in N. Y. C.

DAVIDSON, JOHN M., Gardner Advertising. Timebuyer. Davidson was born in 1929 in Berkeley, Calif. He took his Bachelor of Arts degree at the University of California. From 1955-1956 Davidson worked as a field service representative with the National Outdoor Advertising Bureau. His next move was to join Gardner as an assistant group supervisor in January of last year. Early this year he became a timebuyer.

CAMPBELL, C. N., MacManus, John & Adams, Inc.; head timebuyer — Detroit Office. Accounts—Pontiac Motor Div., Cadillac Motor Car Div., Dow Chemical Co., Minnesota Mining & Mfg. Co., S. S. Kresge Co. B. 1928 Detroit, U. of Mich. 1950 Pres. Beta Theta Pi; Married Joanne Hartwick 1956; Children — Michael, Donald. Entered Agency field 1950, Campbell Ewald Co. as Outdoor Field Rep and later as time buyer.

STENSON, HELEN C., Foote, Cone & Belding, San Francisco, accounts—Hawaiian Pineapple Co., Ltd., Southern Pacific Company, CVA Company (Roma Wine, Cresta Blanca Wine), Rolley, Inc. (Sea & Ski), Wilson & Geo. Meyer & Company; B. 1915, San Francisco, Calif. Cogswell College; entered agency field 1943, secretary manager Ruthrauff & Ryan; became time buyer 1945. Joined Foote, Cone & Belding 1949.

LEMPER, GENEVIEVE M., Foote, Cone & Belding, Chicago; manager of time buying section, supervises all accounts. Direct account responsibility for Edsel Division of Ford Motor Company, Hallmark Cards, Inc. and Minneapolis-Honeywell Regulator Company. A.B., Indiana University. Agency career began with Lord & Thomas. Handled all radio estimating and billing. She has been chief time buyer since 1948.

SANNO, ALFRED R., McCann-Erickson, Inc. Media Group Supervisor; accounts—Chesterfield and Oasis; B. 1925, Brooklyn, N. Y.; B.A. Dartmouth College '46; M. Linda Ciccarelli, 1951; children — Laura. R. H. Macy's N. Y. executive training and Buyer 1946-48; entered agency field, 1948—outdoor and print media buyer 1948-51 Young & Rubicam: print buyer B. B.D.O. 1951-1953; joined McCann-Erickson 1953.

GEORGI, CARL, JR., Campbell-Ewald Company, Detroit, vice president, director of media; accounts: Chevrolet Motor Division, United Motors Service Division, Goebel Brewing Company, Firestone Tire and Rubber Company, National Bank of Detroit, Detroit Edison, GMAC, Hertz Corporation. B. 1900, married with two daughters, attended University of Detroit. Lives in Grosse Pointe Farms, Mich.

DeLUCA, VINCENT, Erwin Wasey, Ruthrauff & Ryan is manager of the media timebuying division. He was born in 1926 in Rye, N. Y. Received his B.B.A. from Manhattan College. Married to the former Ann Harnaga. Entered agency field in 1951 with Kenyon & Eckhardt. Was also a timebuyer at Foote, Cone & Belding. Lives in Sprain Lake Knolls, Yonkers, N. Y. Hobby is opera.

PARDOLL, ARTHUR S., Foote, Cone & Belding. Group media supervisor. Accounts: Clairol, Edsel Dealers Advertising Association, Eastern region, Lever Bros., Imperial Margarine, Pepsodent paste, antiseptic and brushes, Spreez, Norwich Pharmacal, Savarin. Born 1913, New Haven, Conn. B.A. Yale University. Married Mary Kikoin 1947 and they have three children.

MARSHALL, FRANK J., Walter Thompson. Accounts: Aluminum, Eastman Kodak, Shell, Francis I. DuPont, and W. F. Young. Born, 1924 in Paterson, N. J. B.S. from Holy Cross College. Married to Lois Metcalfe and they have two children. Entered agency field at JWT in 1951 as a timebuyer. Lives in White Plains, N. Y. Hobbies are bridge, reading and television. Member of RTES.

PLOTKIN, BEVERLY R., Carson Roberts Advertising. Accounts: Mattel Toys, Rose Marie Reid Swimsuits, V-ette Vassarette and KFWB Radio. She was born in 1926 in Chicago. B.A. degree from UCLA. She was formerly circulation manager of Arts & Architecture Magazine. She has been associated with Carson Roberts since 1949. Her favorite hobby is bridge playing.

GORE, PHILIP L., Tatham-Laird, Inc. Accounts: General Mills (Kix Muffin Mix, Sugar Jets, Surechamp, Trix), Parker Pen and Swanson products. Born, 1928 in Chicago. B.S. in journalism, U. of Ill., Entered agency field in 1949 as copywriter for Spiegels, Inc., also was employed by Zenith Hearing Aids. He started with T-L in October, 1953 as account service manager. Presently timebuyer.

BARDACH, PETER M., Foote, Cone & Belding. Accounts: Liebmann Breweries, and special campaigns. Born 1929 in Detroit. B.A. from Hobart College. Entered broadcast field in 1947. Entered agency field in 1952 with Dancer - Fitzgerald - Sample as a timebuyer. Joined Foote, Cone & Belding in 1954 as a broadcast buyer and as business manager.

SCOTT, SAMUEL S., JR., J. Walter Thompson. Accounts: Lever Bros. He was born in 1925 in Scarsdale, N. Y. He obtained his B.A. from Princeton and is married to the former Deborah Flagg. They have three children. Scott entered the advertising agency field in 1956. He lives in New Canaan, Conn. His favorite hobbies are sailing and skiing.

ROFFIS, MURRAY, with McCann-Erickson, handles the Ajax Cleanser, Coca-Cola, and Westinghouse accounts. He was born March 5, 1926 and attended Cornell University, where he got his B.A. degree in 1948. He started in the agency business with Compton Advertising as a print buyer. He has also been associated with Maxon, Inc. He is married to the former Adele Jacobs.

WALLOWER, THEODORE, P., BBDO-accounts: Penik and Ford, du Pont, Zerex-Zerone, United Fruit. B. Webb City, Mo., attended University of Missouri and Washington University. Started his agency career with Bermingham, Castleman & Pierce, time-buying department. He later moved into the timebuying department of Morey, Humm and Johnstone. After that he joined B B D O.

MacDONALD, ROD, Guild, Bascom & Bonfigli is vice president in charge of media and media director. Accounts-Ralston Cereals & Ry-Krisp, and Heidelberg Brewing Co. B., 1917, San Francisco. B.S. University of Calif. Entered agency field in 1941, then Columbia Steel Division of U. S. Steel production planning, office management, Botsford, Constantine & Gardner, Biow, FC&B, then GB&B.

LIDDEL, ROBERT, Compton Advertising; accounts: Blue Dot Duz detergent, Drene Shampoo, Chase & Sanborn coffee, and Chase & Sanborn Instant. B. 1929, Washington, D. C. B.A. University of Virginia. M. Virginia Sheaff, 1952 and they have one child. Entered agency field in 1952 in media detail at Compton. Liddel lives in Riverside, Conn. His hobbies are sport cars, swimming.

BOULWARE, R. H., Bryan Houston is vice president and associate media director for the agency. He was born Feb. 21, 1914 and attended Ohio University. He received his B.S. in 1937, majoring in commerce. He started in advertising with Procter & Gamble in 1937 in the advertising department. He also has been associated with WSAI Radio, and WLW-TV. He handles all accounts.

MARTINEZ, HOPE, BBDO-accounts: Lucky Strike and Hit Parade cigarettes. Miss Martinez was born in 1920 in Madrid, Spain. She married John Anzolin in 1946, and they have one child. She entered the agency business in 1945 with the accounting department at BBDO, and still later the media department of the same agency. In 1946 she became an assistant timebuyer.

PETTICK, BEN, Product Services Advertising, accounts-Bymart Tintair, Continental Wax and Roto Broil. Pettick was born in 1916 in Brooklyn, N. Y. He is married and has three children. Entered agency field in 1954 with the research dept. at P-S. Later he moved into the area of timebuying with the firm. He presently resides in Fresh Meadows, N. Y. with his wife and children.

HAY, GRAHAM, Compton Advertising—accounts: Canada and Crisco Shortening. B., Richmond Hill, N. Y. B.A. & B.J., University of Missouri. M. Norma Erickson. Entered agency field, 1950, research dept., Biow Company. Joined Compton as assistant buyer in 1952, and became a timebuyer in 1953. He lives in Flemington, N. J. His hobbies are golf, tennis and classical music.

ENNIS, JOHN J., Bryan Houston Advertising, is vice president and media director for the ad shop. He was born July 7, 1921, and graduated from Columbia University in 1947. He formerly was associated with Benton & Bowles; he joined that agency in 1945 as a trainee. He is married to the former Ann Flood and they have two children. His favorite hobbies are golf and fishing.

KENNEDY, LOUIS J., Kenyon & Eckhardt, handles the following accounts: Mercury Division of Ford Motor Co., Brylcreem, Eno, and Ford institutional advertising. He was born in 1925 in Hatboro, Pa. He attended the Wharton School at the University of Pa., Price School of Advertising in Philadelphia. He started in the field during 1950 in Philadelphia. Joined K&E in 1953.

KOBZA, EDWARD A., Kenyon & Eckhardt, handles the following accounts: RCA Radio "Victrola" and television set divisions, Whirlpool Corp., Quaker State Oil and A-S-R-Products. He was born in 1927 on Long Island. Holds B.S. from New York University. He is married and has one child. He entered agency field in 1953 in media dept. at K&E. Rejoined K&E in 1956.

WALSH, DOLAN J., D'Arcy Advertising is in St. Louis office. He handles Anheuser Busch, The Reardon Co., Bondex-Diamex, Krey Packing Co., International Shoe, and other accounts. He is a native of St. Louis and attended St. Louis University. He is married and has one daughter. Entered agency field in January, 1951 in the outdoor dept. In 1954 he joined the radio-TV department.

RENFRO, HARRY K., director of Radio & Television for D'Arcy Advertising in St. Louis. Accounts: Budweiser, Banquet Canning Co., International Shoe, Brooks Foods, Laclede Gas, Lincoln Engineering, McQuay Norris Mfg. Co., Missouri Pacific R.R. Co. and the Reardon Co. Born 1915 St. Louis. He entered the advertising agency business in 1951. He is married and has one child.

MORENA, JOHN M., of McCann-Erickson handles the Liggett and Myers Tobacco account. He was born August 17, 1929 and is a graduate of Manhattan College. He received his BBA degree from that school in 1951. He started his career in the agency business with Cunningham & Walsh in 1950. He is married to the former Theresa O'Connel and has two children.

SCHOENFELD, JAY B. with McCann-Erickson handles accounts as follows: Avis; Corn Products (Nu Soft); Esso (Flit); and Lehn & Fink and Pertussin. He was born on April 16, 1930 and attended the City College of New York for two years. Entered ad business with Ted Bates in 1949 in mail room. Started with M-E Feb. '56 as a time buyer, presently a broadcast supervisor.

MORTON, ROBERT S., Cunningham & Walsh, accounts: Sunshine Biscuits, Narragansett Brewing, and Smith-Corona. He was born in Philadelphia in 1925. B.S. From University of Pa., Wharton School. He started his broadcast career in 1950 with WCAU (TV) in Philadelphia. Entered agency business at Benton & Bowles in 1955. He later joined C&W.

PALMER, ROBERT J., Cunningham & Walsh, accounts: American Cyanamid, George W. Helme. He was born in 1930 in Forest Hills, N. Y. Attended Fordham University. Entered agency field in 1953 as a TV producer for Albright Associates. Joined K&E in 1954. Came to C&W in 1956. He lives in Queens Village, L. I. His hobbies are golf, tennis and bowling.

WIDHOLM, ROBERT, Doherty, Clifford, Steers & Shenfield. Accounts: Bristol-Myers, The Borden Co., McCormick Co., Noxema Chemical Co. and Eastman Chemical Co. He was born Mar. 21, 1924. He received his A.B. degree from Dartmouth College in 1947. He entered the advertising agency field in 1948 as a trainee at Lennen & Mitchell. He is single.

JONES, EVELYN LEE, Donahue & Coe. Head supervisor on all radio and television accounts for the advertising agency. She attended the University of Rochester and Columbia University. Entered advertising business in 1943 as a copy writer for Donahue & Coe. She has also held positions with various motion picture companies, both independent and the majors. Married to Charles Reed Jones.

ELLIMAN, D. TROWBRIDGE, JR. Batten, Barton, Durstine & Osborn. Accounts: Du Pont, California Oil, Continental Can, General Baking, National Cranberry, New York Telephone, Air France and United States Steel. B. 1927, N.Y.C. B.A. Yale University. M. Claudia Wright 1954. Entered agency field 1950, research then media departments, J. Walter Thompson.

BROUWER, PATRICIA J., Campbell-Mithun, Inc., accounts—Anderson Windowalls, General Dairy Equipment, Gold Seal Company, Kemps - Crescent, Malt-O-Meals, and Pillsbury. Miss Brouwer was born in 1925 in Minneapolis, Minn. Attended Syracuse University. Entered agency field in 1949 with Grant Advertising. Joined Young & Rubicam in 1950 as time buyer.

VITT, SAM B., Doherty, Clifford, Steers & Shenfield. Media supervisor. Accounts: Bristol-Myers, Grove Laboratories, Paton McCormick, Borden, Sonotone, Chemway, Cigar Institute, Noxema and Standard-Triumph. He was born Oct. 23, 1926. Received his A.B. degree in 1950 from Dartmouth College. He entered advertising field with CBS, Inc., as a trainee in 1950. He has also been associated with B & B.

WALLER RICHARD J., Donahue & Co. Accounts: MGM, Inc., Southland Coffee and the New York Herald Tribune. He was born Feb. 23, 1933 in New York City. Attended New York University. He first entered the advertising agency business with Donahue & Coe as a trainee. He started with the ad firm in 1956. Since that time he has had many positions with the concern.

HARRIS, PEG (WINIFRED T.), Media Director Guild, Bascom & Bonfigli, Inc.; accounts—Ralston Purina Company, Mother's Cakes & Cookies, Mary Ellen's Jams & Jellies, Harry and David; B. Jersey City, N.J.; Academy Mt. St. Vincent, Riverdale, New York; unmarried; entered agency field 1948—Botsford, Constantine & Gardner, San Francisco, media buyer; joined Guild, Bascom & Bonfigli, Inc. February 1952 as media buyer.

ZOZULA, RUTH R., Grey Advertising Agency, Inc., account—the Greyhound Corporation. Miss Zozula was born in Vandergrift, Pa. She attended Pennsylvania State Teachers College for a period of two years, and in March of 1951 joined Grey Advertising Agency as a typist. Later she was promoted to estimator, assistant buyer and finally she became a buyer. Miss Zozula lives in N. Y.

LAMKIN, ROBERT, Compton Advertising handles the following accounts: Knickerbocker Beer, American Can and Sterling Beer. He was born in New York City in 1928. Has a B.S. From U. of Virginia. M.B.A. From U. of Pa. Went into sales with MMM in 1950. Entered agency field in 1956 with Compton. Lamkin lives in Manhattan. His hobbies are boats and sailing.

GREALISH, EUGENE J., Bryan Houston. Accounts: Ajax Cleaner, Cashmere Bouquet Soap. Simplicity Patterns, and DeWitt's Pills. He received his B.A. from Queens College in N. Y. Entered broadcast field in 1954 with NBC in the area of sales development. After further experience as an assistant production manager, Grealish joined Bryan Houston in 1957. He likes all sports.

PELLENZ, WILLIAM D., McCann-Erickson, Inc.; accounts he services are The Mennen Company, Chesebrough-Pond's Inc., the Nestle Company, Owens-Corning Fiberglas Corp.; B. 1925, Syracuse, N. Y.; Received B.S. Syracuse University 1949. Unmarried; Pellenz entered the agency field at McCann-Erickson in 1951, media department and served as office manager, outdoor buyer, broadcast buyer, supervisor.

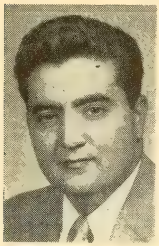
DUNIER, LESLIE L., is vice president and director of Radio and Television at Emil Mogul Co. He was born in 1924 in New York City. Received B.S. from New York University, 1946. M. Norma Rich, 1955. Entered agency field with Reiss Advertising in 1945. He has also been an account executive with Sterling Advertising, and president of L. L. Dunier, 1951-53.

WIEDER, ETHEL, Compton Advertising. Accounts: Gleem Toothpaste, Ivory Flakes and Ivory Soap. She was born in New York City and entered agency field in 1939 as a secretary at Brown & Tarcher. She joined WNEW Radio in 1941, moved to Foote Cone & Belding a year later. She joined Compton in 1956. She resides in New York, and her hobbies are reading and sewing.

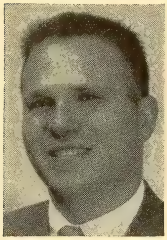
STEVENS, RICHARD A., Bryan Houston, Inc.; Stevens is presently serving as manager of the media department and also in the capacity of buyer for Newsweek Magazine, Heublein and J. P. Stevens Co., Inc. He received his education at Tulane University, New Orleans, Louisiana. Stevens entered the agency field in 1925 following the completion of his education. He presenty makes his home on Long Island, New York.

BACKUS, MILDRED (Fulton), a broadcast media supervisor with McCann-Erickson handles the Bulova Watch, Westinghouse Electric Corp; B. F. Goodrich, Look Magazine and Columbia Records accounts. She was born Feb. 22, 1922. She has formerly been associated with Free & Peters. She joined that firm as a secretary in 1945. She also was associated with Biow Co. as a timebuyer.

TASHJIAN, EDWARD, Mogul, Lewin, Williams, Saylor. Accts: Esquire Shoe Polishes, Park & Tilford, Tintex and Revlon. Born in Brooklyn in 1930. Attended NYU and married Louise Ayvazian in 1954. They have one child. Entered agency field in 1950 in production dept., E-M. After that he was associated in estimating, media research, timebuying and assistant to Radio-TV director.



HARABADIAN, LARRY N., Campbell-Ewald Company; accounts — Chevrolet Motor Division, General Motors Corporation; The Kroger Company; Detroit Edison Co.; etc. B.S. 1952 University of Detroit — College of Commerce and Finance. Joined Campbell-Ewald upon graduation from University in 1952; started in the office service department; after two months, assigned to United Motors Service account.



BUTNER, LAWRENCE, Albert Frank-Guenther Law, Inc.; accounts — Buitoni Foods Corp., Kiplinger Changing Times Magazine, Home Insurance Co., Bache & Co., Harris-Upham, Prentice-Hall; B. 1931, Brooklyn, N. Y.; B.B.A., C.C.N.Y. (Eve); M. Eleanor Schwartz, 1954; entered agency field, 1945, accounting dept., Katz Agency, Inc.; Maxon, Inc., 1954, Asst. Time Buyer; joined present agency, 1956.

KEEGAN, DAVID D., Grey Advertising Agency, Inc.; accounts—Greyhound Bus Corporation. Keegan was born in 1926 at Yonkers, N. Y. He received his Bachelor of Science degree at Seton Hall University. Keegan joined Batten, Barton, Durstine & Osborn, Inc., from 1951 to Feb. of 1954. He then associated with Parade Publication, Inc. until Jan. of 1956. Keegan later joined D'Arcy Advertising until Nov. '56.

KEARNS, KEN, Grey Advertising Agency; accounts—Procter & Gamble; Lilt, Party Curl, Pin-It, Shasta, Velvet Blend. His early background was made up of associations with the Hearst Publications and Good Housekeeping Magazine. Kearns entered the advertising agency field in 1946 with Compton Advertising. He joined the Biow Company in 1951 and worked as radio and television buyer. In 1956 he joined Grey.

JACKMAN, NORMAN G., Campbell-Ewald Company; accounts—United Motors Service, General Motors Corporation, Detroit Edison Company, National Bank of Detroit; Jackman was born in 1926 in Detroit, Michigan. He attended Wayne University; and M. Helen Van Den-Brouck during 1948. He has four children—Marrilyn, Michael, Timothy, and Elizabeth. Jackman entered the agency field in 1947.

RANDALL, ALEXANDER J., Cunningham & Walsh, Inc.; accounts — Folger's Coffee. Randall was born in 1926 at New London, Conn. He obtained his Bachelor of Science degree at Boston University and entered the advertising agency field in 1955 with N. W. Ayer & Son, Inc. where he worked in traffic and time buying. He associated with Cunningham & Walsh last year as a time buyer. Lives in Queens, N. Y.

OCHS, MALCOLM B., Grey Advertising Agency; accounts — National Broadcasting Company, RCA Victor Records, Mennen, Easy Glamur, Bernard Ullman, B. Blumenthal, Necchi-Elna. Ochs was born in New York in 1933. Received his B.S. and M.B.A. at New York University. M. Libby Pescovitz in 1956. Entered agency field 1955 with the media department of Dancer-Fitzgerald-Sample. Joined Grey as media analyst.

RITTER, VAL C., Cunningham and Walsh, Inc.: accounts—J. A. Folger & Co., the Andrew Jergens Co. Ritter was born in 1926 at Richmond Hill, New York. He received his education at Hofstra College, and entered the advertising agency field in 1951 with the William Esty Co., in the checking department. Joined Dancer-Fitzgerald-Sample in 1954 as a time buyer: Cunningham and Walsh in 1957, again as time buyer.

STOTT, HERBERT, D., media manager, Kenyon & Eckhardt, L. A. Accounts Max Factor & Co., Los Angeles Lincoln Mercury Dealers Assn., and RCA Victor Distributing Corporation of Southern California. Started his media career with Colgate-Palmolive Company in 1947. After that he was associated with Carl S. Brown. He has also been with Henry B. Cohen advertising, and Lennen & Newell in New York.

ALLEN, POLLY, J. Walter Thompson Company; the accounts Miss Allen handles are Pan American World Airways, Sylvania Electric Products, Inc.; she was born in 1930, New York, N. Y.; A.S. Endicott Junior College; Miss Allen entered agency field in 1950, as estimator with the J. Walter Thompson Company. She then became time buyer. Miss Allen presently lives in Manhattan. Hobbies include theater, reading.

SIMMONS, PENELOPE, A., Foote, Cone & Belding, Inc.; accounts: Lever Brothers Company (Imperial Margarine) & Clairol, Inc.; children—John, Patricia Giardini and Joan Campbell; Miss Simmons entered agency field as secretary to radio director of Federal Advertising Agency, Inc., and worked up to time buyer; she then joined Foote, Cone & Belding, Inc., in 1952. Lives in Flushing, N. Y. A hobby—photography.

BURBECK, JOSEPH, Compton Advertising, Inc.; accounts — Duncan Hines Cake Mixes, Big Top Peanut Butter; He was born 1931, Bayshore, Long Island; Received B.S., from Dartmouth College; 1955; he entered the advertising agency field at Compton. Burbeck lives in Bethpage State Park. His hobbies are sailing, skiing, and golf. He is a member of Delta Tau Delta Social Fraternity, Dartmouth Club of N. Y.

STAFF, DOROTHY B., Lennen & Newell, timebuyer, Los Angeles office; Accounts—media buying for Paramount, Warner Bros., and merchandising for the Stardust and Desert Inn Hotels in Los Vegas, plus the E. F. Hutton and Reynolds Decorative Foil accounts. Started in the agency business in 1944. In 1948 she joined the advertising department of the Los Angeles Times as assistant to the national advertising manager.

RUTMAN, JOAN M., Grey Advertising Agency, Inc.; accounts — Greyhound Corporation, Greyhound Rent-A-Car, Dan River Mills, Lily Tulip; B. 1928, New York City; 2½ years Fordham University; single; entered agency field in 1948, media department, Biow Co.; Duane Jones 1950 as assistant time buyer; N. W. Ayer 1952, time buyer; Grey Advertising Agency 1955, media buyer. Miss Rutman lives in Forest Hills.

BEAN, RICHARD S. Recently switched from McCann-Erickson to Warwick & Legler. He was born in 1915, Rockville Centre, N. Y.; M. Ethel S. Jokumsen, 1940; children, Karl, Richard, Ethelle, Judd Roy; entered agency field, 1934 mail room, Ruthrauff & Ryan, Inc.; joined Pedlar & Ryan, Inc. in 1947 as media director; then, in 1953, to Grey Advertising as media director; and 1956, to McCann-Erickson, Inc.

FERRITER, MARY C., media director; Guild, Bascom & Bonfigli, Inc.; Accounts: Breast-O'-Chicken Tuna Inc., Heidelberg Brewing Company; Max Factor Cosmetics; B.S., Boston University; entered agency field, 1949, secretary then junior account executive, Harold Cabot & Co., Inc., Boston. Moved to San Francisco—1953, media director at Richard N. Meltzer Advtg.; 1955, media mgr., Botsford, Constantine & Gardner.

"Imagin'

me goin' ta collidge!" WJAR-TV made nationwide headlines recently when it initiated a live TV course on the history and philosophy of communism. Full academic credit was given by Providence College and enthusiastic letters poured in. Daring, imaginative, unorthodox local programming like this is the biggest single reason why WJAR-TV consistently walks off with the lion's share of the audience in the PROVIDENCE MARKET.

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Cock-of-the-walk in the PROVIDENCE MARKET

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RADIO TELEVISION DAILY

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U. S. MAP OF NETWORK

1959

THE "DON'T DO IT YOURSELF" FAD

...Network Radio is Making It Popular

By EDWARD J. DeGRAY

ABC Vice President in Charge, Radio Network

"DO IT YOURSELF" is a phrase well-established with Americans of the current generation. To countless millions, it means building game rooms; engaging in hundreds of projects about the house; making repairs on the family automobile and handling scores of other tasks which might otherwise prove costly.

But occasionally, the "Do It Yourself" man or woman finds himself involved in a situation where only a craftsman can resolve the problem. In short, there are times when people can't do it themselves.

The "do it yourself" age in radio began a decade ago and with it, hundreds of stations throughout the country began programming records and news, plus other local features. In time, many of these stations discovered however that there were situations where local resources were not always adequate to handle the problem at hand. The result was that many stations have learned that network radio was a must for balanced programming.

In its role as a craftsman, ABC Radio has therefore geared its concept to the modern trend: serving as the source for programming which the stations can't do themselves. In aiding stations to obtain balanced programming, its concept is based on providing listeners with the type of programs they want.

One key area is entertainment featuring the nationally-known personality. Don McNeill's "Breakfast Club" and the Peter Lind Hayes-Mary Healy show fit this need of listeners, and in addition to entertaining, these performers also inform. For the advertiser, they offer a means of reaching large numbers of families simultaneously.

In the field of information, news and commentary are in constant demand. While a local station can utilize wire service reports for some news broadcasts, it cannot engage a world-wide staff to cover first-hand the important events taking place at all times and places. ABC Radio has met this demand through expansion of its staff and facilities and by adding both newscasts and commentary.

For specials, programs and bulletins, ABC Radio also installed a news alert system to warn its affiliates. As a result, ABC Radio is able to provide stations complete coverage of fast-breaking stories.

In addition to these two examples of giving stations material they can't provide themselves, ABC Radio also presents public affairs shows, stereophonic broadcasts and other notable programs, programs for the listener and the station.

A medium possessing unlimited flexibility, network radio is able to adapt itself to any situation. ABC Radio for one believes this is its most important strength and as new challenges arise, our network will be ready to meet them. This flexibility has kept the medium going at a time when other forces threatened and will I am sure enable it to again move forward to achieve new successes in the future.

AMERICAN BROADCASTING COMPANY RADIO NETWORK, INC.

(A Subsidiary of American Broadcasting-Paramount Theatres, Inc.)

7 West 66th Street, New York 23, N. Y.
Telephone Number: SUsquehanna 7-5000

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Slocum Chapin .....Vice President
Giraud Chester .....Vice President
Donald W. Coyle.....Vice President
Sanford Cummings .....Vice President
John Daly .....Vice President
Edward De Gray.....Vice President
Theodore H. Fetter.....Vice President
Michael J. Foster.....Vice President
Henry Hede .....Vice President
Robert H. Hinckley.....Vice President
Earl Hudson .....Vice President
Frank Marx .....Vice President
John H. Mitchell.....Vice President
Thomas W. Moore.....Vice President
William P. Mullen.....Vice President
Sterling C. Quinlan.....Vice President
James G. Riddell.....Vice President
Stephen Riddleberger .....Vice President
Selig Seligman .....Vice President
Joseph Stamler .....Vice President
Thomas Velotta .....Vice President
Mortimer Weinbach .....Vice President
Omar Elder.....Sect. & Asst. Gen. Counsel
Michael P. Boland.....Asst. Treasurer
J. Russell Gavin.....Asst. Treasurer

NEW YORK

American Broadcasting Company Radio Network, Inc.

Edward DeGray .....Vice President
S. William Aronson.....Admin. Asst.

Engineering

Frank Marx.....Vice President in Charge
John Bourcier.....Operations Supervisor Engineering, Radio
G. Edward Hamilton.....Dir. of Engr. Oprs.
Richard Hamilton.....Supr. of Communications
George Milne.....Dir. of Traffic & Comm.
Clure Owen.....Administrative Assistant
John Preston.....Dir. of Engineering Facilities
Lawrence A. Ruddell.....Recording Director
Reginald Willcocks.....Traffic Manager

Finance, Personnel & General Services

Simon B. Siegel.....Financial V.P. of AB-PT and V.P. & Treas. of ABC
George Ast.....Purchasing Agent
Michael P. Boland.....Assistant Treasurer
Joseph Fitzpatrick .....Internal Auditor
J. Russell Gavin.....Assistant Treasurer
Edward Graessle.....Manager of Treasury Affairs
Marie McWilliams.....Director of Personnel
Joseph Spagnola..Dir. of Office & Studio Services

Legal & Labor Relations

Mortimer Weinbach.....V.P. & General Counsel
Omar Elder.....Secy. & Asst. General Counsel
Richard L. Freund.....Dir. of Labor Relations

News, Special Events & Public Affairs

John Daly....Vice President in Charge of News
Donald Coe.....Director of Special Events & Operations
Catharine Lynch .....Librarian
Francis N. Littlejohn.....Director of News & Public Affairs
Wiley Hance.....Manager of Public Affairs

Program

Walter A. Gustafson.....Supr. of Sound Effects
Charles Manno.....Eastern Prog. Dir.
James McConnochie..Mgr. of Announcing Office

(Continued on Page 244)

Washington throwing dollar across Rappahannock - J. Dunne '59

Nobody could ever make a dollar go farther

(till ABC Radio thought up its 4-Most Plan)

We cannot tell a lie. ABC's 4-Most marketing concept has no equal at getting mileage out of your advertising dollar — or adding momentum to your merchandising program. Its four feature benefits aim to excite not only consumers, but the sponsor's management, salesmen, distributors, dealers, and local broadcasting outlets.

1. ABC goes all out to develop dealer-distributor advertising tie-ins on local ABC affiliates with your network sponsorship.

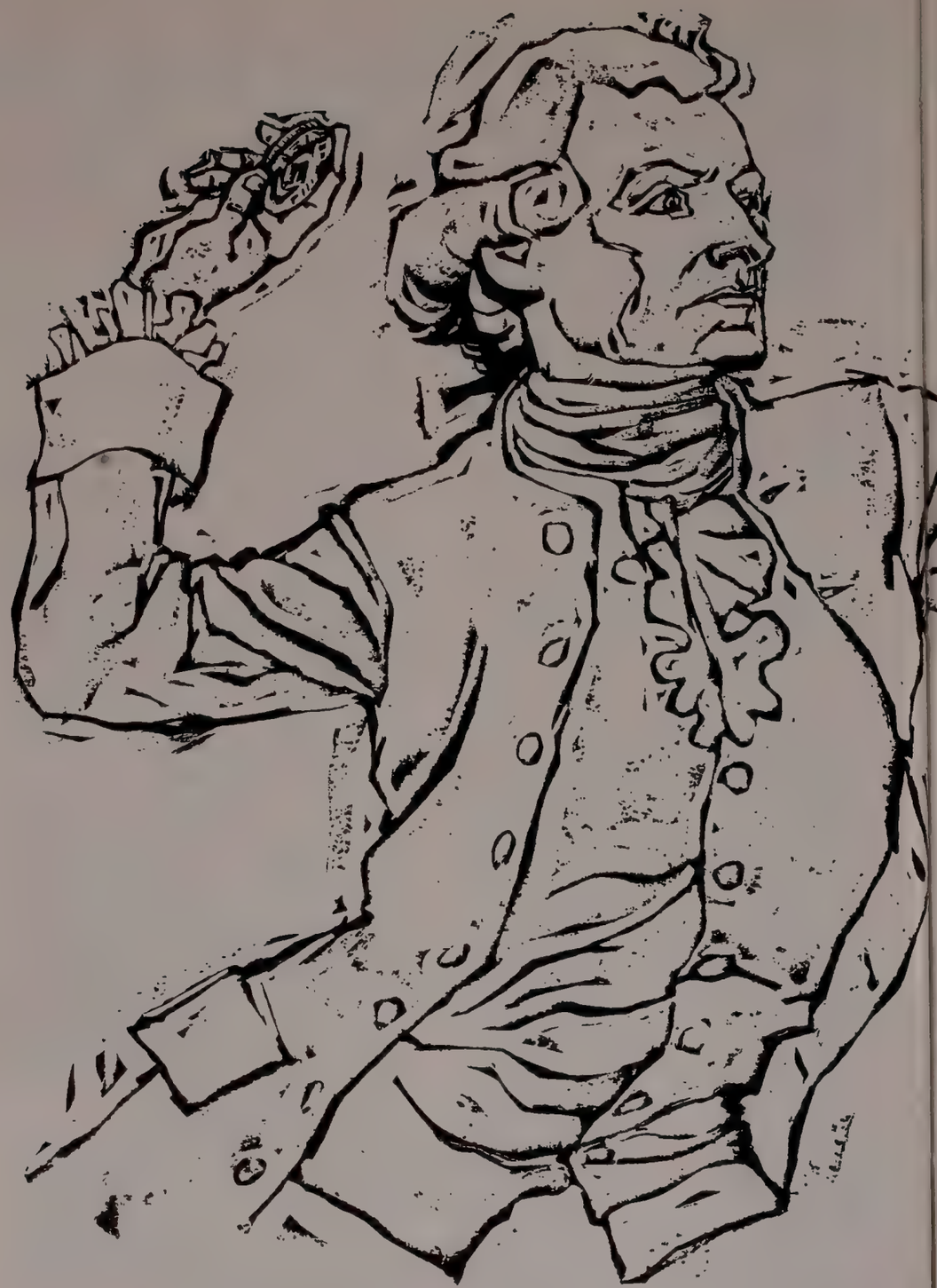
2. ABC creates an effective and colorful sales promotion kit for use by your district sales representatives.

3. ABC helps you create and stage closed-circuit nation-wide sales promotions.

4. ABC's cooperative roster of personalities is happy to pitch in on your merchandising efforts—with personal tapes cut especially for you!

The 4-Most Plan is flexible — is made to fit *your* specific marketing needs.
Isn't this a chance you can't throw away?

ABC RADIO NETWORK



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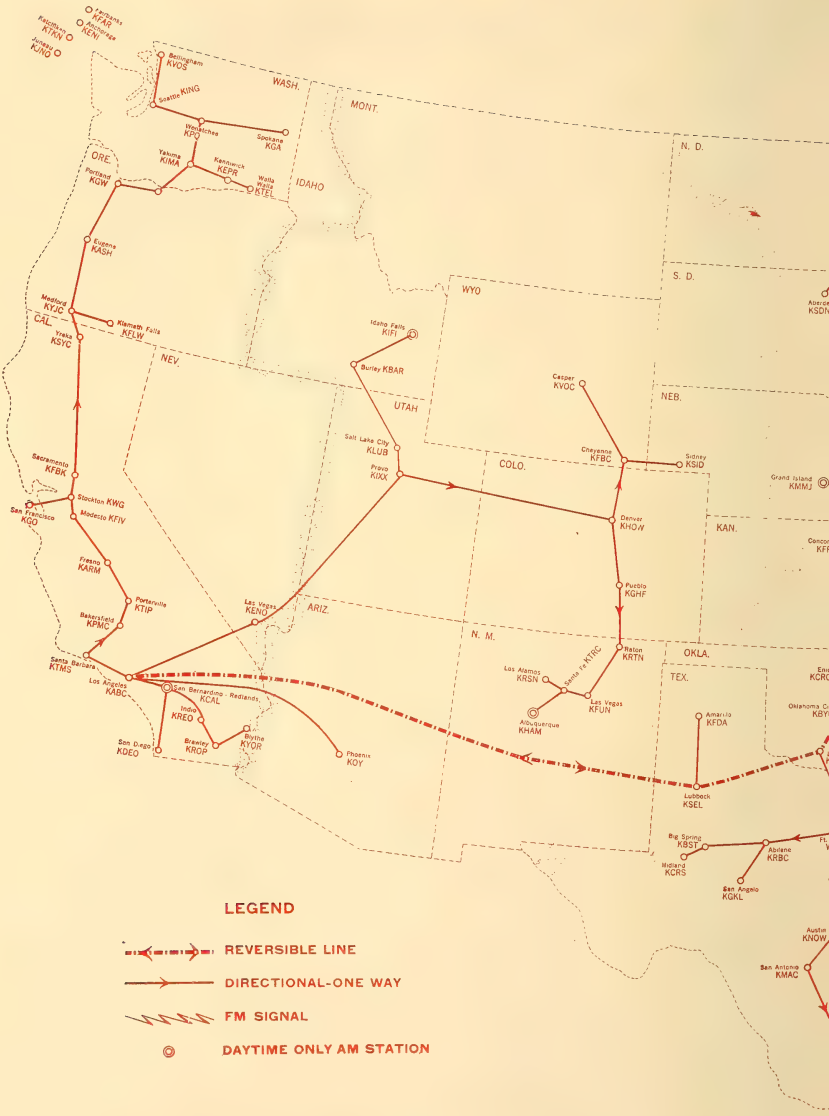
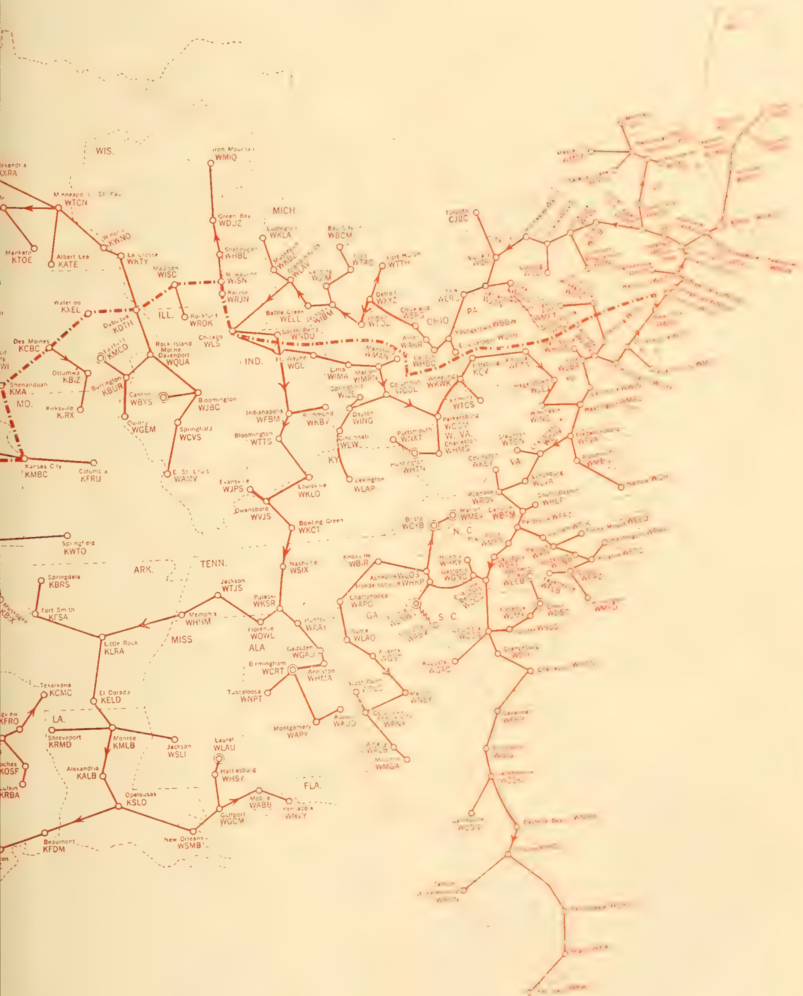
ABC RADIO NETWORK

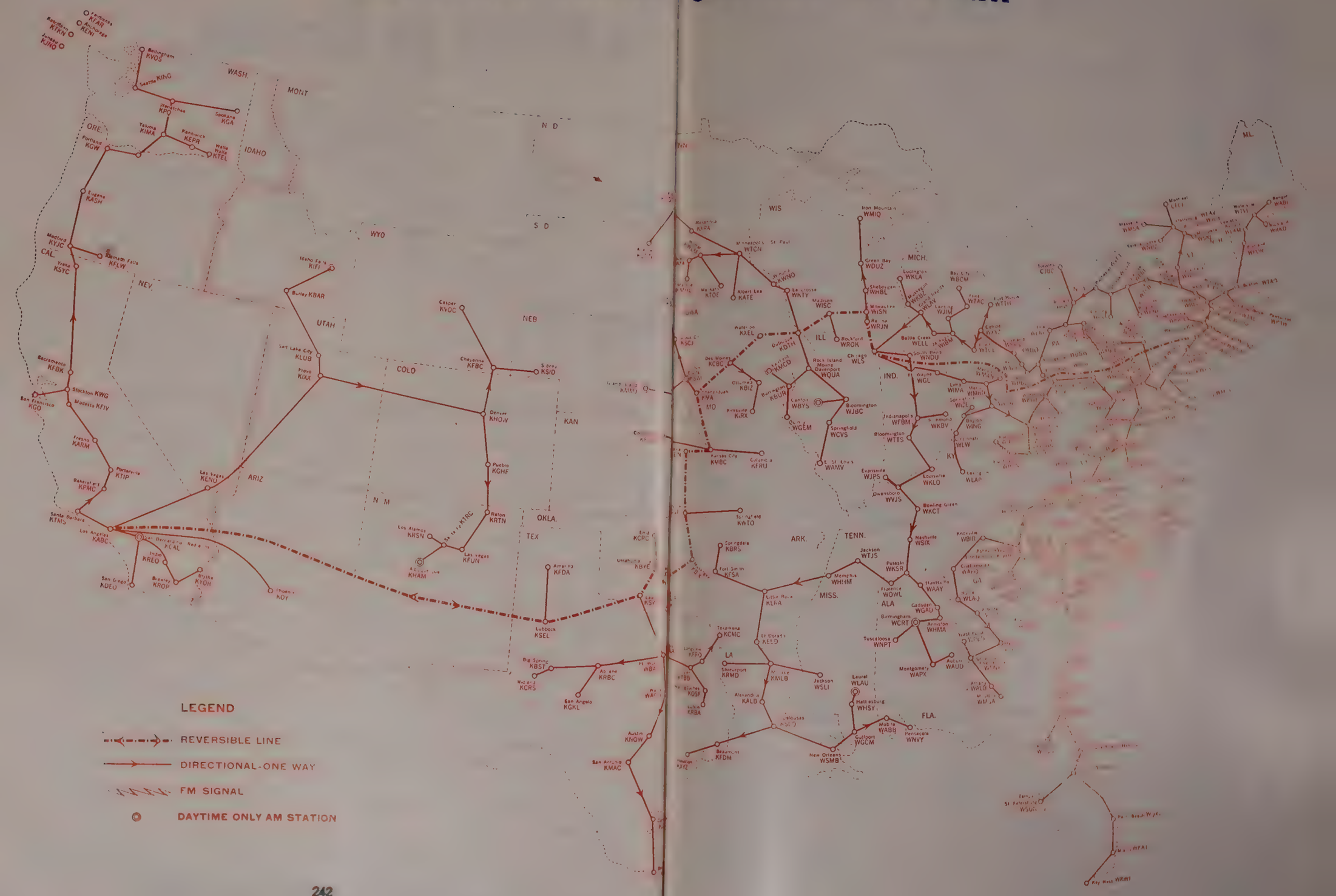
AMERICAN BROAD



ASTING NETWORK



AMERICAN BROAD CASTING NETWORK



(Continued from Page 239)

George Sax.....National Dir. of Program Operations & Cooperative Program Mgr.
Ruth Smith....Supr. of Production, Control Unit
Frank Vagnoni.....Manager of Music Division

Press Information

Michael J. Foster....Vice President in Charge
Stephen Strassberg.....Dir. Press Information

Continuity Acceptance

Grace Johnsen.....Dir. of Continuity Acceptance

Research

Hal Cranton....Dir. of Sales Devel. & Research

Sales

Robert Pauley.....Eastern Sales Mgr.
Elizabeth Boucher Kelley....Dir. of Sales Service

Station Relations

Earl Mullin.....Nat. Mgr. & Reg. Mgr.
Frank G. Atkinson.....Regional Manager

CHICAGO
190 North State Street
Chicago, Illinois

Clar Heider.....National Spot Sales Mgr.
Elliott W. Henry, Jr.....Director of Publicity & Promotion
William P. Kusack.....Manager of Engineering Department
James Duffy.....Dir. of ABC Radio Network for Central Div.
Manuel Fingerhut....Comptroller of Central Div.

DETROIT
1700 Stroh Building
Detroit 26, Michigan

Robert Baker.....Radio Studio Manager
Joseph C. Cassel.....Comptroller
Harold Christian.....V.P. in Charge of Merchandising & Research
Charles Kocher.....Chief Engineer
Harold Neal.....V.P. in Charge of Radio
Olive Davis.....Traffic Manager, Radio
Robert Baldrica.....Asst. Radio Sales Mgr.

HOLLYWOOD
1539 N. Vine Street
Hollywood 28, California

James G. Riddle.....V.P. in charge W.D.
Earl Hudson.....V.P. Advisory
J. Clifford Anderson...Director of Labor Relations
Dorothy L. Brown...Continuity Acceptance Mgr., Western Division
Dresser Dahlstead.....Prog. Mgr., Network & KABC, Western Div.
Ralph C. Denechand.....Mgr. of Engineering Operations, Western Division
Milt Fishman.....Dir. Radio-TV News, W.D.
Theodore Grenier.....Chief Engineer, Western Division
Jon Meyers.....Asst. Network Prog. Mgr. Production Mgr., KABC Radio
Courtney McLeod.....Dir. of Network Traffic, TV & Radio, West. Div.
Robert P. Myers.....Pacific Coast Counsel—ABC
Daniel P. O'Reilly.....Dir. News Dept.
John H. Pace.....General Manager of KABC
Fiorence T. Schiro.....Personnel Director
John C. Wagner.....Controller, Western Division
Harry Woodworth.....Western Sales Mgr., ABC Network

PITTSBURGH
411 Seventh Avenue
Pittsburgh 19, Pa.

Ralph Beaudin.....Gen. Mgr., KQV

SAN FRANCISCO
277 Golden Gate Ave.
San Francisco 2, California

John H. Mitchell.....V.P. in Charge of San Francisco Office
George Rice.....Program Director
Harry Jacobs.....Chief Engineer & Building Maintenance Manager
Edith Kirby.....Traffic Manager
Arthur Abell.....Merchandising Mgr.
Robert Cooper.....Progr. Mgr.
Chandler Meloy.....KGO Natl. Spot Sales Mgr.
Lorraine Pederson..Continuity Acceptance Editor
Henry Saroyan...Comptroller & Purchasing Agent
Edward Smith.....Dir. of Operations, KGO

WASHINGTON
1735 DeSales Street, N.W.
Washington, D. C.

Robert H. Hinckley.....Vice President in Charge of Washington Office

NEW YORK
7 West 66th Street
New York 23, New York

Ben Hoberman.....General Manager
Paul Kasander.....Program Director
Barrett Geoghegan.....Sales Manager

ABC RADIO STATIONS AFFILIATES ADVISORY BOARD

District 1...Simon Goldman, WJTN, Jamestown, N. Y.
District 2....J. P. Williams, WING, Dayton, Ohio
District 3....Phil Hoffman, WTCN, Minneapolis
District 4...T. B. Lanford, KRMD, Shreveport, La.
District 5...C. B. Locke, KFDM, Beaumont, Tex.
District 6.....William Grove, KFBC, Cheyenne, Wyoming
District 7.....James Wallace, KPQ, Wenatchee, Washington
District 8...J. S. Younts, WEEB, Southern Pines, N. C.

THE CHALLENGE OF NETWORK RADIO, '59 . . . Some Real Answers Are Emerging

By ARTHUR HULL HAYES

President, Radio Division of the
Columbia Broadcasting System

IS there such a thing as modern network radio? Some network radio today sounds pretty much like the good independent stations sounded—ten years ago. Another "modern" approach has been to switch from programs to excerpts of programs and running them all together. These are just two of the answers by network radio to the advent of television. I think they fail to come to grips with the real problem. These answers assume that the way to meet our medium's economic necessities is to cut down on the quality of the product: programs.

In January 1959, the CBS Radio Network and its affiliated stations began operating under a new structure, our Program Consolidation Plan. PCP has consolidated and regrouped what was already network radio's top-ranking schedule into even stronger, more attractive program sequences . . . has given affiliates the opportunity for more ambitious local program ventures . . . and has made possible improved clearances, and a more truly national network service for advertisers.

In short, our objective is what it must be, if network radio is to continue to be an enduring and exciting medium: a better product; bigger audiences.

PCP has been in operation for a short time. But reactions from stations and advertisers give clear testimony to the soundness and promise inherent in the plan. Immediately after PCP was announced, this network experienced the greatest sales spurt in recent network radio history. Over $4 million in new and expanded business was contracted for by leading advertisers. And the affiliated stations, with very few exceptions, have been excited by the new possibilities, in audiences and in revenues, opened up by the plan.

In addition to this local CBS News sales opportunity, our stations now have longer blocks of contigous time in which to develop local personalities (how far would even an Arthur Godfrey have gone with a 15-minute format?), and in which to present top local and regional events in the evenings and on weekends.

As for the network schedule itself, almost without exception the programs responsible for our 10-year audience leadership are all continuing. And the vital CBS special events and public affairs programs are a key factor of current and future operations.

So the new CBS Radio Network is structured like this. By strengthening the stations of the network, we strengthen the network. By consolidating the network schedule, we make it possible to maintain and extend the most widely acclaimed programming in the business. By devising a new financial structure, we enable both network and stations to function more profitably. And by virtue of all of the above, we make it possible for advertisers on the CBS Radio Network to realize the vast new potentials of modern network radio.

PC

P

CBS Radio's Program Consolidation Plan is the most significant forward step in network radio in years. Logically, it was developed first on this network. Where leadership is a *constant*. Where advertisers reach the largest audiences when they talk.[1] Where listeners find most of the programs they most want to hear.[2] Where critics favor more programs than on the other three networks combined.[3] Bank on PCP to produce an even greater margin of leadership—and even more effective advertising for you—on the

CBS RADIO NETWORK

1 *42 per cent larger audiences per commercial minute than on the next network; Nielsen Radio Index; September 1957—December 1958.*

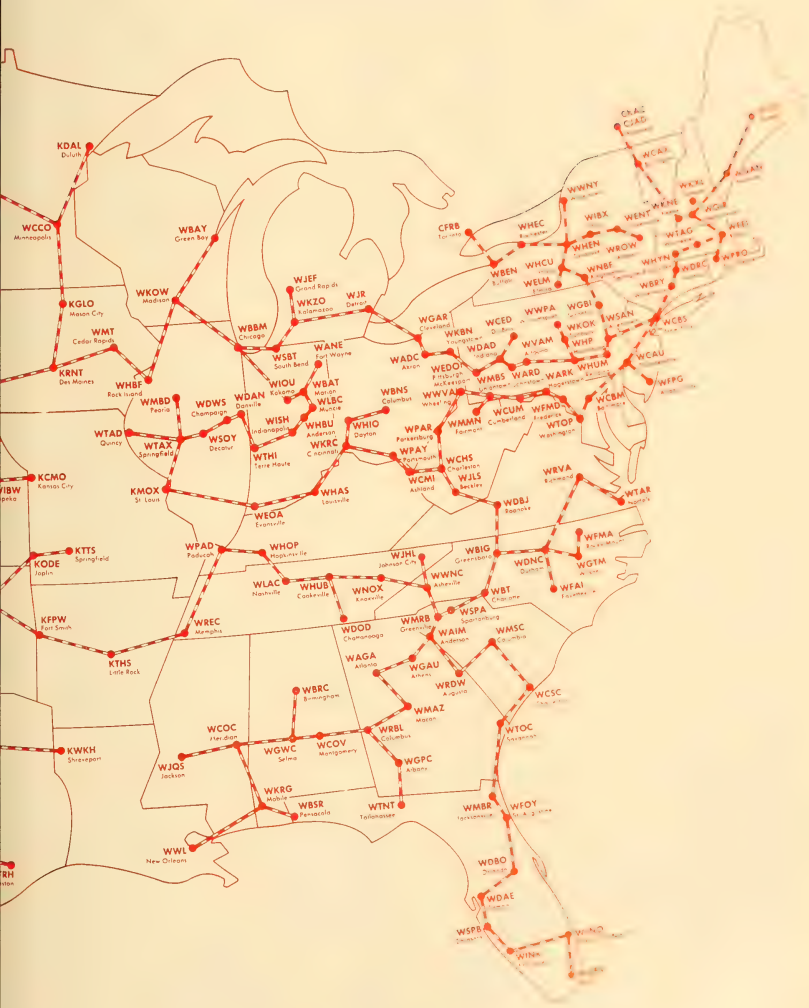
2 *226 quarter-hour wins out of a possible 237 in all the quarter-hours in which CBS Radio programs compete with those of at least one other network in ten or more of the top 26 markets; Network Radio Pulse; 1958 monthly average.*

3 *29 out of 50 honors in the 11 program categories voted on by 465 critics in the Radio-Television Daily Annual Poll for 1958.*

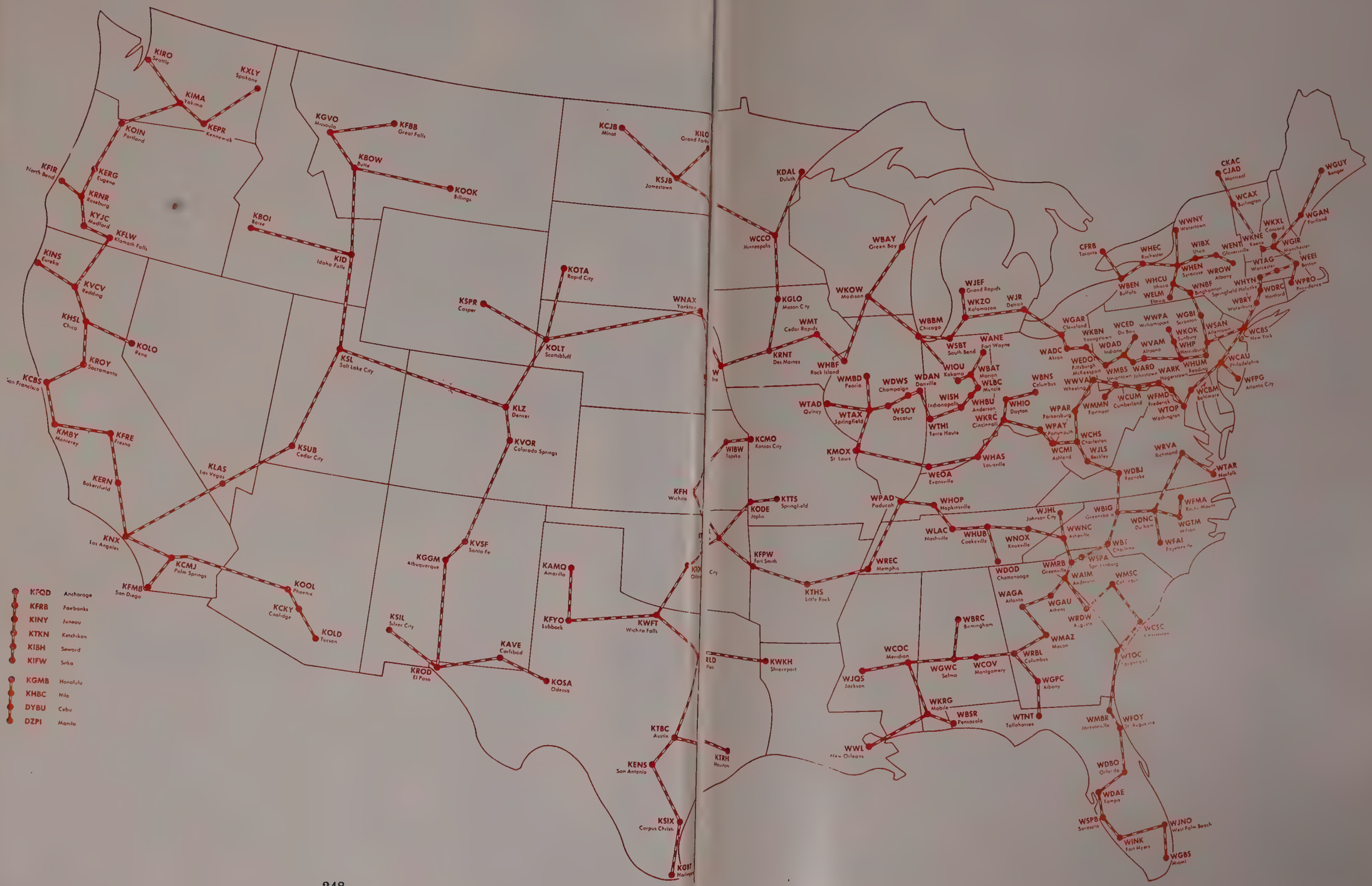
CBS RADI

KIRO
Seattle
KXLY
Spokane
KIMA
Yakima
KEPR
Kennewick
KOIN
Portland
KFIR
North Bend
KERG
Eugene
KRNR
Roseburg
KYJC
Medford
KFLW
Klamath Falls
KINS
Eureka
KVCV
Redding
KHSL
Chico
KOLO
Reno
KROY
Sacramento
KCBS
San Francisco
KMBY
Monterey
KFRE
Fresno
KERN
Bakersfield
KNX
Los Angeles
KCMJ
Palm Springs
KFMB
San Diego
KGVO
Missoula
KFBB
Great Falls
KBOW
Butte
KOOK
Billings
KBOI
Boise
KID
Idaho Falls
KSL
Salt Lake City
KSUB
Cedar City
KLAS
Las Vegas
KOOL
Phoenix
KCKY
Coolidge
KOLD
Tucson
KCJB
Minot
KSJB
Jamestown
KOTA
Rapid City
KSPR
Casper
KOLT
Scottsbluff
KLZ
Denver
KVOR
Colorado Springs
KVSF
Santa Fe
KGGM
Albuquerque
KSIL
Silver City
KROD
El Paso
KAVE
Carlsbad
KOSA
Odessa
KAMQ
Amarillo
KFYO
Lubbock
KWFT
Wichita Falls
KFQD Anchorage
KFRB Fairbanks
KINY Juneau
KTKN Ketchikan
KISH Seward
KIFW Sitka
KGMB Honolulu
KHBC Hilo
DYBU Cebu
DZPI Manila

NETWORK


KDAL Duluth
WCCO Minneapolis
WBAY Green Bay
KGLO Mason City
WMT Cedar Rapids
WKOW Madison
KRNT Des Moines
WHBF Rock Island
WMBD Peoria
WDWS Champaign
WDAN Danville
WTAD Quincy
WTAX Springfield
WSOY Decatur
KCMO Kansas City
KMOX St. Louis
WJEF Grand Rapids
WKZO Kalamazoo
WJR Detroit
WBBM Chicago
WSBT South Bend
WANE Fort Wayne
WIOU Kokomo
WBAT Marion
WLBC Muncie
WISH Indianapolis
WHBU Anderson
WKRC Cincinnati
WTHI Terre Haute
WHIO Dayton
WHAS Louisville
WEOA Evansville
KTTS Springfield
KODE Joplin
WPAD Paducah
WHOP Hopkinsville
WLAC Nashville
WHUB Cookeville
WREC Memphis
KFPW Fort Smith
KTHS Little Rock
KWKH Shreveport
WJQS Jackson
WCOC Meridian
WGWC Selma
WCOV Montgomery
WBRC Birmingham
WKRG Mobile
WBSR Pensacola
WWL New Orleans
WTNT Tallahassee
WGPC Albany
WBRL Columbus
WMAZ Macon
WGAU Athens
WAGA Atlanta
WRDW Augusta
WDOD Chattanooga
WMRB Greenville
WAIM Anderson
WSPA Spartanburg
WMSC Columbia
WNOX Knoxville
WWNC Asheville
WJHL Johnson City
WBIG Greensboro
WDNC Durham
WBT Charlotte
WFAI Fayetteville
WGTM Wilson
WTOC Savannah
WCSC Charleston
WFOY St. Augustine
WMBR Jacksonville
WDBO Orlando
WDAE Tampa
WSPB Sarasota
WINK Fort Myers
WRVA Richmond
WDBJ Roanoke
WTAR Norfolk
WFMA Fayetteville
WCHS Charleston
WJLS Beckley
WCMI Ashland
WPAY Portsmouth
WPAR Parkersburg
WMMN Fairmont
WCUM Cumberland
WFMD Frederick
WTOP Washington
WCBM Baltimore
WARK Hagerstown
WARD Johnstown
WMBS Uniontown
WVAM Altoona
WHP Harrisburg
WHUM Reading
WCAU Philadelphia
WFPG Atlantic City
WCBS New York
WSAN Allentown
WGBI Scranton
WKOK Sunbury
WWPA Williamsport
WCED DuBois
WDAD Indiana
WEDO McKeesport
WKBN Youngstown
WGAR Cleveland
WADC Akron
WBNS Columbus
WWVA Wheeling
WEIM Fairmont
WHCU Ithaca
WBEN Buffalo
WNBF Binghamton
WBRY Schenectady
WHYN Springfield
WDRC Hartford
WTAG Worcester
WEEI Boston
WNBC New Haven
WNBR Bridgeport
WICC Bridgeport
WNAC Boston
WEAN Providence
WHEN Syracuse
WBOW Terre Haute
WENT Gloversville
WKNE Keene
WKNE Keene
WIBX Utica
WWNY Watertown
WHEC Rochester
CFRB Toronto
CKAC Montreal
CJAD Montreal
WCAX Burlington
WCSH Portland
WLAM Lewiston
WGAN Portland

CBS RADIO NETWORK



COLUMBIA
BROADCASTING SYSTEM, INC.
CBS RADIO DIVISION

Executives and Staff
485 Madison Avenue, New York 22, N. Y.
Telephone: PLaza 1-2345
Registered Telegraphic Address—COLUMBIA NEW YORK

BOARD OF DIRECTORS
CBS, INC.

William S. Paley.....Chairman

Leon Levy	Arthur Hull Hayes
Samuel Paley	Henry C. Bonfig
J. A. W. Iglehart	Millicent C. McIntosh
Ralph F. Colin	Goddard Lieberson
Frank Stanton	Merle S. Jones
Robert A. Lovett	Arthur L. Chapman

Louis G. Cowan

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L. Byron Cherry.....Vice President
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Merle S. Jones.....Vice President
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Sig Mickelson.....Vice President
Joseph H. Ream.....Vice President
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Harold C. Lang.....Controller
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Walter J. Hungerford.....Assistant Secretary
Richard W. Jencks.....Assistant Secretary
Milton R. Neaman.....Assistant Secretary
Geraldine B. Zorbaugh.....Assistant Secretary

CBS RADIO DIVISION

Officers

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James M. Seward.....Executive Vice President
Howard G. Barnes....Vice President in Charge of Network Programs
I. S. Becker.....Vice President in Charge of Business Affairs
Jules Dundes.....Vice President in Charge of Station Administration
Lucian Davis.....Executive Producer of Network Programs, Hollywood
Horace R. Guillotte.....Vice President in Charge of Operations
Louis Hausman.....Vice President in Charge of Advertising and Promotion
George J. Arkedis.....Vice President in Charge of Network Sales
John Karol.....Vice President in Charge of Planning and Development
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Geraldine B. Zorbaugh.....Vice President and General Attorney
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Accounting

George B. Stadtmuller....Director of Accounting

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I. S. Becker.....Vice President in Charge
Preston Pumphrey.....Asst. to V.P.
Frank Crowley.....Asst. Dir., Hollywood
Anne Nelson.....Director of Business Affairs, Hollywood

Editing

Don Ball .....Director

Legal

Geraldine Zorbaugh.....V.P., General Attorney
Robert Dunne.....Asst. General Attorney

Network Programs

Howard G. Barnes.....Vice President, Network Programs
Gerald Maulsby.....Manager of Network Broadcasts
Harlan Dunning.....Program Supervisor
James Fasset.....Supervisor of Music
Charles Monroe.....Director, Program Writing

Network Sales

George J. Arkedis...Vice President in Charge of Network Sales
Ben S. Lochridge.....Network Sales Manager
William W. Firman.....Eastern Sales Manager

Pacific Coast Office

G. E. Hurst.....Sales Manager

Los Angeles Office, 6120 Sunset Blvd.

G. E. Hurst.....Manager

Chicago Office, 410 Michigan Ave.

Roger K. Huston.....Manager

Detroit Office, Fisher Bldg.

Cornelius V. S. Knox, Jr.....Manager

News and Public Affairs

Sig Mickelson....V.P. of CBS, Inc., and General Manager of CBS News Division
John F. Day.....Director of News
Irving Gitlin.....Director of Public Affairs
George Crothers.....Dir. of Public Service Broadcasts
Robert Skedgell....Assistant Director of News, Radio
Ben Flynn.....Exec. Producer of Radio Public Affairs Programs
Theodore Koop.....Director of News and Public Affairs, Washington
William C. MacPhail.....Director of Sports
Lewis Shollenberger.....Director of Special Events, Washington

Operations

Horace R. Guillotte.....Vice President in Charge
Arthur G. Peck..Manager of Network Operations
Davidson Vorhes.....Manager, Technical Operations and Chief Engineer, WCBS
Julius Mattfield.....Manager, Music Library
Lucile Singleton.....Manager of Record and Script Library
W. C. Harrington....Manager, Music Clearance
Lawrence Gumbinner.....Traffic Manager

Press Information

Sid Garfield.....Director
Melvin Spiegel.....Assistant Director
Lloyd Brownfield.....Director of Press Information, Hollywood
Phil Cohan.....Trade News Editor
Anne Harding.....Manager, Service Division

CBS-OWNED STATIONS

WCBS and WCBS-FM
485 Madison Ave., New York 22

Sam Slate.....General Manager
Thomas J. Swafford.....Sales Manager
Allen Ludden.....Program Manager
Dave Driscoll.....Director of News and Special Events
Richard Stahlberger....Sales Promotion Manager
Milton Rich.....Director of Publicity

KCBS and KCBS-FM
Palace Hotel, San Francisco 5

Maurie Webster.....General Manager
Seymour Whitelaw.....Sales Manager
Mrs. E. Deggendorfer.....Promotion Manager
E. W. Whitney.....Program Director
Don Mozley.....Director of News and Public Affairs

KMOX
Ninth & Sidney Sts., St. Louis 2

Robert Hyland.....General Manager
Foster Brown, Jr.....Sales Manager
Larry Cooper.....Program Manager
Alice Koch.....Promotion Manager
Frank Zwygart.....News Director

KNX and KNX-FM and Columbia Pacific Network
6121 Sunset Blvd., Los Angeles 28

Fred Ruegg.....General Manager
Gordon F. Mason.....Sales Manager
Robert Sutton.....Program Director

(Continued on Next Page

Phil Hillman.....Promotion Manager
John Beck.....News Director

WBBM and WBBM-FM
630 N. McClurg Court, Chicago 11

H. Leslie Atlass.....Vice President in Charge of Central Division, General Manager of WBBM
E. H. Shomo.....Assistant General Manager
William Connelly, Jr.....Sales Manager
Arthur Thorsen.....Program Director
Loren Hallenbaeck.....Promotion Manager
C. W. Doebler.....Executive Assistant
William Garry.....News Director

WCAU and WCAU-FM
City & Monument Aves., Phila. 31

Joseph Connolly.....General Manager
John S. deRussy.....Sales Manager
Fred Birmbaum.....Promotion Manager
Charles Shaw.....News Director

WEEI and WEEI-FM
182 Tremont St., Boston 11

Thomas Korman.....General Manager
Robert Sinnett.....Sales Manager
Ken Ovenden.....Program Director
Joseph Cullinane.....Promotion Manager
Arthur King.....Director of News and Public Affairs

HOUSEWIVES' PROTECTIVE LEAGUE

Edward W. Wood Jr.....General Manager

CBS RADIO SPOT SALES

Milton F. Allison.....General Manager of Radio Spot Sales
George Swearingen.....Eastern Sales Manager
Edward O'Berst.....Research Manager
Henry Poster.....Sales Promotion Manager

Chicago Office, 630 N. McClurg Ct.

Thomas Peterson.....Sales Manager
Gilbert Christeon.....Sales Development

Atlanta Office, 800 Peachtree St.

George R. Swearinger, Jr.....Sales Manager

Detroit Office, Fisher Bldg.

Ralph H. Patt, Jr.....Sales Manager
John S. Logan.....Sales Development

Los Angeles Office, Columbia Square

Roland H. McClure.....Sales Manager

San Francisco Office, Palace Hotel

Byron Nelson.....Sales Manager

St. Louis Office, 9th & Sidney Sts.

Eugene R. Myers.....Sales Manager

Research

Harper Carraine.....Director of Research
Edward Reeve.....Sales and Promotion Research Manager
Howard Miller.....Manager, Coverage and Marketing Research

Sales Promotion and Advertising

Louis Dorfsman.....Director of Art, Advertising and Promotion
William S. Brower Manager of Program, Promotion & Merchandising
Robert Rafelson.....Director, Station Promotion Service
Leon Luxenberg.....Director, Network Sales Presentations
Edward Kaylin.....Assoc. Director of Network Sales Presentations
Naomi Andrews.....Network Copy Chief
Joseph Tole.....Production Manager

Affiliate Relations

William A. Schudt, Jr...Vice President in Charge
Eric Salline.....Manager

CBS Inc., Broadcast Service Dept.
Building Operations—Ticket Div.

James Swenson....Manager, Building Operations
John L. Page.....Manager, Building Services
Laurette Banks.....Manager, Ticket Bureau

General Purchasing

John E. Forsander.....Director of Purchases
Edward C. Drewes.....Purchasing Agent

Office Services Department

A. H. Bryant.....Manager
Maude Stubner.....Supervisor, Program Typing

Personnel Relations

Robert Kalaidjian.....Director
Dr. Jack Nelson.....Director of Medical Office
Charles Burt.....Salary and Policy Administrator
John Anderson....Manager of Employee Benefits
Richard Stanley.....Employment Manager

Photographic

Walter I. Seigal.....Manager

Special Projects Department of CBS News

William C. Ackerman.....Director
May Dowell.....Manager
Esther Dobbins....Manager, Program Information
Dorothy Boyle.....Manager, Program Statistics

THE PRESENT STATE OF LOCAL RADIO

...It's Enjoying Robust Health

By SIDNEY J. WOLF

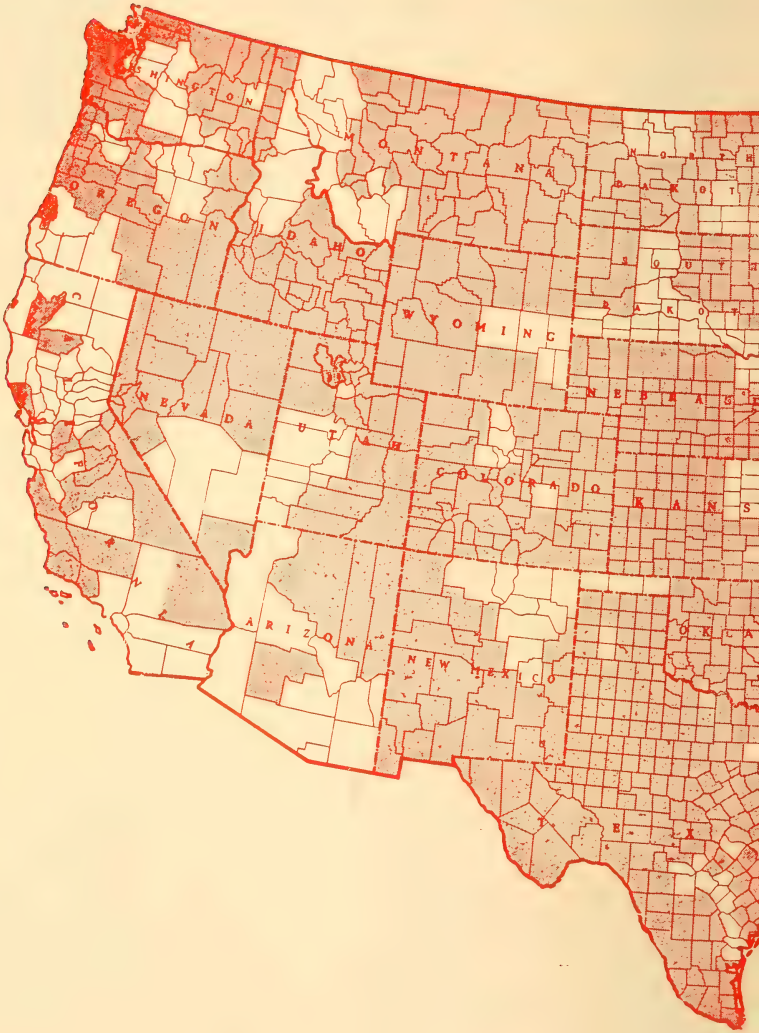
President, Keystone Broadcasting System, Inc.

FOR the second year in succession the Keystone Broadcasting System has enjoyed the most successful year in its eighteen year history. And the reason for our continuing growth is self-evident. The dramatic recovery of radio in 1957 was something much deeper and enduring than a passing phase or a superficial trend. The two intervening years have amply demonstrated the basic strength and practical flexibility of our medium in the field of mass communications. Radio is here to stay as a powerful and enduring influence on the American way of life, with nearly one hundred forty seven million sets currently in use.

If further proof of radio's robust health is needed, one has only to remark last year's all time high local billings reported by radio stations throughout the country. Radio on the local level at the point of sale has consistently been a dominating selling weapon in our small town and rural markets, where it has become almost traditional for local retailers and wholesalers to rely on the Broadcast impact of the local stations to move goods and merchandise within those stations' coverage areas. This is one of the main reasons why an efficient and resourceful station operator who programs and caters to the local tastes invariably prospers, even in comparatively small communities. Another important factor is that the average local community is principally interested in the affairs and prosperity of its own particular bailiwick, and outside influences being of secondary importance "St. Louis or Cleveland or Wichita Falls is fine but I haven't been there in a couple of years." Because of this natural preoccupation with its own locale, the community is predominantly loyal to the local station, keeps tuned in to it and is only remotely concerned with the happenings of larger communities beyond its own immediate periphery. Hence local news takes precedence over a continual stream of national intelligence. The local business man is very much aware of these conditions and depends chiefly upon the local radio outlets to sell his goods. He also knows that the signals of outside radio stations have much less influence upon the actual listening habits of his community than is generally proclaimed.

In essence, the Keystone Broadcasting System with 1061 affiliates, and comprising an audience of nearly one hundred million listeners, constitutes itself as local radio on a network basis. It serves the national advertisers and advertising agencies in offering them the same effective and profitable broadcast promotion at low economical cost, as that enjoyed by local advertisers on the local level at the point of sale. It is indeed gratifying to note that in 1958 over 80 national advertisers used the Keystone facilities to reach the local consumer with strong local level impact, an impact that local advertisers have always found most rewarding in the matter of sales returns. It is further most heartening to know that a great many national advertisers have regularly bought time on Keystone over the years and are now strong advocates of the power of local radio.

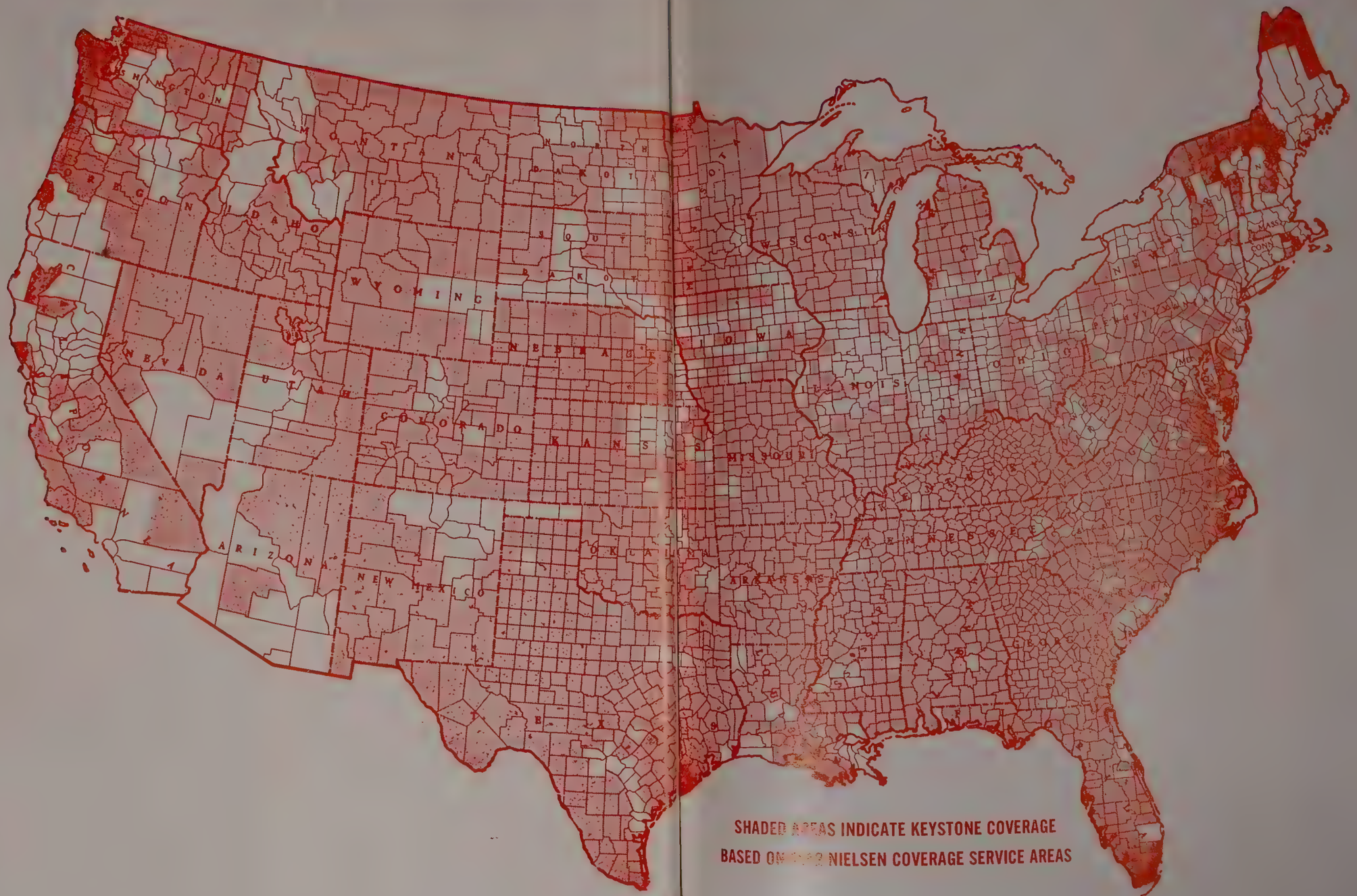
KEYSTONE BROA



ASTING SYSTEM

SHADED AREAS INDICATE KEYSTONE COVERAGE
BASED ON 1952 NIELSEN COVERAGE SERVICE AREAS

KEYSTONE BROADCASTING SYSTEM



ALABAMA

WRFS Alexander City
WCTA Andalusia
WANA Anniston
WBCA Bay Minette
WEDR Birmingham
WEBJ Brewton
WKAG Carrollton
WKLF Clanton
WKUL Cullman
WMSL Decatur
WXAL Demopolis
WOOF Dothan
WIRB Enterprise
WULA Eufaula
WBLO Evergreen
WWWF Fayette
WJOI Florence
WZOB Fort Payne
WETO Gadsden
WGEA Geneva
WGYV Greenville
WGSV Guntersville
WJBB Haleyville
WERH Hamilton
WBHP Huntsville
WPBB Jackson
WWWB Jasper
WJAM Marion
WMOZ Mobile
WMFP Monroeville
WCRL Oneonta
WJHO Opelika
WPID Piedmont
WELR Roanoke
WWWR Russellville
WROS Scottsboro
WHBB Selma
WFEB Sylacauga
WHTB Talladega
WJDB Thomasville
WTBF Troy
WTBC Tuscaloosa
WTUS Tuskegee
WETU Wetumpka

ARIZONA

KCKY Coolidge
KAWT Douglas
KCLS Flagstaff
KDJI Holbrook
KNOG Nogales
KRIZ Phoenix
KZOK Prescott
KVNC Winslow
KOFA Yuma

ARKANSAS

KVRC Arkadelphia
KBTA Batesville
KBBA Benton
KTCN Berryville
KAMD Camden
KCON Conway
KAGH Crossett
KDQN De Queen
KELD El Dorado
KXJK Forrest City
KTCS Fort Smith
KHOZ Harrison
KFFA Helena
KXAR Hope
KBHS Hot Springs
KSTM Jonesboro
KGHI Little Rock
KBOK Malvern
KTML Marked Tree
KVSA McGehee
KENA Mena
KHBM Monticello
KTLO Mountain Home
KOSE Osceola
KDRS Paragould
KOTN Pine Bluff
KPOC Pocahontas
KXRJ Russellville
KWCB Searcy
KUOA Siloam Springs
KBRS Springdale
KWAK Stuttgart
KRLW Walnut Ridge
KWFC Warren
KWYN Wynne

CALIFORNIA

KAHI Auburn
KIBS Bishop
KBMX Coalinga
KRDU Dinuba
KXO El Centro
KDAC Fort Bragg
KGST Fresno
KPER Gilroy
KRKC King City
KCVR Lodi
KNEZ Lompoc
KYOS Merced
KVON Napa
KOFE Needles
KDES Palm Springs
KIBE Palo Alto
KPRL Paso Robles
KAFP Petaluma
KRKS Ridgecrest
KHTO San Bernardino
XERB San Diego (Tijuana, Mexico)
KRGG Sonora
KSUE Susanville
KIKR Taft
KGEN Tulare
KTUR Turlock
KWSO Wasco
KAGR Yuba City

COLORADO

KGIW Alamosa
KALN Canon City
KYSN Colorado Springs
KVFC Cortez
KRAI Craig
KLIR Denver
KIUP Durango
KFTM Fort Morgan
KYOU Greeley
KBNZ La Junta
KLMR Lamar
KLVC Leadville
KLOV Loveland
KSLV Monte Vista
KUBC Montrose
KOZA Pueblo
KVRH Salida
KOLR Sterling
KCRT Trinidad

FLORIDA

WAPG Arcadia
WIRL Bradenton
WKTS Brooksville
WTAN Clearwater
WKKO Cocoa
WCNU Crestview
WDCF Dade City
WDSP De Funiak Springs
WOOO Deland
WDSF Delray Beach
WFBF Fernandina Beach
WINK Fort Myers
WARN Fort Pierce
WGGG Gainesville
WGMA Hollywood
WZRO Jacksonville Beach
WKWF Key West
WRWB Kissimmee
WDSR Lake City
WIPC Lake Wales
WLBE Leesburg
WNER Live Oak
WMAF Madison
WTYS Marianna
WNOG Naples
WSBB New Smyrna Beach
WTMC Ocala
WKIS Orlando
WWPF Palatka
WDLP Panama City
WPFA Pensacola
WPRY Perry
WPLA Plant City
WFOY St. Augustine
WTRR Sanford
WKXY Sarasota
WICN Spring
WRGR Starke
WSTU Stuart
WMEN Tallahassee
WWTB Tampa
WAXE Vero Beach
WAUC Wauchula

GEORGIA

WAAG Adel
WJAZ Albany
WOOS Alma
WDEC Americus
WDOL Athens
WBIA Augusta
WMGR Bainbridge
WHAB Baxley
WMOG Brunswick
WDMF Buford
WGRA Cairo
WCLB Camilla
WCHK Canton
WLBB Carrollton
WBHF Cartersville
WGAA Cedartown
WCLA Claxton
WMJM Cordele
WGFS Covington
WBLJ Dalton
WDWD Dawson
WDMG Douglas
WMLI Dublin
WTJH East Point
WSOC Elberton
WBHB Fitzgerald
WFPM Fort Valley
WGGA Gainesville
WKEU Griffin
WGEH Hawkinsville
WBGR Jesup
WLFA Lafayette
WLAG LaGrange
WYTH Madison
WFDR Manchester
WFOM Marietta
WDAX McRae
WMVG Milledgeville
WGSR Millen
WMNE Monroe
WMGA Moultrie
WGBN Perry
WSFB Quitman
WRGA Rome
WSNT Sandersville
WFRP Savannah
WWNS Statesboro
WSYL Sylvania
WSFT Thomaston
WTWA Thomson
WWGS Tifton
WLET Toccoa
WJEM Valdosta
WVOP Vidalia
WAYX Waycross
WBRO Waynesboro
WRLD West Point
WIMO Winder

HAWAII

KILA Hilo
KAIM Honolulu

IDAHO

KGEM Boise
KBAR Burley
KCID Caldwell
KVNI Coeur d' Alene
KORT Grangeville
KIFI Idaho Falls
KRPL Moscow
KPID Payette
KYTE Pocatello
KPST Preston
KRXK Rexburg
KSPT Sandpoint
KBRV Soda Springs
KEEP Twin Falls

ILLINOIS

WBYS Canton
WEIC Charleston
WDQN Duquoin
WFIW Fairfield
WEBQ Harrisburg
WJPF Herrin
WLDS Jacksonville
WXEI Kewanee
WPRC Lincoln
WKAI Macomb
WMOK Metropolis
WINI Murphysboro
WTAY Robinson

INDIANA

WCBC Anderson
WBNL Boonville
WCMR Elkhart
WILO Frankfort
WHLT Huntington
WITZ Jasper
WBTO Linton
WORX Madison
WPCO Mount Vernon
WPGW Portland
WSLM Salem
WJCD Seymour
WTCJ Tell City
WAMW Washington

IOWA

KLGA Algona
KASI Ames
KJAN Atlantic
KWBG Boone
KCOG Centerville
KCHA Charles City
KCHK Cherokee
KSWI Council Bluffs
KSIB Creston
KDEC Decorah
KLIL Estherville
KXGI Fort Madison
KGRN Grinnell
KXIC Iowa City
KLEM Le Mars
KSMN Mason City
KLEE Ottumwa
KAYL Storm Lake
KJFJ Webster City

KANSAS

KARE Atchison
KCRB Chanute
KNCK Concordia
KVOE Emporia
KMDO Fort Scott
KIUL Garden City
KBLR Goodland
KAYS Hays
KWBW Hutchinson
KINB Independence
KJCK Junction City (Fort Riley)
KCLO Leavenworth
KMAN Manhattan
KNDY Marysville
KNEX McPherson
KJRG Newton
KLKC Parsons
KSEK Pittsburg
KWSK Pratt
KRSL Russell
KTOP Topeka

KENTUCKY

WANY Albany
WBRT Bardstown
WCBL Benton
WLBJ Bowling Green
WTCO Campbellsville
WNES Central City
WAIN Columbia
WCTT Corbin
WZIP Covington (Cincinnati, Ohio)
WCPM Cumberland
WCYN Cynthiana
WHIR Danville
WIEL Elizabethtown
WSTL Eminence
WFKY Frankfort
WFKN Franklin
WKAY Glasgow
WHLN Harlan
WHBN Harrodsburg
WKIC Hazard
WSON Henderson
WKOA Hopkinsville
WLBN Lebanon
WMTL Leitchfield
WBLG Lexington
WFMW Madisonville
WWXL Manchester
WNGO Mayfield
WFTM Maysville
WMIK Middlesboro
WFLW Monticello
WMOR Morehead
WNKY Neon
WOMI Owensboro
WSIP Paintsville
WKLX Paris
WPKE Pikeville
WPRT Prestonsburg
WPKY Princeton
WEKY Richmond
WRUS Russellville
WLCK Scottsville
WSFC Somerset

LOUISIANA

KDBS Alexandria
KTRY Bastrop
WEND Baton Rouge
WIKC Bogalusa
WARB Covington
KSIG Crowley
KDLA De Ridder
KLFT Golden Meadow
WFPR Hammond
KVHL Homer
KCIL Houma
KJEF Jennings
KANV Jonesville
KLPL Lake Providence
KLLA Leesville
KDBC Mansfield
KAPB Marksville
KLIC Monroe
KMRC Morgan City
KNOC Natchitoches
KANE New Iberia
KREH Oakdale
KSLO Opelousas
KCLP Rayville
KRUS Ruston
KBSF Springhill
KIKS Sulphur
KTLD Tallulah
KVPI Ville Platte
KEVL White Castle
KVCL Winnfield
KMAR Winnsboro

MAINE

WRUM Rumford
WGHM Skowhegan

MARYLAND

WABW Annapolis
WAYE Baltimore
WCEM Cambridge
WPTX Lexington Park
WICO Salisbury
WTTR Westminster
WDON Wheaton

MASSACHUSETTS

WREB Holyoke (Springfield)
WMRC Milford
WBEC Pittsfield
WTYM Springfield
WARE Ware

MICHIGAN

WALM Albion
WOWE Allegan
WLEW Bad-Axe
WBCM Bay City
WBRN Big Rapids
WMRP Flint
WBFC Freemont
WMPL Hancock
WAHL Hastings
WBSE Hillsdale
WIKB Iron River
WJMS Ironwood
WJPD Ishpeming
WKLA Ludington
WMTE Manistee
WDMJ Marquette
WAGN Menominee
WCEN Mt. Pleasant
WMAB Munsing
WMUS Muskegon
WNIL Niles
WHLS Port Huron

MINNESOTA

KASM Albany
KXRA Alexandria
KANO Anoka
KBUN Bemidji
KBMO Benson
KBMW Breckenridge
WKLK Cloquet (Duluth-Superior)
KROX Crookston
KDLM Detroit Lakes
WELY Ely
WEVE Eveleth
KOZY Grand Rapids
KDUZ Hutchinson
CFOB International Falls
KLTF Little Falls
KNUJ New Ulm
KRFO Owatonna
WCMP Pine City
KLOH Pipestone
KFAM St. Cloud
WAVN Stillwater
KAGE Winona

MISSISSIPPI

WAMY Amory
WBLE Batesville
WGCM Biloxi-Gulfport
WBIP Booneville
WJMB Brookhaven
WDOB Canton
WGLC Centreville
WROX Clarksdale
WCLD Cleveland
WCJU Columbia
WCBI Columbus
WCMA Corinth
WMAG Forest
WJPR Greenville
WGRM Greenwood
WNAG Grenada
WFOR Hattiesburg
WMDC Hazlehurst
WCPC Houston
WNLA Indianola
WKOZ Kosciusko
WAML Laurel
WMBC Macon
WSJC Magee
WAPF McComb
WMOX Meridian
WMIS Natchez
WNAU New Albany
WSUH Oxford
WPMP Pascagoula

ASTING SYSTEM

WHOC Philadelphia
WRJW Picayune
WSSO Starkville
WELO Tupelo
WQBC Vicksburg
WABO Waynesboro
WROB West Point
WONA Winona
WAZF Yazoo City

MISSOURI

KBHM Branson
KGMO Cape Girardeau
KDMO Carthage
KCRV Caruthersville
KCHR Charleston
KCHI Chillicothe
KBIA Columbia
KDEX Dexter
KREI Farmington
KWOS Jefferson City
KIRX Kirksville
KLWT Lebanon
KTOB Malden
KNIM Maryville
KNEM Moberly
KRMO Monett
KLRS Mountain Grove
KBTN Neosho
KNEM Nevada
KWOC Poplar Bluff
KTTR Rolla
KSGM Ste. Genevieve
KRES St. Joseph
KSMO Salem
KDRO Sedalia
KICK Springfield
KALM Thayer
KTTN Trenton
KLPW Union
KOKO Warrensburg
KWRE Warrenton
KWPM West Plains

MONTANA

KBMY Billings
KBMN Bozeman
KBOW Butte
KUDI Great Falls
KOJM Havre
KXLJ Helena
KGEZ Kalispell
KOLL Libby
KPRK Livingston
KATL Miles City
KBTK Missoula
KVCK Wolf Point

NEBRASKA

KCOW Alliance
KCSR Chadron
KJSK Columbus
KHUB Fremont
KHAS Hastings
KUVR Holdrege
KGFW Kearney
KLMS Lincoln
KBRL McCook
KODY North Platte
KOGA Ogallala
KOOO Omaha
KBRX O'Neill
KSID Sidney
KAWL York

NEVADA

KPTL Carson City
KVLV Fallon
KRAM Las Vegas
KATO Reno

NEW HAMPSHIRE

WKXL Concord
WLNH Laconia

NEW JERSEY

WNNJ Newton

NEW MEXICO

KALG Alamogordo
KHAM Albuquerque
KSVP Artesia
KAVE Carlsbad
KLMX Clayton
KCLV Clovis
KOTS Deming
KMIN Grants
KWEW Hobbs
KOBE Las Cruces
KRSN Los Alamos
KENM Portales
KRTN Raton
KBIM Roswell
KSIL Silver City
KSRC Socorro

KCHS Truth or Consequences
KTNM Tucumcari

NEW YORK

WMBO Auburn
WBRV Boonville (Home-Utica)
WFLR Dundee
WDOE Dunkirk
WOSC Fulton
WJOC Jamestown
WLFH Little Falls
WICY Malone
WIRY Plattsburgh
WGGO Salamanca
WNBZ Saranac Lake
WRSA Saratoga Springs
WDLA Walton

NO. CAROLINA

WRCS Ahoskie
WABZ Albemarle
WGWR Asheboro
WBBB Burlington
WEGO Concord
WCKB Dunn
WCDJ Edenton
WCNC Elizabeth City
WBLA Elizabethtown
WFAI Fayetteville-Fort Bragg
WBBO Forest City
WFSC Franklin
WFMC Fuquay Springs (Raleigh)
WLTC Gastonia
WFMC Goldsboro
WKDX Hamlet
WHKP Henderson
WHKP Hendersonville
WHPE High Point
WJNC Jacksonville
WELS Kinston
WEWO Laurinburg
WLOE Leaksville
WJRI Lenoir
WBUY Lexington
WTSB Lumberton
WMMH Marshall
WMAP Monroe
WHIP Mooresville
WMRL Morehead City
WMNC Morganton
WPAQ Mount Airy
WRNB New Bern
WNNC Newton
WKBC No. Wilkesboro
WFRC Reidsville
WCBT Roanoke Rapids
WCEC Rocky Mount
WSTP Salisbury
WWGP Sanford
WOHS Shelby
WEEB Southern Pines
WMSI Sylva
WTYN Tryon
WADE Wadesboro
WLSF Wallace
WOOW Washington
WHPC Waynesville
WENC Whiteville

NORTH DAKOTA

KOLR Devils Lake
KDIX Dickinson
KNDC Hettinger
KEYJ Jamestown
KOVC Valley City

OHIO

WATG Ashland
WILE Cambridge
WREX Chillicothe
WIER Dover
WJEH Gallipolis
WSRW Hillsboro
WIRO Ironton
WIMJ Jackson
WTIG Massillon
WPTW Piqua
WCHO Washington Court House
WKOV Wellston
WWST Wooster

OKLAHOMA

KADA Ada
KWHW Altus
KVSO Ardmore
KLTI Blackwell
KWCO Chickasha
KWPR Claremore
KWOE Clinton
KUSH Cushing
KRHD Duncan

KASA Elk City
KCRC Enid
KTAT Frederick
KWRW Guthrie
KGYN Guymon
KTJS Hobart
KIHN Hugo
KTMC McAlester
KGLC Miami
KBIX Muskogee
KNOR Norman
KBYE Oklahoma City
KHBG Okmulgee
KVLH Pauls Valley
KLCO Poteau
KOLS Pryor
KTLQ Tahlequah
KWSH Tri-City (Wewoka-Seminole-Holdenville)
KVIN Vinita

OREGON

KWIN Ashland
KAST Astoria
KBKR Baker
KBND Bend
KRNS Burns
KWRO Coquille
KPLK Dallas
KASH Eugene
KUIK Hillsboro (Portland)
KFJI Klamath Falls
KLBM La Grande
KQIK Lakeview
KGAL Lebanon
KMCM McMinnville
KBOY Medford
KNPT Newport
KBCH Oceanlake
KSRV Ontario
KWRC Pendleton
KLIQ Portland
KODL The Dalles

PENNSYLVANIA

WNCC Barnesboro
WBFD Bedford
WBRX Berwick
WLOA Braddock (Pittsburgh)
WISR Butler**
WCDL Carbondale (Scranton)
WHYL Carlisle
WESA Charleroi
WCVI Connellsville
WOTR Corry
WFAR Farrell (Youngstown, Ohio)
WHUN Huntingdon
WDAD Indiana
WADP Kane
WACB Kittanning
WAKU Latrobe
WITT Lewisburg
WMGW Meadville
WKRZ Oil City
WPAZ Pottstown
WPME Punxsutawney
WKMC Roaring Spring
WATS Sayre
WMAJ State College
WAYZ Waynesboro
WLYC Williamsport

SO. CAROLINA

WABV Abbeville
WAKN Aiken
WAIM Anderson
WBAW Barnwell
WBLR Batesburg
WBEX Beaufort
WAGS Bishopville
WACA Camden
WHAN Charleston
WCRE Cheraw
WGCD Chester
WPCC Clinton
WDSC Dillon
WELP Easley
WOLS Florence
WFGN Gaffney
WGTN Georgetown
WGSW Greenwood
WEAB Greer (Greenville)
WBHC Hampton
WHSC Hartsville
WDKD Kingstree
WLCM Lancaster
WYMB Manning
WJAY Mullins
WMYB Myrtle Beach
WKDK Newberry
WTND Orangeburg

WRHI Rock Hill
WSNW Seneca
WTHE Spartanburg
WFIG Sumter
WBCU Union
WALD Walterboro

SOUTH DAKOTA

KABR Aberdeen
KBRK Brookings
KOBH Hot Springs
KIJV Huron
KOLY Mobridge
KGFX Pierre
KISD Sioux Falls
KWAT Watertown
KWYR Winner
KYNT Yankton

TENNESSEE

WEAG Alcoa
WLAR Athens
WFHG Bristol (Bristol, Tenn.-Va.)
WMFS Chattanooga
WMCH Church Hill
WJZM Clarksville
WCLE Cleveland
WKRM Columbia
WHUB Cookeville
WLSB Copperhill
WKBL Covington
WAEW Crossville
WDNT Dayton
WDKN Dickson
WDSG Dyersburg
WEMB Erwin
WEKR Fayetteville
WAGG Franklin
WHIN Gallatin
WGRV Greeneville
WHBT Harriman
WIRJ Humboldt
WDXI Jackson
WCLC Jamestown
WKXV Knoxville
WLAF La Follette
WDXE Lawrenceburg
WCOR Lebanon
WLIL Lenoir City
WJJM Lewisburg
WDXL Lexington
WMMT McMinnville
WHEY Millington
WCRK Morristown
WGNS Murfreesboro
WNAH Nashville
WLIK Newport
WOKE Oak Ridge
WTPR Paris
WTRB Ripley
WORM Savannah
WEPG South Pittsburg
WDBL Springfield
WDEH Sweetwater
WJIG Tullahoma
WENK Union City
WCDT Winchester

TEXAS

KVLF Alpine
KZIP Amarillo
KACT Andrews
KBUD Athens
KALT Atlanta
KRUN Ballinger
KIOX Bay City
KREL Baytown
KBLT Big Lake
KBYG Big Spring
KFYN Bonham
KBBB Borger
KNEL Brady
KSTB Breckenridge
KWHI Brenham
KBOR Brownsville
KBWD Brownwood
KTAW Bryan
KBEN Carrizo Springs
KGAS Carthage
KCTX Childress
KCAR Clarksville
KVLB Cleveland
KSTA Coleman
KVMC Colorado City
KAND Corsicana
KIVY Crockett
KXIT Dalhart
KDLK Del Rio
KDNT Denton
KDDD Dumas
KEPS Eagle Pass
KERC Eastland
KPSO Falfurrias
KFLD Floydada
KFST Ft. Stockton
KNAF Fredericksburg

KBRZ Freeport
KGAF Gainesville
KCTI Gonzales
KSWA Graham
KBUS Grand Prairie
KGVL Greenville
KCLW Hamilton
KWKD Hondo
KPAN Hereford
KHBR Hillsboro
KSAM Huntsville
KEBE Jacksonville
KTXJ Jasper
KMBL Junction
KAML Kenedy
Karnes City
KERB Kermit
KERV Kerrville
KOCA Kilgore
KLEN Killeen
KPET Lamesa
KBJW Laredo
KLVT Levelland
KVOW Littlefield
KTET Livingston
KFRO Longview
KLLL Lubbock
KRBA Lufkin
KMHT Marshall
KCMR McCamey
KBUS Mexia
KJBC Midland
KORC Mineral Wells
KIRT Mission
KVKM Monahans
KIMP Mt. Pleasant
KZOL Muleshoe
KEEE Nacogdoches
KGNB New Braunfels
KRIG Odessa
KOGT Orange
KNET Palestine
KHHH Pampa
KFTV Paris
KIUN Pecos
KVOP Plainview
KBOP Pleasanton
KPOS Post
KOLJ Quanah
KTXL San Angelo
KBAL San Saba
KSML Seminole
KSEY Seymour
KEVA Shamrock
KDSX Sherman (Denison)
KSNY Snyder
KDWT Stamford
KSTV Stephenville
KSST Sulphur Springs
KXOX Sweetwater
KTAE Taylor
KTFS Texarkana
KTLW Texas City
KTUE Tulia
KTBB Tyler
KVOU Uvalde
KVWC Vernon
KVIC Victoria
KBEC Waxahachie

UTAH

KBUH Brigham City
KVNU Logan
KKOG Ogden
KOAL Price
KEYY Provo
KDXU St. George
KSOP Salt Lake City
KTUT Tooele City
KVEL Vernal

VIRGINIA

WKLV Blackstone
WIMA Charlottesville
WBCH Christiansburg
WKEY Covington
WCVA Culpeper
WEVA Emporia
WFAX Falls Church
WYSR Franklin
WFVA Fredericksburg
WFTR Front Royal
WBTA Gatax
WDDY Gloucester
WMNA Gretna
WHAP Honewell
WREL Lexington
WBRG Lynchburg
WMEV Marion
WMVA Martinsville
WSIG Mount Jackson
WNVA Norton
WJMA Orange
WPVA Petersburg
WPIV Pulaski

(Continued on Next Page

** Associated Station (Carrying KBS Commercials on Special Working Agreement).

KEYSTONE BROADCASTING SYSTEM

ALABAMA
WRFS Alexander City
WCTA Andalusia
WANA Anniston
WBCA Bay Minette
WEDR Birmingham
WEBJ Brewton
WHAG Carrollton
WKLF Clanton
WKUL Cullman
WMSL Decatur
WXAL Demopolis
WOOF Dothan
WIRB Enterprise
WULA Eufaula
WBLO Evergreen
WWWF Fayette
WJOI Florence
WZOB Fort Payne
WETO Gadsden
WGEA Geneva
WGYV Greenville
WGSV Guntersville
WJBB Haleyville
WERH Hamilton
WBHP Huntsville
WPBB Jackson
WWWB Jasper
WJAM Marion
WMOZ Mobile
WMFC Monroeville
WCRL Oneonta
WJHO Opelika
WPID Piedmont
WELR Roanoke
WWWR Russellville
WROS Scottsboro
WHBB Selma
WFEB Sylacauga
WHTB Talladega
WJDB Thomasville
WTBF Troy
WTBC Tuscaloosa
WTUS Tuskegee
WETU Wetumpka

ARIZONA
KCKY Coolidge
KAWT Douglas
KCLS Flagstaff
KDJI Holbrook
KNOG Nogales
KRIZ Phoenix
KZOK Prescott
KVNC Winslow
KOFA Yuma

ARKANSAS
KVRC Arkadelphia
KBTA Batesville
KBBA Benton
KTCN Berryville
KAMD Camden
KCON Conway
KAGH Crossett
KDQN De Queen
KELD El Dorado
KXJK Forrest City
KTCS Fort Smith
KHOZ Harrison
KFFA Helena
KXAR Hope
KBHS Hot Springs
KBTM Jonesboro
KGHI Little Rock
KBOK Malvern
KTML Marked Tree
KVSA McGehee
KENA Mena
KHBM Monticello
KTLO Mountain Home
KOSE Osceola
KDRS Paragould
KOTN Pine Bluff
KPOC Pocahontas
KXRJ Russellville
KWCB Searcy
KUOA Siloam Springs
KBRS Springdale
KWAK Stuttgart
KRLW Walnut Ridge
KWRF Warren
KWYN Wynne

CALIFORNIA
KAHI Auburn
KIBS Bishop
KBMX Coalinga
KRDU Dinuba
KXO El Centro
KDAC Fort Bragg
KGST Fresno
KPER Gilroy
KRKC King City
KCVR Lodi
KNEZ Lompoc
KYOS Merced
KVON Napa
KSFE Needles
KDES Palm Springs
KIBE Palo Alto
KPRL Paso Robles
KAPP Petaluma
KRKS Ridgecrest
KITO San Bernardino
XERB San Diego (Tijuana, Mexico)
KRDG Sonora
KSUE Susanville
KTKR Taft
KGEN Tulare
KTOR Turlock
KWSO Wasco
KAGR Yuba City

COLORADO
KGIW Alamosa
KRLN Canon City
KYSN Colorado Springs
KVFC Cortez
KRAI Craig
KLIR Denver
KIUP Durango
KFTM Fort Morgan
KYOU Greeley
KBNZ La Junta
KLMR Lamar
KLVC Leadville
KLOV Loveland
KSLV Monte Vista
KUBC Montrose
KDZA Pueblo
KVRH Salida
KOLR Sterling
KCRT Trinidad

FLORIDA
WAPG Arcadia
WTRL Bradenton
WKTS Brooksville
WTAN Clearwater
WKKO Cocoa
WCNU Crestview
WDCF Dade City
WDSP De Funiak Springs
WOOO Deland
WDBF Delray Beach
WFBF Fernandina Beach
WINK Fort Myers
WARN Fort Pierce
WGGG Gainesville
WGMA Hollywood
WZRO Jacksonville Beach
WKWF Key West
WRWB Kissimmee
WDSR Lake City
WIPC Lake Wales
WLBE Leesburg
WNER Live Oak
WMAF Madison
WTYS Marianna
WNOG Naples
WSBB New Smyrna Beach
WTMC Ocala
WKIS Orlando
WWPF Palatka
WDLP Panama City
WPFA Pensacola
WPRY Perry
WPLA Plant City
WFOY St. Augustine
WTRR Sanford
WKXY Sarasota
WJCM Sebring
WRGR Starke
WSTU Stuart
WMEN Tallahassee
WWTB Tampa
WAXE Vero Beach
WAUC Wauchula

GEORGIA
WAAG Adel
WJAZ Albany
WCQS Alma
WDEC Americus
WDOL Athens
WBIA Augusta
WMGR Bainbridge
WHAB Baxley
WMOG Brunswick
WDMF Buford
WGRA Cairo
WCLB Camilla
WCHK Canton
WLBB Carrollton
WBHF Cartersville
WGAA Cedartown
WCLA Claxton
WMJM Cordele
WGFS Covington
WBLJ Dalton
WDWD Dawson
WDMG Douglas
WMLI Dublin
WTJH East Point
WSOG Emerton
WBHB Fitzgerald
WFPM Fort Valley
WGGA Gainesville
WKEU Griffin
WCEH Hawkinsville
WBGR Jesup
WLFA Lafayette
WLAG La Grange
WYTH Madison
WFDR Manchester
WFOM Marietta
WDAX McRae
WMVG Milledgeville
WGSR Millen
WMRE Monroe
WMGA Moultrie
WBBN Perry
WSFB Quitman
WRGA Rome
WSNT Sandersville
WFRP Savannah
WWNS Statesboro
WSYL Sylvania
WSFT Thomaston
WTWA Thomson
WWGS Tifton
WLET Toccoa
WJEM Valdosta
WVOP Vidalia
WAYX Waycross
WBRO Waynesboro
WRLD West Point
WIMO Winder

HAWAII
KILA Hilo
KAIM Honolulu

IDAHO
KGEM Boise
KBAR Burley
KCID Caldwell
KVNI Coeur d' Alene
KORT Grangeville
KIFI Idaho Falls
KRPL Moscow
KPID Payette
KYTE Pocatello
KPST Preston
KRXK Rexburg
KSPT Sandpoint
KBRV Soda Springs
KEEP Twin Falls

ILLINOIS
WBYS Canton
WEIC Charleston
WDQN Duquoin
WFIW Fairfield
WEBQ Harrisburg
WJPF Herrin
WLDS Jacksonville
WKEI Kewanee
WPRC Lincoln
WKAI Macomb
WMOK Metropolis
WINI Murphysboro
WTAY Robinson

INDIANA
WCBC Anderson
WBNL Boonville
WCMR Elkhart
WILO Frankfort
WHLT Huntington
WITZ Jasper
WBTO Linton
WORX Madison
WPCO Mount Vernon
WPGW Portland
WSLM Salem
WJCD Seymour
WTCJ Tell City
WAMW Washington

IOWA
KLGA Algona
KASI Ames
KJAN Atlantic
KWBG Boone
KCOG Centerville
KCHA Charles City
KCHE Cherokee
KSWI Council Bluffs
KSIB Creston
KDEC Decorah
KLIL Estherville
KXGI Fort Madison
KGRN Grinnell
KXIC Iowa City
KLEM Le Mars
KSMN Mason City
KLEE Ottumwa
KAYL Storm Lake
KJFJ Webster City

KANSAS
KARE Atchison
KCRB Chanute
KNCK Concordia
KVOE Emporia
KMDO Fort Scott
KIUL Garden City
KBLR Goodland
KAYS Hays
KWBW Hutchinson
KIND Independence
KJCK Junction City (Fort Riley)
KCLO Leavenworth
KMAN Manhattan
KNDY Marysville
KNEX McPherson
KJRG Newton
KLKC Parsons
KSEK Pittsburg
KWSK Pratt
KRSL Russell
KTOP Topeka

KENTUCKY
WANY Albany
WBRT Bardstown
WCBL Benton
WLBJ Bowling Green
WTCO Campbellsville
WNES Central City
WAIN Columbia
WCTT Corbin
WZIP Covington (Cincinnati, Ohio)
WCPM Cumberland
WCYN Cynthiana
WHIR Danville
WIEL Elizabethtown
WSTL Eminence
WFKY Frankfort
WFKN Franklin
WKAY Glasgow
WHLN Harlan
WHBN Harrodsburg
WKIC Hazard
WSON Henderson
WKOA Hopkinsville
WLBN Lebanon
WMTL Leitchfield
WBLG Lexington
WFMW Madisonville
WWXL Manchester
WNGO Mayfield
WFTM Maysville
WMIK Middlesboro
WFLW Monticello
WMOR Morehead
WNKY Neon
WOMI Owensboro
WSIP Paintsville
WKLX Paris
WPKE Pikeville
WPRT Prestonsburg
WPKY Princeton
WEKY Richmond
WRUS Russellville
WLCK Scottsville
WSFC Somerset

LOUISIANA
KDBS Alexandria
KTRY Bastrop
WEND Baton Rouge
WIKC Bogalusa
WARB Covington
KSIG Crowley
KDLA De Ridder
KLFT Golden Meadow
WFPR Hammond
KVHL Homer
KCIL Houma
KJEF Jennings
KANV Jonesville
KLPL Lake Providence
KLLA Leesville
KDBC Mansfield
KAPB Marksville
KLIC Monroe
KMRC Morgan City
KNOC Natchitoches
KANE New Iberia
KREH Oakdale
KSLO Opelousas
KCLP Rayville
KRUS Ruston
KBSF Springhill
KIKS Sulphur
KTLD Tallulah
KVPI Ville Platte
KEVL White Castle
KVCL Winnfield
KMAR Winnsboro

MAINE
WRUM Rumford
WGHM Skowhegan

MARYLAND
WABW Annapolis
WAYE Baltimore
WCEM Cambridge
WPTX Lexington Park
WICO Salisbury
WITR Westminster
WDON Wheaton

MASSACHUSETTS
WREB Holyoke (Springfield)
WMRC Milford
WBEC Pittsfield
WTYM Springfield
WARE Ware

MICHIGAN
WALM Albion
WOWE Allegan
WLEW Bad-Axe
WBCM Bay City
WBRN Big Rapids
WMRP Flint
WBFC Freemont
WMPL Hancock
WAHL Hastings
WBSE Hillsdale
WIKB Iron River
WJMS Ironwood
WJPD Ishpeming
WKLA Ludington
WMTE Manistee
WDMJ Marquette
WAGN Menominee
WCEN Mt. Pleasant
WMAB Munsing
WMUS Muskegon
WNIL Niles
WHLS Port Huron

MINNESOTA
KASM Albany
KXRA Alexandria
KANO Anoka
KBUN Bemidji
KBMO Benson
KBMW Breckenridge
WKLK Cloquet (Duluth-Superior)
KROX Crookston
KDLM Detroit Lakes
WELY Ely
WEVE Eveleth
KOZY Grand Rapids
KDUZ Hutchinson
CFOB International Falls
KLTF Little Falls
KNUJ New Ulm
KRFO Owatonna
WCMP Pine City
KLOH Pipestone
KFAM St. Cloud
WAVN Stillwater
KAGE Winona

MISSISSIPPI
WAMY Amory
WBLE Batesville
WGCM Biloxi-Gulfport
WBIP Booneville
WJMB Brookhaven
WDOB Canton
WGLC Centreville
WROX Clarksdale
WCLD Cleveland
WCJU Columbia
WCBI Columbus
WCMA Corinth
WMAG Forest
WJPR Greenville
WGRM Greenwood
WNAG Grenada
WFOR Hattiesburg
WMDC Hazlehurst
WCPC Houston
WNLA Indianola
WKOZ Kosciusko
WAML Laurel
WMBC Macon
WSJC Magee
WAPF McComb
WMOX Meridian
WMIS Natchez
WNAU New Albany
WSUH Oxford
WPMP Pascagoula

WHOC Philadelphia
WRJW Picayune
WSSO Starkville
WELO Tupelo
WQBC Vicksburg
WABO Waynesboro
WROB West Point
WONA Winona
WAZF Yazoo City

MISSOURI
KBHM Branson
KGMO Cape Girardeau
KDMO Carthage
KCRV Caruthersville
KCHR Charleston
KCHI Chillicothe
KBIA Columbia
KDEX Dexter
KREI Farmington
KWOS Jefferson City
KIRX Kirksville
KLWT Lebanon
KTOB Malden
KNIM Maryville
KNCM Moberly
KRMO Monett
KLRS Mountain Grove
KBTN Neosho
KNEM Nevada
KWOC Poplar Bluff
KTTR Rolla
KSGM Ste. Genevieve
KRES St. Joseph
KSMO Salem
KDRO Sedalia
KICK Springfield
KALM Thayer
KTTN Trenton
KLPW Union
KOKO Warrensburg
KWRE Warrenton
KWPM West Plains

MONTANA
KBMY Billings
KBMN Bozeman
KBOW Butte
KUDI Great Falls
KOJM Havre
KXLJ Helena
KGEZ Kalispell
KOLL Libby
KPRK Livingston
KATL Miles City
KBTK Missoula
KVCK Wolf Point

NEBRASKA
KCOW Alliance
KCSR Chadron
KJSK Columbus
KHUB Fremont
KHAS Hastings
KUVR Holdrege
KGFW Kearney
KLMS Lincoln
KBRL McCook
KODY North Platte
KOGA Ogallala
KOOO Omaha
KBRX O'Neill
KSID Sidney
KAWL York

NEVADA
KPTL Carson City
KVLV Fallon
KRAM Las Vegas
KATO Reno

NEW HAMPSHIRE
WKXL Concord
WLNH Laconia

NEW JERSEY
WNNJ Newton

NEW MEXICO
KALG Alamogordo
KHAM Albuquerque
KSVP Artesia
KAVE Carlsbad
KLMX Clayton
KCLV Clovis
KOTS Deming
KMIN Grants
KWEW Hobbs
KOBE Las Cruces
KRSN Los Alamos
KENM Portales
KRTN Raton
KBIM Roswell
KSIL Silver City
KSRC Socorro
KCHS Truth or Consequences
KTNM Tucumcari

NEW YORK
WMBO Auburn
WBRV Boonville (Rome-Utica)
WFLR Dundee
WDOE Dunkirk
WOSC Fulton
WJOC Jamestown
WLFH Little Falls
WICY Malone
WIRY Plattsburgh
WGGO Salamanca
WNBZ Saranac Lake
WRSA Saratoga Springs
WDLA Walton

NO. CAROLINA
WRCS Ahoskie
WABZ Albemarle
WGWR Asheboro
WBBB Burlington
WEGO Concord
WCKB Dunn
WCDJ Edenton
WCNC Elizabeth City
WBLA Elizabethtown
WFAI Fayetteville-Fort Bragg
WBBO Forest City
WFSC Franklin
WFVG Fuquay Springs (Raleigh)
WLTC Gastonia
WFMC Goldsboro
WKDX Hamlet
WHNC Henderson
WHKP Hendersonville
WHPE High Point
WJNC Jacksonville
WELS Kinston
WEWO Laurinburg
WLOE Leaksville
WJRI Lenoir
WBUY Lexington
WTSB Lumberton
WMMH Marshall
WMAP Monroe
WHIP Mooresville
WMRL Morehead City
WMNC Morganton
WPAQ Mount Airy
WRNB New Bern
WNNC Newton
WKBC No. Wilkesboro
WFRC Reidsville
WCBT Roanoke Rapids
WCEC Rocky Mount
WSTP Salisbury
WWGP Sanford
WOHS Shelby
WEEB Southern Pines
WMSI Sylva
WTYN Tryon
WADE Wadesboro
WLSF Wallace
WOOW Washington
WHCC Waynesville
WENC Whiteville

NORTH DAKOTA
KDLR Devils Lake
KDIX Dickinson
KNDC Hettinger
KEYJ Jamestown
KOVC Valley City

OHIO
WATG Ashland
WILE Cambridge
WBEX Chillicothe
WIER Dover
WJEH Gallipolis
WSRW Hillsboro
WIRO Ironton
WIMJ Jackson
WTIG Massillon
WPTW Piqua
WCHO Washington Court House
WKOV Wellston
WWST Wooster

OKLAHOMA
KADA Ada
KWHW Altus
KVSO Ardmore
KLTR Blackwell
KWCO Chickasha
KWPR Claremore
KWOE Clinton
KUSH Cushing
KRHD Duncan
KASA Elk City
KCRC Enid
KTAT Frederick
KWRW Guthrie
KGYN Guymon
KTJS Hobart
KIHN Hugo
KTMC McAlester
KGLC Miami
KBIX Muskogee
KNOR Norman
KBYE Oklahoma City
KHBG Okmulgee
KVLH Pauls Valley
KLCO Poteau
KOLS Pryor
KTLQ Tahlequah
KWSH Tri-City (Wewoka-Seminole-Holdenville)
KVIN Vinita

OREGON
KWIN Ashland
KAST Astoria
KBKR Baker
KBND Bend
KRNS Burns
KWRO Coquille
KPLK Dallas
KASH Eugene
KUIK Hillsboro (Portland)
KFJI Klamath Falls
KLBM La Grande
KQIK Lakeview
KGAL Lebanon
KMCM McMinnville
KBOY Medford
KNPT Newport
KBCH Oceanlake
KSRV Ontario
KWRC Pendleton
KLIQ Portland
KODL The Dalles

PENNSYLVANIA
WNCC Barnesboro
WBFD Bedford
WBRX Berwick
WLOA Braddock (Pittsburgh)
WISR Butler**
WCDL Carbondale (Scranton)
WHYL Carlisle
WESA Charleroi
WCVI Connellsville
WOTR Corry
WFAR Farrell (Youngstown, Ohio)
WHUN Huntingdon
WDAD Indiana
WADP Kane
WACB Kittanning
WAKU Latrobe
WITT Lewisburg
WMGW Meadville
WKRZ Oil City
WPAZ Pottstown
WPME Punxsutawney
WKMC Roaring Spring
WATS Sayre
WMAJ State College
WAYZ Waynesboro
WLYC Williamsport

SO. CAROLINA
WABV Abbeville
WAKN Aiken
WAIM Anderson
WBAW Barnwell
WBLR Batesburg
WBEU Beaufort
WAGS Bishopville
WACA Camden
WHAN Charleston
WCRE Cheraw
WGCD Chester
WPCC Clinton
WDSC Dillon
WELP Easley
WOLS Florence
WFGN Gaffney
WGTN Georgetown
WGSW Greenwood
WEAB Greer (Greenville)
WBHC Hampton
WHSC Hartsville
WDKD Kingstree
WLCM Lancaster
WYMB Manning
WJAY Mullins
WMYB Myrtle Beach
WKDK Newberry
WTND Orangeburg
WRHI Rock Hill
WSNW Seneca
WTHE Spartanburg
WFIG Sumter
WBCU Union
WALD Walterboro

SOUTH DAKOTA
KABR Aberdeen
KBRK Brookings
KOBH Hot Springs
KIJV Huron
KOLY Mobridge
KGFX Pierre
KISD Sioux Falls
KWAT Watertown
KWYR Winner
KYNT Yankton

TENNESSEE
WEAG Alcoa
WLAR Athens
WFHG Bristol (Bristol, Tenn.-Va.)
WMFS Chattanooga**
WMCH Church Hill
WJZM Clarksville
WCLE Cleveland
WKRM Columbia
WHUB Cookeville
WLSB Copperhill
WKBL Covington
WAEW Crossville
WDNT Dayton
WDKN Dickson
WDSG Dyersburg
WEMB Erwin
WEKR Fayetteville
WAGG Franklin
WHIN Gallatin
WGRV Greeneville
WHBT Harriman
WIRJ Humboldt
WDXI Jackson
WCLC Jamestown
WKXV Knoxville
WLAF La Follette
WDXE Lawrenceburg
WCOR Lebanon
WLIL Lenoir City
WJJM Lewisburg
WDXL Lexington
WMMT McMinnville
WHEY Millington
WCRK Morristown
WGNS Murfreesboro
WNAH Nashville
WLIK Newport
WOKE Oak Ridge
WTPR Paris
WTRB Ripley
WORM Savannah
WEPG South Pittsburg
WDBL Springfield
WDEH Sweetwater
WJIG Tullahoma
WENK Union City
WCDT Winchester

TEXAS
KVLF Alpine
KZIP Amarillo
KACT Andrews
KBUD Athens
KALT Atlanta
KRUN Ballinger
KIOX Bay City
KREL Baytown
KBLT Big Lake
KBYG Big Spring
KFYN Bonham
KBBB Borger
KNEL Brady
KSTB Breckenridge
KWHI Brenham
KBOR Brownsville
KBWD Brownwood
WTAW Bryan
KBEN Carrizo Springs
KGAS Carthage
KCTX Childress
KCAR Clarksville
KVLB Cleveland
KSTA Coleman
KVMC Colorado City
KAND Corsicana
KIVY Crockett
KXIT Dalhart
KDLK Del Rio
KDNT Denton
KDDD Dumas
KEPS Eagle Pass
KERC Eastland
KPSO Falfurrias
KFLD Floydada
KFST Ft. Stockton
KNAF Fredericksburg
KBRZ Freeport
KGAF Gainesville
KCTI Gonzales
KSWA Graham
KBCS Grand Prarie
KGVL Greenville
KCLW Hamilton
KWRD Henderson
KPAN Hereford
KHBR Hillsboro
KSAM Huntsville
KEBE Jacksonville
KTXJ Jasper
KMBL Junction
KAML Kenedy-Karnes City
KERB Kermit
KERV Kerrville
KOCA Kilgore
KLEN Killeen
KPET Lamesa
KVOZ Laredo
KLVT Levelland
KVOW Littlefield
KTET Livingston
KFRO Longview
KLLL Lubbock
KRBA Lufkin
KMHT Marshall
KCMR McCamey
KBUS Mexia
KJBC Midland
KORC Mineral Wells
KIRT Mission
KVKM Monahans
KIMP Mt. Pleasant
KZOL Muleshoe
KEEE Nacogdoches
KGNB New Braunfels
KRIG Odessa
KOGT Orange
KNET Palestine
KHHH Pampa
KFTV Paris
KIUN Pecos
KVOP Plainview
KBOP Pleasanton
KPOS Post
KOLJ Quanah
KTXL San Angelo
KBAL San Saba
KSML Seminole
KSEY Seymour
KEVA Shamrock
KDSX Sherman (Denisnn)
KSNY Snyder
KDWT Stamford
KSTV Stephenville
KSST Sulphur Springs
KXOX Sweetwater
KTAE Taylor
KTFS Texarkana
KTLW Texas City
KTUE Tulia
KTBB Tyler
KVOU Uvalde
KVWC Vernon
KVIC Victoria
KBEC Waxahachie

UTAH
KBUH Brigham City
KVNU Logan
KKOG Ogden
KOAL Price
KEYY Provo
KDXU St. George
KSOP Salt Lake City
KTUT Tooele City
KVEL Vernal

VIRGINIA
WKLV Blackstone
WINA Charlottesville
WBCR Christianburg
WKEY Covington
WCVA Culpeper
WEVA Emporia
WFAX Falls Church
WYSR Franklin
WFVA Fredericksburg
WFTR Front Royal
WBOB Galax
WDDY Gloucester
WMNA Gretna
WHAP Hopewell
WREL Lexington
WBRG Lynchburg
WMEV Marion
WMVA Martinsville
WSIG Mount Jackson
WNVA Norton
WJMA Orange
WPVA Petersburg
WPLV Pulaski

(Continued on Next Page)

** Associated Station (Carrying KBS Commercials on Special Working Agreement).

KEYSTONE
BROADCASTING SYSTEM, INC.

111 W. Washington St., Chicago 2, Ill.

Officers and Directors

Sidney J. Wolf (Director).....**President**
Noel A. Rhys.....Executive Vice-President
Edwin R. Peterson.....Senior Vice-President
Joseph Bayer (Director).....**Vice-President**
William Bayer.....**Vice-President**
Charles A. Hammarstrom.....Vice-President
Arthur Wolf (Director).....**Secretary-Treasurer**

New York

527 Madison Ave., New York 22, N. Y.
Phone: ELdorado 5-3720

Noel A. Rhys.....Executive Vice-President
Charles A. Hammarstrom.....Vice-President
Eve Waldo.....**Office Manager**
Martin Mills.....Research Director

Chicago

111 W. Washington St., Chicago 2, Ill.
Phone: STate 2-8900

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Edwin R. Peterson.....Senior Vice-President
Arthur Wolf.....**Secretary-Treasurer**
Paul Kolar.....**Comptroller**
William Wolf, E. Richard Peterson, Jr.....Account Executives
Blanche Stein.....**Director of Station Relations**
Anita Larie.....Auditor
Jane C. McFadgen.....Traffic Manager, Program Director

Los Angeles

3142 Wilshire Blvd., Los Angeles 5, Calif.
Phone: DUnkirk 3-2910

William Bayer.....**Vice-President**
Henry G. Eschen.....**Account Executive**

San Francisco

75 Post Street, San Francisco, Calif.
Phone: SUtter 1-7440

J. Holtman.....Account Executive

(Cont. from Page 257)

WRIC Richlands
WHYE Roanoke
WYTI Rocky Mount
WHLF South Boston
WLPM Suffolk
WESR Tasley
WBOF Virginia Beach
WEER Warrenton
WNNT Warsaw
WAYB Waynesboro
WINC Winchester
WYVE Wytheville

VIRGIN ISLANDS

WIVI Christiansted (St. Croix)

WASHINGTON

KXRO Aberdeen
KAGT Anacortes
KPUG Bellingham
KELA Centralia
KCLX Colfax
KCVL Colville
KXLE Ellensburg
KNBX Kirkland (Seattle)
KEDO Longview
KSEM Moses Lake
KGY Olymp'a
KRSC Othello
KPKW Pasco
KONP Port Angeles
KARY Prosser
KAYE Puyallup
KAPA Raymond
KENE Toppenish
KKEY Vancouver
KTEL Walla Walla
KUEN Wenatchee

WEST VIRGINIA

WTIP Charleston
WHAR Clarksburg
WDNE Elkins
WTCS Fairmont
WKYR Keyser
WVOW Logan
WEPM Martinsburg
WHJC Matewan
WAJR Morgantown**
WMOD Moundsville (Wheeling)
WETZ New Martinsville
WCEF Parkersburg
WLOH Princeton
WRON Ronceverte
WELC Welch
WHAW Weston

WISCONSIN

WHBY Appleton
WATW Ashland
WBEL Beloit (Rockford, Illinois)
WWIS Black River Falls
WECL Eau Claire
WDUZ Green Bay
WTKM Hartford
WHSM Hayward
WLCX La Crosse
WLDY Ladysmith
WIGM Medford
WMNE Menomonie
WOSH Oshkosh
WPFP Park Falls
WSWW Platteville
WPLY Plymouth (Sheboygan)
WIBU Poynette
WRDB Reedsburg
WJMC Rice Lake
WRCO Richland Center
WTCH Shawano
WCOW Sparta
WSPT Stevens Point**
WDOR Sturgeon Bay
WTRW Two Rivers
WTTN Watertown
WDUX Waupaca
WHVF Wausau

WYOMING

KBBS Buffalo
KATI Casper
KVWO Cheyenne
KWIV Douglas
KLUK Evanston
KIML Gillette
KOVE Lander
KOWB Laramie
KASL Newcastle
KPOW Powell
KRAL Rawlins
KVRS Rock Springs
KWYO Sheridan
KRTR Thermopolis
KGOS Torrington
KWOR Worland

THE RADIO NETWORKING PATTERN, '59-69 . . . Will Crystalize During This Year

By BLAIR A. WALLISER

Executive Vice President
Mutual Broadcasting System

THE pattern of radio network broadcasting for the next ten years will be set in 1959.

After two years of slow and sometimes painful re-appraisal, the major broadcasters have at last recognized that old-time radio, dedicated primarily to entertainment, is dead and cannot be revived.

But in place of mourning for the kind of programming that characterized radio's adolescence, the alert contemporary broadcaster rejoices in the new mature role of radio. Sales of sets are up and audiences are up, for Americans have recognized that radio serves its listeners in a manner unequalled by any other medium in the two areas of service and companionship.

In June of 1957, Mutual foresaw this trend and with characteristic realism and vigor jettisoned its old entertainment policy. In place of programming comedy, variety, soap opera and quiz programs, Mutual became a network of music for companionship and news, sports, special events and personalities. For service, Mutual went farther. The historic chain policy of setting a pattern of network conformity for every local station was dropped. We at MBS capitalized on the independence and community service status of our affiliates. Instead of superimposing a network programming schedule on the broadcast day of our affiliates, Mutual substituted a philosophy of complementary and augmentative service.

The function of the network, as Mutual sees it, is to provide the local station with the services it cannot get for itself—national and international news, sports, special events and name personalities.

We call this policy Dynamic Compatibility. It is dynamic because it creatively and constructively supplements the programming of the local station with an outside line to the entire world. It is compatible because we at Mutual have long since recognized that a few experts sitting behind desks in New York, no matter how capable, cannot master-mind the programming tastes of 453 markets ranging from small prairie towns to huge metropolitan areas.

The modern radio network serves its affiliates best by supplying them with the national and international facilities which will best aid them in becoming top community service stations in their areas. Mutual believes in providing this service even to the point of subordinating network identification to assure listening confidence and loyalty for the local station.

The transistor set has brought about an enormous increase in out-of-home listeners. The automobile radio is no longer a luxury but virtually standard equipment. Where 1958 saw sales in TV sets fall, sales of radio sets continued their steady long-term rise. Americans are conditioned to radio listening wherever they go—whatever they do.

MUTUAL BROA

ALABAMA
WEZB Birmingham
WMSL Decatur
WXAL Demopolis
WDIG Dothan
WULA Eufaula
WJOI Florence
WJBB Haleyville
WBHP Huntsville
WAPX Montgomery
WJHO Opelika
WFEB Selacauga
WTBF Troy
WTBC Tuscaloosa

ARIZONA
KSUN Bisbee
KVNA Flagstaff
KWJB Globe
KOY Phoenix
KGLU Safford
KTUC Tucson
KVNC Winslow
KVOY Yuma

ARKANSAS
KAMD Camden
KFAY Fayetteville
KTCS Fort Smith
KFPA Helena
KBLO Hot Springs
KBTM Jonesboro
KGHI Little Rock
KVMA Magnolia
KOTN Pine Bluff
KUOA Siloam Springs

CALIFORNIA
KMAP Bakersfield
KPAY Chico
KXO El Centro
KIEM Eureka
KYNO Fresno
KHJ Los Angeles
KMYO Marysville
KYOS Merced
KPRL Paso Robles
KRDG Redding
KGMS Sacramento
KSBW Salinas-Monterey
KITO San Bernardino
KGB San Diego
KFRC San Francisco
KVEC San Luis Obispo
KTMS Santa Barbara
KWG Stockton
KCOK Tulare-Visalia
KVEN Ventura

COLORADO
KIMN Denver
KGLN Glenwood Springs
KREX Grand Junction

CONNECTICUT
WNAB Bridgeport
WPOP Hartford
WNLC New London
WTOR Torrington
WWCO Waterbury

DISTRICT OF COLUMBIA
WOL Washington

FLORIDA
WKWF Key West
WPEG Jacksonville
WDSR Lake City
WONN Lakeland
WLBE Leesburg
WTYS Marianna
WMMB Melbourne
WKAT Miami
WEBY Milton-Pensacola
WSBB New Smyrna Beach
WHOO Orlando
WPCF Panama City
WCNH Quincy
WTSP St. Petersburg-Tampa
WSTU Stuart
WTAL Tallahassee
WIRK West Palm Beach
WSIR Winter Haven
WTTB Vero Beach

GEORGIA
WTZE Atlanta
WBBQ Augusta
WBHF Cartersville
WGBA Columbus
WMGM Cordele
WBLJ Dalton
WBHB Fitzgerald
WGGA Gainesville
WKEU Griffin
WLAG La Grange
WNEX Macon
WMVG Milledgeville
WCOH Newnan
WRGA Rome
WCCP Savannah
WTWA Thompson
WGOV Valdosta
WAYX Waycross
WYTH Madison

IDAHO
KGEM Boise

ILLINOIS
WLS Chicago
WJPF Herrin
WIRL Peoria

INDIANA
WASK Lafayette
WSAL Logansport
WJVA South Bend
WAOV Vincennes

IOWA
KCRG Cedar Rapids
KROS Clinton
KSWI Council Bluff, Ia. (Omaha, Neb.)
KSTT Davenport
KWDM Des Moines
WDBQ Dubuque
KVFD Fort Dodge
KWWL Waterloo

KANSAS
KFRM Concordia
KGNO Dodge City
KBLR Goodland
KIND Independence
KSAL Salina
KTOP Topeka
KAKE Wichita

KENTUCKY
WLBJ Bowling Green
WCTT Corbin
WHIR Danville
WFKY Frankfort
WVLK Lexington
WTMT Louisville
WFTM Maysville
WOMI Owensboro
WKYB Paducah
WSIP Paintsville
WPKE Pikeville
WEKY Richmond
WSFC Somerset

LOUISIANA
WRKC Bogalusa
KEUN Eunice
KVHL Homer
KPEL Lafayette
KAOK Lake Charles
KLIC Monroe
KNOC Natchitoches
WTPS New Orleans
KENT Shreveport

MAINE
WFAU Augusta
WABI Bangor
WIDE Biddeford
WABM Houlton
WCOU Lewiston-Auburn
WPOR Portland
WAGM Presque Isle

MARYLAND
WWIN Baltimore
WJEJ Hagerstown

MASSACHUSETTS
WNAC Boston
WALE Fall River
WEIM Fitchburg
WHAI Greenfield
WLLH Lowell-Lawrence
WHMP Northampton
WBRK Pittsfield
WMAS Springfield
WARE Ware
WOCB West Yarmouth
WAAB Worcester

MICHIGAN
CKLW Detroit
WDBC Escanaba
WBBC Flint
WLAV Grand Rapids
WKHM Jackson
WDMJ Marquette
WMUS Muskegon
WSGW Saginaw-Bay City

MINNESOTA
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WCBI Columbus
WJPB Greenville
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WMOX Meridian
WNAT Natchez
WELO Tupelo
WQBC Vicksburg
WROB West Point
WONA Winona
WAZF Yazoo City

MISSOURI
KWOS Jefferson City
WMBH Joplin
KMBC Kansas City
KXEO Mexico
KRES St. Joseph
WEW St. Louis

MONTANA
KOPR Butte
KGCX Sidney
KVCK Wolf Point

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Bellaire (see Wheeling, W. V
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WDOK Cleveland
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WLEC Sandusky
WHBW Youngstown
WSTV Steubenville
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WJER Dover

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KWON Bartlesville
WBBZ Ponca City
KGFF Shawnee
KTOW Oklahoma City

OREGON
KWIL Albany
KWIN Ashland
KAST Astoria
KBND Bend

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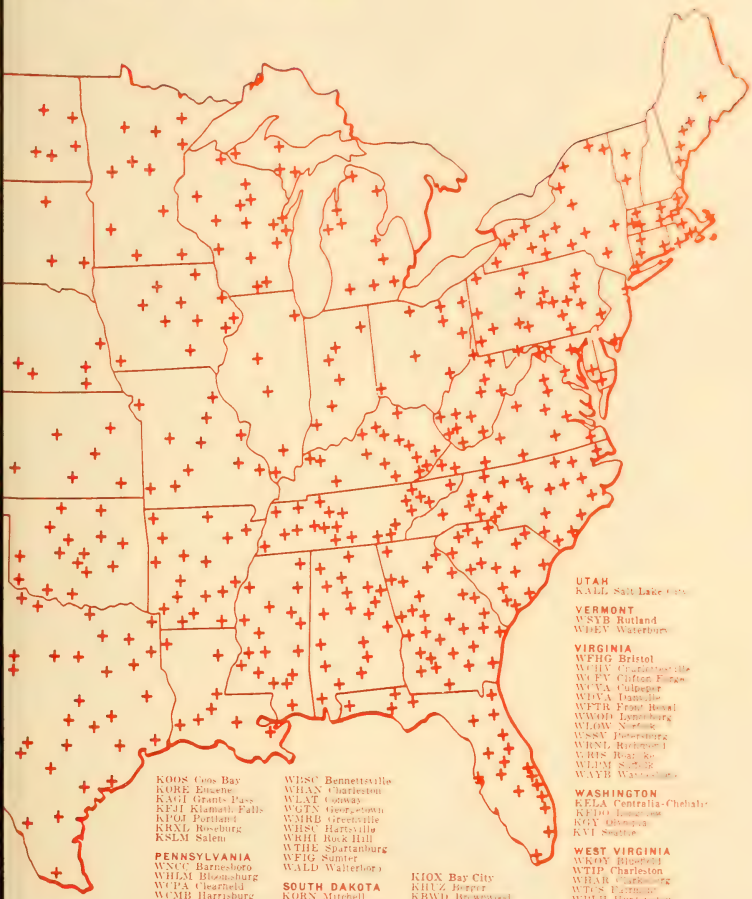

KOOS Coos Bay
KORE Eugene
KAGI Grants Pass
KEJI Klamath Falls
KPOI Portland
KRXL Roseburg
KSLM Salem

PENNSYLVANIA
WNCC Barnesboro
WHLM Bloomsburg
WUPA Clearfield
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WAZL Hazleton
WCRO Johnstown
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KEBE Jacksonville
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KVOZ Laredo
KLLL Lubbock
KTRE Lufkin
KRIO McAllen
KVKM Monahans
KECK Odessa
KPDN Pampa
KEYE Perryton
KVOP Plainview
KPAC Port Arthur-Beaumont
KMAC San Antonio
KRBV Sherman-Denison
KSNY Snyder
KOSY Texarkana
KVIC Victoria
KWTX Waco
KSYD Wichita Falls

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WRHI Rock Hill
WTHE Spartanburg
WFIG Sumter
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KFIZ Fond du Lac
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WISC Madison
WOMT Manitowoc
WIBU Poynette
WRJB Reedsburg
WJMC Rice Lake
WFHR Wisconsin Rapids
WFOX Milwaukee

WYOMING
KVWO Cheyenne

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USEFULNESS IS KEY TO WEB RADIO

. . . An Essential Of Successful Operation

By MATTHEW J. CULLIGAN

Executive Vice President
in charge of the NBC Radio Network

THERE is every reason for confidence in the improvement of network radio's economy in 1959, provided there is continued emphasis on its fundamental characteristic in all phases of its operation. That characteristic is usefulness. The NBC Radio Network recognized this basic value 26 months ago and began to reshape its structure accordingly. So successful were its efforts that NBC Radio enters the new year as leader of the industry.

While we view 1959 as a year of stiff competition for sales dollars, from television and the print media as well as other radio networks, we feel that our sound programming concepts and our aggressive selling and merchandising policies will enable NBC Radio to continue its ascent.

In building the new image of NBC Radio, our first concern was to make it more useful to its millions of listeners. As the keystone of its structure, therefore, we initiated the policy of "NBC News-on-the-Hour" broadcasts, utilizing the facilities of broadcasting's greatest news-gathering agency. Then, because news is no respecter of clocks and the big story may break at any moment, we added the "Hot Line" service to bring our listeners news reports within seconds after developments occur.

Events of 1958—the Middle East crisis, satellite launchings, the New York newspaper strike—proved the importance of strong news coverage to network radio's essential quality of service. This outstanding coverage, which only network radio can provide, will become even more vital next year and in succeeding years as scientific advancements continue to speed civilization into a "Buck Rogers age."

Our next objective after making NBC Radio more useful was to make it more flexible. The pre-television image of radio had been shattered overnight. But gradually there came an awareness that the public had not abandoned radio when it made television its No. 1 entertainment medium. From 1949 to the present, 115 million radio sets were bought. Because the smaller sets manufactured were so inexpensive, families became multiple set owners. Moreover, the car radio, the portable and the transistor gave listeners mobility. It was found that although radio's huge nighttime audience had been cut sharply by television, radio's daytime and out-of-home audiences were growing phenomenally.

NBC Radio's "Monitor" is a prime example of the flexible programming structure devised to meet the nation's new listening habits. It proved so popular that it was extended to Friday night and, last Fall, to major holidays. Our "Star Dust" policy of presenting top stars in five-minute vignettes also has permitted the necessary flexibility in programming and at the same time has returned headline entertainers to radio. Present plans call for further expansion of "Star Dust" next year.

Proving the effectiveness of these innovations, the NBC Radio Network now has 48 per cent of all network radio sponsored air-time.

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Robert E. Kintner
Paul M. Mazur
Edward F. McGrady
Andre Meyer
David Sarnoff
Robert W. Sarnoff
Walter Bedell Smith
John K. West

OFFICERS

Robert W. Sarnoff.....Chairman of the Bd.
Robert E. Kintner .....President
David C. Adams.....Senior Exec. Vice President
Kenneth W. Bilby.....Executive Vice President
J. M. Clifford.....Executive Vice President
P. A. Sugg.....Executive Vice President
Matthew J. Culligan.....Exec. Vice President
Walter D. Scott.....Exec. Vice President
Harry Bannister .....Vice President
Hugh M. Beville, Jr.....Vice President
Albert L. Capstaff.....Vice President
Jerry A. Danzig.....Vice President
William N. Davidson.....Vice President
James E. Denning.....Vice President
Don Durgin .....Vice President
Sydney H. Eiges.....Vice President
Thomas E. Ervin.....Vice President
George A. Graham, Jr.....Vice President
Richard H. Graham.....Vice President
Andrew L. Hammerschmidt.....Vice President
William S. Hedges.....Vice President
Jules Herbuveaux .....Vice President
Edward R. Hitz.....Vice President
B. Lowell Jacobsen.....Vice President
Thomas E. Knode.....Vice President
David Levy .....Vice President
Robert F. Lewine.....Vice President
Alan W. Livingston.....Vice President
George D. Matson.....V.P. & Treasurer
William R. McAndrew.....Vice President
Thomas C. McCray.....Vice President
William K. McDaniel.....Vice President
Thomas B. McFadden.....Vice President
Thomas W. Sarnoff.....Vice President
Carleton D. Smith.....Vice President
James A. Stabile.....Vice President
Robert L. Stone.....Vice President
Raymond W. Welpot.....Vice President
John K. West.....Vice President
Lloyd E. Yoder.....Vice President
John Q. Cannon.....Secretary
William A. Williams.....Assistant Treasurer
Paul B. Lynch.....Assistant Secretary
John V. Shute.....Assistant Secretary
Raymond E. Simonds.....Assistant Secretary

DEPARTMENTS

EXECUTIVE

Robert W. Sarnoff.....Chairman of the Bd.
Robert E. Kintner.....President

ADMINISTRATION

J. M. Clifford...Exec. Vice Pres., Administration

Central Division
Merchandise Mart, Chicago 54, Ill.
Jules Herbuveaux.....Vice Pres. Central Div.

TREASURER'S

George D. Matson.....Vice Pres. & Treasurer
Aaron Rubin .....Controller
Dick T. Hollands.....Director, Budgets & Financial Planning
Robert H. Barnaby.....Mgr., Capital Budgets
Helen Davis.....Mgr., General Office Service
Anthony J. Dente....Mgr., Operating Budgets & Financial Evaluation
St. Clair Marshall.....Dir. Tax Administration
Harry F. McKeon.....Dir., Tax Office
John McDermott.....Manager, Audits
Richard J. Raburn, Jr.....Director, Accounting
James Jurist.....Chief Accountant
Charles J. Ochsenreiter.....Manager, Systems
Randall R. McMillin.....Dir., Pchsg. & Materials
Albert E. Walker.....Manager, Transportation
William A. Williams.....Asst. Treasurer

Engineering & Facilities Administration

Andrew L. Hammerschmidt....V.P., Engineering & Facilities Administration
William A. Clarke.....Dir., Facilities Adm.
Joseph J. Arnone....Mgr., Design & Construction
Edward M. Lowell.....Manager, Administration
George M. Nixon.....Dir., Engineering Dev.
Chester A. Rackey....Dir., Facilities Engineering
William S. Duttera.....Mgr., Allocations Engin'g
Raymond F. Guy.....Sr. Staff Engineer
James L. Wilson..Mgr., Engineering Adm.& Svcs.
Albert Humbert.....Mgr., Bldg. Maintenance
John L. Seibert.....Mgr., Construction Co-ord.

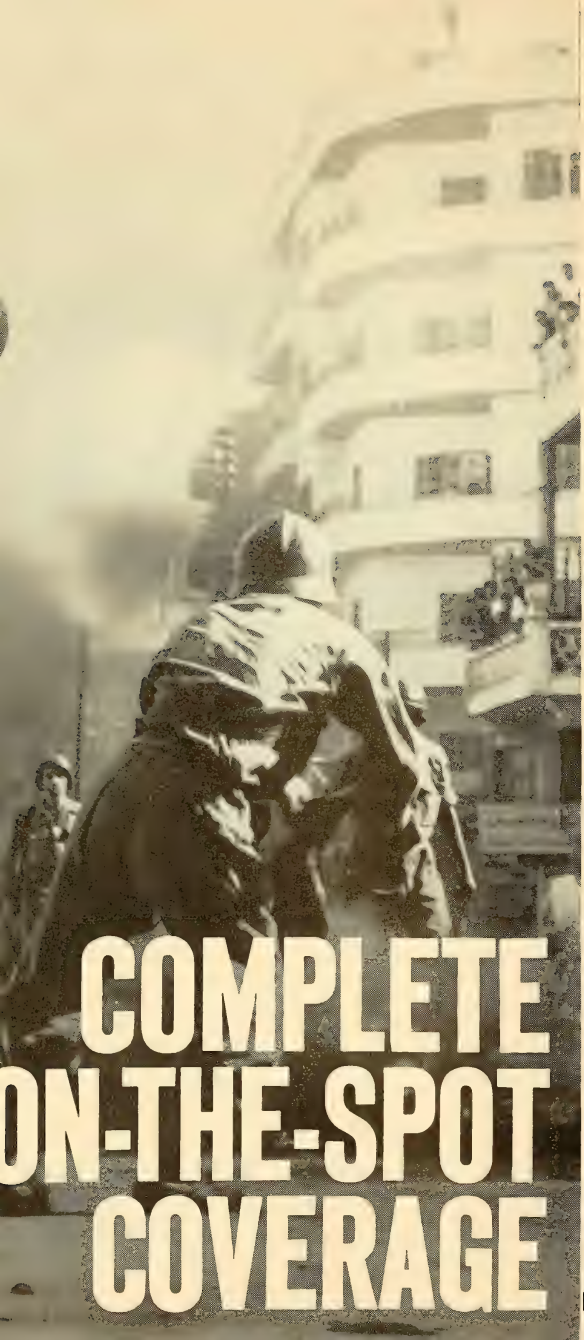
Law

Thomas E. Ervin.....V.P. & General Attorney
John V. Shute.....Asst. General Attorney
Benjamin D. Raub.....Asst. General Attorney

Personnel

B. Lowell Jacobsen.....V.P., Personnel
Richard Connell.....Manager, Organization Planning & Mgt. Development
H. O. Lumb.....Director, Personnel

(Continued on Page 270)



THE NBC RADIO NETWORK

keeps America on top of the latest happenings the whole world over with fast, accurate, dramatic news, flashed by 400 NBC News correspondents stationed in 70 nations.

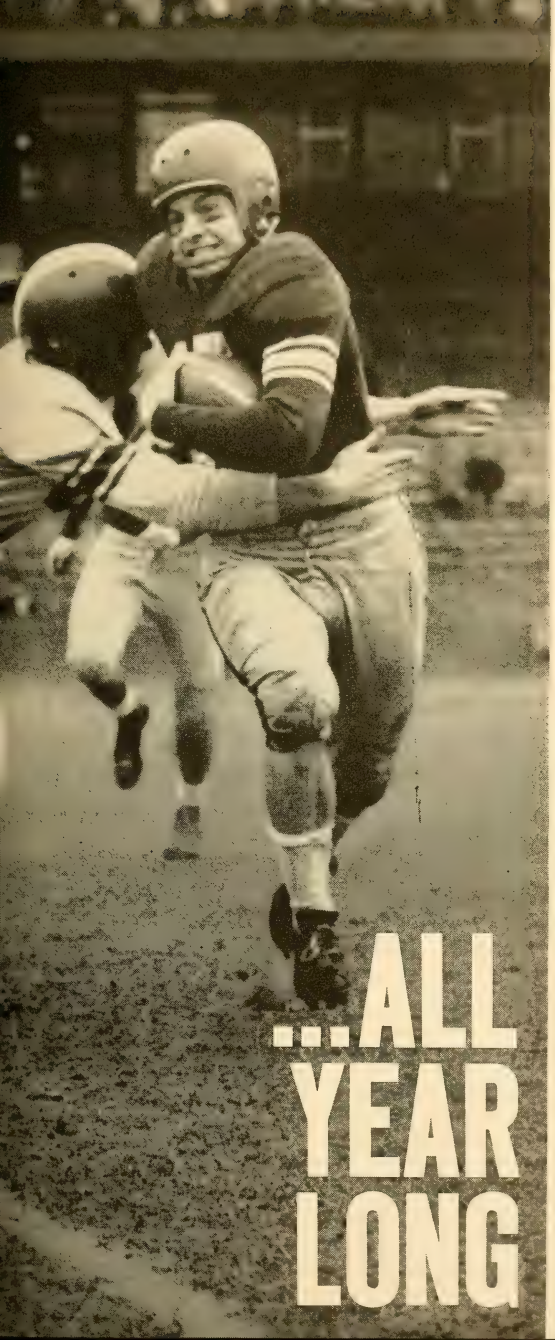
▪ Every hour, throughout the day and evening, NBC Radio's NEWS OF THE HOUR presents a complete news summary, featuring on-the-spot reports.

▪ At all times, NBC's HOT LINE is on the alert, standing by to switch listeners right to the scene of big news, wherever it happens, whenever it happens.

▪ NBC News is constantly at work on special background reports that give full perspective on the headline of the moment.

This is the kind of news-coverage that the American public relies upon *network* radio to bring them—the kind that only a network *can* bring them. This is the kind of coverage they know they will *always* find on an NBC Radio station.

For complete on-the-spot coverage, all year long, around the world, America turns to the stations of the NBC Radio Network.



THE NBC RADIO NETWORK

is on the spot—whatever the season, whatever the sport—bringing America one exciting first-hand report after another. Baseball and boxing, tennis and track, horse-racing, sailboat-racing, golf—even bocchi—they're all part of the jampacked NBC schedule. Each season there are specials like: the Rose Bowl Game, the World Series, the U. S. Open Golf Tournament, Forest Hills' Tennis Championships, in fact, just about every major event of the year. Week-end games and special features on MONITOR, interviews, sports roundups, and the Friday night fights complete the schedule.

For sports-loving America, here's week-in, week-out on-the-spot reporting that only a network could provide.

For complete on-the-spot coverage, all year long, around the world, America turns to the stations of the NBC Radio Network.

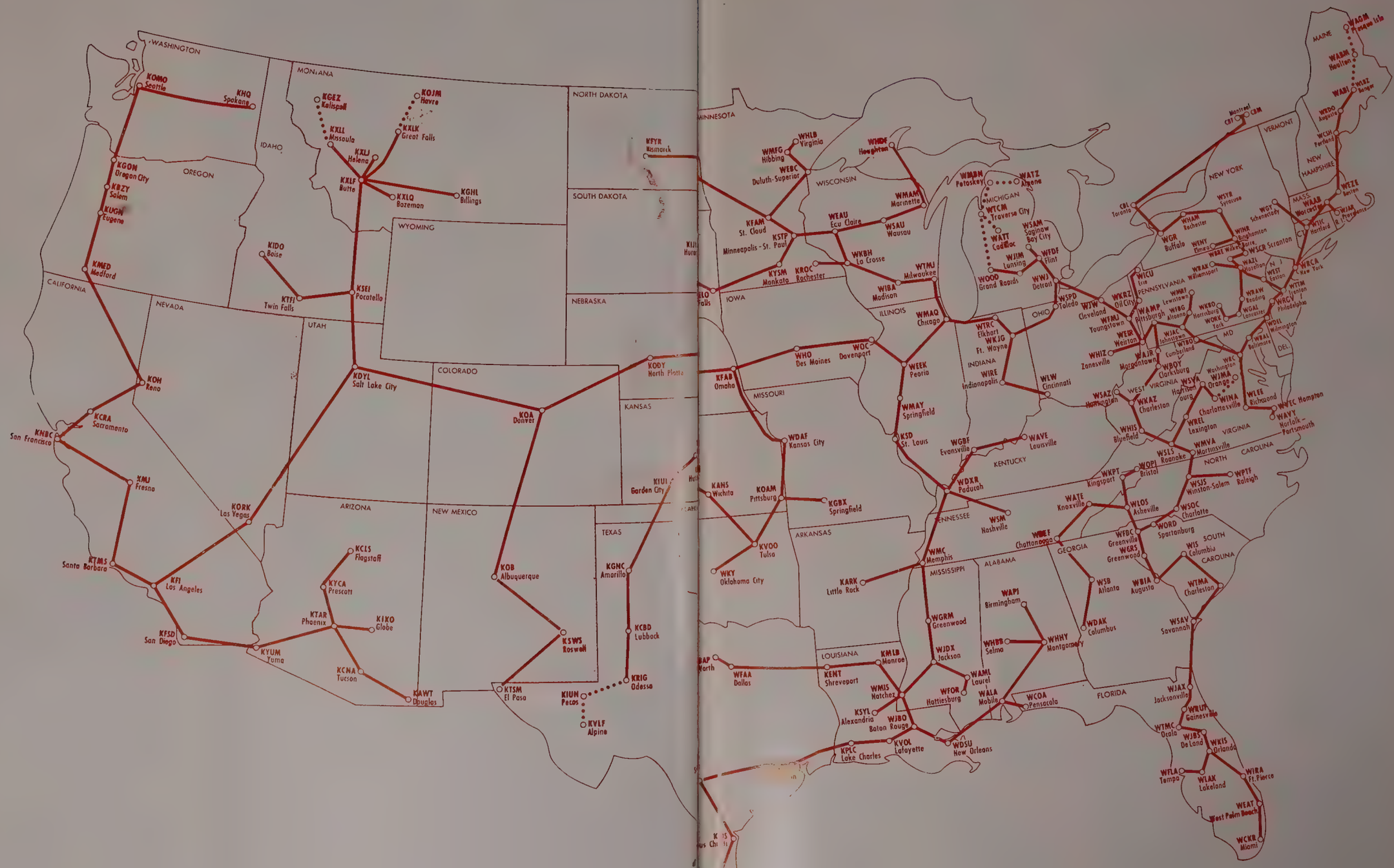
NBC RADIO

WASHINGTON
KOMO Seattle
KHQ Spokane
MONTANA
KGEZ Kalispell
KOJM Havre
KXLL Missoula
KXLK Great Falls
KXLJ Helena
KXLF Butte
KXLQ Bozeman
KGHL Billings
IDAHO
OREGON
KGON Oregon City
KBZY Salem
KUGN Eugene
KMED Medford
CALIFORNIA
NEVADA
KIDO Boise
KTFI Twin Falls
KSEI Pocatello
UTAH
WYOMING
NORTH DAKOTA
KFYR Bismarck
SOUTH DAKOTA
NEBRASKA
KODY North Platte
KOH Reno
KCRA Sacramento
KNBC San Francisco
KMJ Fresno
KORK Las Vegas
KDYL Salt Lake City
COLORADO
KOA Denver
KANSAS
KIUL Garden City
ARIZONA
NEW MEXICO
TEXAS
OKL
KTMS Santa Barbara
KFI Los Angeles
KFSD San Diego
KYUM Yuma
KCLS Flagstaff
KYCA Prescott
KTAR Phoenix
KIKO Globe
KCNA Tucson
KAWT Douglas
KOB Albuquerque
KSWS Roswell
KTSM El Paso
KGNC Amarillo
KCBD Lubbock
KRIG Odessa
KIUN Pecos
KVLF Alpine

ETWORK

WHLB Virginia
WMFG Hibbing
WEBC Duluth-Superior
WHDF Houghton
WISCONSIN
WMAM Marinette
KFAM St. Cloud
KSTP eapolis - St. Paul
WEAU Eau Claire
WSAU Wausau
WKBH La Crosse
KYSM Mankato
KROC Rochester
WTMJ Milwaukee
WIBA Madison
ILLINOIS
WMAQ Chicago
WHO Des Moines
WOC Davenport
WEEK Peoria
MISSOURI
WMAY Springfield
KSD St. Louis
WDAF Kansas City
KOAM Pittsburg
KGBX Springfield
KVOO Tulsa
ARKANSAS
KARK Little Rock
oma City
WMBN Petoskey
WATZ Alpena
MICHIGAN
WTCM Traverse City
WATT Cadillac
WSAM Saginaw Bay City
WJIM Lansing
WFDF Flint
WOOD Grand Rapids
WWJ Detroit
WSPD Toledo
OHIO
WTRC Elkhart
WKJG Ft. Wayne
INDIANA
WIRE Indianapolis
WLW Cincinnati
WGBF Evansville
WAVE Louisville
KENTUCKY
WDXR Paducah
TENNESSEE
WSM Nashville
WMC Memphis
MISSISSIPPI
ALABAMA
WAPI Birmingham
WGRM Greenwood
WJDX Jackson
WHBB Selma
WHHY Montgomery
WAML Laurel
WALA Mobile
WFOR Hattiesburg
LOUISIANA
KMLB Monroe
KENT Shreveport
WMIS Natchez
KSYL Alexandria
WJBO Baton Rouge
KVOL Lafayette
WDSU New Orleans
KPLC Lake Charles
KPRC Houston
WCOA Pensacola
FLORIDA
WJAX Jacksonville
WRUF Gainesville
WTMC Ocala
WJBS De Land
WKIS Orlando
WFLA Tampa
WLAK Lakeland
WIRA Ft. Pierce
WEAT West Palm Beach
WCKR Miami
GEORGIA
WSB Atlanta
WDAK Columbus
WSAV Savannah
WBIA Augusta
WTMA Charleston
WIS Columbia
SOUTH CAROLINA
WORD Spartanburg
WFBC Greenville
WGRS Greenwood
WSOC Charlotte
WLOS Asheville
WATE Knoxville
Chattanooga
WKPT Kingsport
WOPI Bristol
WSJS Winston-Salem
WPTF Raleigh
NORTH CAROLINA
WSLS Roanoke
WMVA Martinsville
VIRGINIA
WHIS Bluefield
WREL Lexington
WSAZ Huntington
WKAZ Charleston
WEST VIRGINIA
WCHV Charlottesville
WLEE Richmond
WVEC Hampton
WAVY Norfolk-Portsmouth
WBOY Clarksburg
WAJR Morgantown
WHIZ Zanesville
WEIR Weirton
WJW Cleveland
WFMJ Youngstown
WKRZ Oil City
WAMP Pittsburgh
WJAC Johnstown
WTBO Cumberland
WRC Washington
WJMA Orange
MD
WBAL Baltimore
DEL
WDEL Wilmington
WICU Erie
PENNSYLVANIA
WMRF Lewistown
WFBG Altoona
WKBO Harrisburg
WORK York
WGAL Lancaster
WRAW Reading
WRCV Philadelphia
WTTM Trenton
WRCA New York
WRAK Williamsport
WAZL Hazelton
WSCR Scranton
WBRE Wilkes-Barre
WENY Elmira
WNBF Binghamton
WGR Buffalo
WHAM Rochester
WSYR Syracuse
WGY Schenectady
CBL Toronto
NEW YORK
CBF Montreal CBM
VERMONT
NEW HAMPSHIRE
MASS
WBZA Boston
WTIC Hartford
CT
R I
WJAR Providence
WCSH Portland
WABI
WAGM
MAINE

NBC RADIO NETWORK



(Continued from Page 265)

George H. Fuchs.....Director, Labor Relations
Dr. Bernard J. Handler.....Company Physician
Charles J. Boylan.....Mgr., Employ. Benefit and Services
William H. Craig.....Mgr., Employment

Talent & Program Contract

James A. Stabile.....Vice President, Program Contract Adm.
Thomas H. Belviso.....Mgr., Music & Literary Rights

International Operations

Alfred Stern.....Dir., Int'l Operations
Richard L. Berman.....Mgr., Facilities, Int'l Operations
Alvin Ferleger.....Mgr., Administration & Sales Development
William J. Schmitt.....Business Mgr.

California National Productions, Inc.

633 Fifth Ave., New York 22, N. Y.
(Wholly-owned Subsidiary)

Earl Rettig .....President

PACIFIC DIVISION

3000 W. Alameda Ave., Burbank, Calif.
THornwald 5-7000

John K. West.....V.P., Pacific Division
Alan W. Livingston..V.P., TV Network Programs
Thomas W. Sarnoff...V.P., Prodn. & Bus. Affairs
Richard Graham.....Vice President, Law
John E. Burrell.....Mgr., Tech. Operations
Sheldon B. Hickox, Jr.....Dir., Station Relations
Blake Chatfield.....Mgr., Bcst. Promotion
Fenton Coe.....Director, Film Production
Maurice J. Corwin.....Mgr., Bcst. Facilities & Operations
Gino Conte.....Manager, Unit Manager
Frank V. Dellett.....Asst. Treasurer, Pac. Div.
Paul Gale.....Manager, Traffic
Frank Gertz.....Mgr., Business Affairs Network Programs & Production
Helen Hall.....Manager, Adv. & Prom.
Harold Kemp.....Director, Nighttime Programs
John R. Kennedy.....Liaison Engineer
Joseph L. Kubin.....Asst. Controller, Pac. Div.
Henry Maas.....Mgr., Sales & Program Services
John W. Nelson.....Director, Daytime Programs
Fred Hamilton.....Dir., Film Programs
Edward A. Rosenberg.....Mgr., Contract Administration
Fred Jacobs .....Attorney
Scott Shott .....Attorney
Ralph F. Shawhan.....Dir., Press & Publicity
John H. Thompson...Mgr., News & Spec. Events
Robert D. Thompson.....Mgr., General Services
Malcolm E. Madden.....Mgr., Prod. Services
Oscar C. Turner....Mgr., Personnel & Labor Rel.
Richard C. Welsch.....Director, Production and Business Affairs
Robert Wood.....Mgr., Continuity Acceptance

CORPORATE RELATIONS

David Adams.....Senior Exec. V.P.

Planning and Research

Hugh M. Beville.....V.P., Planning & Research
Marvin W. Baiman.....Mgr., Research Studies
Dr. Thomas E. Coffin.....Director, Research
Jack B. Landis.....Mgr., Research Devel.
Allen R. Cooper.....Dir., Corporate Planning
Charles M. Kinsolving, Jr.....Mgr., Plans Devel.
Barry Rumple.....Mgr., Rates & Affili.
William S. Rubens.....Mgr., Audience Measurement

Station Relations

Harry Bannister.....V.P. for Station Rel.
Thomas E. Knode.....V.P., Station Relations
Donald J. Mercer.....Dir. of Station Rel.

NBC OWNED STATIONS & NBC SPOT SALES

P. A. Sugg...Exec. V.P., NBC Owned Stations & NBC Spot Sales
Thomas S. O'Brien.....Dir., Business Affairs
Anthony C. Krayer.....Business Manager

NBC Spot Sales

Richard H. Close.....Dir., NBC Spot Sales
George Dietrich.....Dir., Radio Spot Sales
Frank DeRosa.....Mgr., Radio Spot Sales Central Office
William Buschgen.....Mgr., Radio Spot Sales Detroit
Frederick Lyons...Mgr., Eastern Radio Spot Sales
Edward H. Macaulay.....Mgr., Western Radio Spot Sales
Dave Scott.....Mgr., New England Spot Sales
Morton Gaffin.....Dir., New Bus. & Prom.

NBC Owned Stations WRCA, WRCA-FM, New York

William N. Davidson.....V.P. & General Mgr.
Arthur Hamilton.....Station Manager
Michael A. Lannon.Mgr., Aud. & Sales Promotion
Herman Maxwell.....Mgr., National Sales
Bill Kreitner.....Mgr., Local Sales
Joseph Murphy.....Manager, Merchandising
Steve White.....Program Manager
John O'Keefe.....Mgr., Publicity & Exploit.
Earl Harder.....Traffic Mgr.
Fred E. Acker.....Mgr., Business Affairs & Operations

WKNB, Hartford-New Britain

Peter B. Kenny.....Gen. Manager
Robert W. Bray.....Program Manager
John McHale.....Business Affairs Mgr.
Gustave Nathan.....Mgr., Sales Devel.
Howard Wry.....Promotion, Publicity Mgr.

WRC, WRC-FM, Washington

Carleton D. Smith.....V.P. & Gen. Manager
Joseph Goodfellow.....Station Manager
Harry Karr.....Sales Manager
Ralph McCawley.....Adv. & Prom. Manager
William C. Grayson.....Program Mgr.
Edwin Peterson.....Publicity Manager
Pat May .....Traffic
Jack Lavan.....Business Mgr.

WAMP, WFMP, Pittsburgh

H. W. Shepard.....General Manager
Martin Pollins.....Sales Manager
Tom Tyson.....Promotion Mgr.
John Hierlihy.....Program Manager
Pat Schwade .....Traffic

WMAQ, WMAQ-FM, Chicago

Lloyd Yoder.....V.P. & General Mgr.
Robert Lemon.....General Executive
William Decker.....Sales Mgr.
John Keys.....Dir. of Adv. & Prom.
Stephen J. Krasula.....Merchandising Mgr.
Richard Johnson.....Program Manager
Chet Campbell.....Publicity Manager
Terry DeZanek .....Traffic
Alfred L. Lewis.....Business Mgr.

WRCV, Philadelphia

Raymond W. Welpott.....V.P. & Gen. Mgr.
Harold Pannenpacker.....Station Mgr.
Robert Fillmore.....Dir. Adv. & Publicity
Mary Doyle.....Merchandising Mgr.
Lewis Johnson.....Sales Mgr.
Robert C. Benson.....Program Manager
George Lenfest.....Dir. of Operations
Rita Loftus .....Traffic
George M. Mathews.....Business Mgr.

KNBC, KNBC-FM, San Francisco

George W. Fuerst.....General Manager
Richard H. Gravett.....Sales Manager
Mrs. Jane Morrison.....Mgr. of Adv., Prom. & Publicity
William Cancilla.....Merchandising Mgr.
Jack Wagner.....Program Manager
Joe Hanrahan.....Sales Traffic Superv.
Bert Medar.....Business Manager

PUBLIC RELATIONS

Kenneth W. Bilby.....Exec. Vice President, Public Relations
Lester Bernstein.....Dir., Information

Continuity Acceptance

Stockton Helffrich..Dir., Continuity Acceptance
Carl Watson.....Mgr., Continuity Acceptance

Advertising

John H. Porter.....Director, Advertising
J. Donald Foley.....Mgr., Trade & NBC Owned Stations Advertising
John Graham.....Art Director
Edwin Vane.....Mgr., Audience Adv. & Prom.

Exploitation

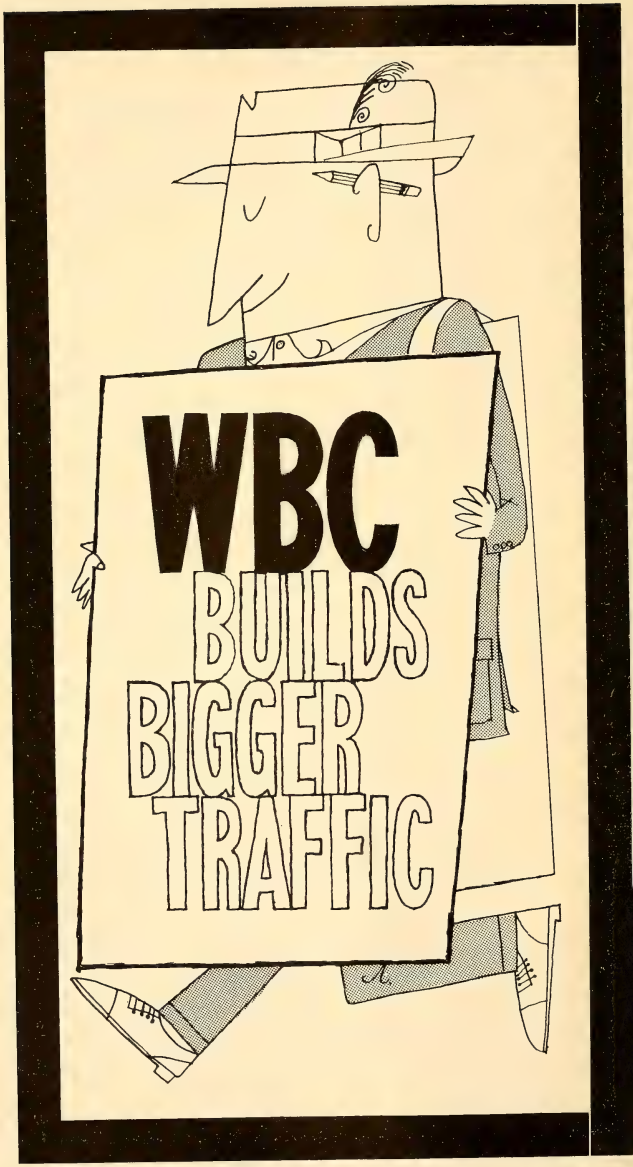
Alexander S. Rylander.....Dir., Exploitation
Peter M. Tintle.....Mgr., Guest Relations
John Scuoppo.....Mgr., Exploitation

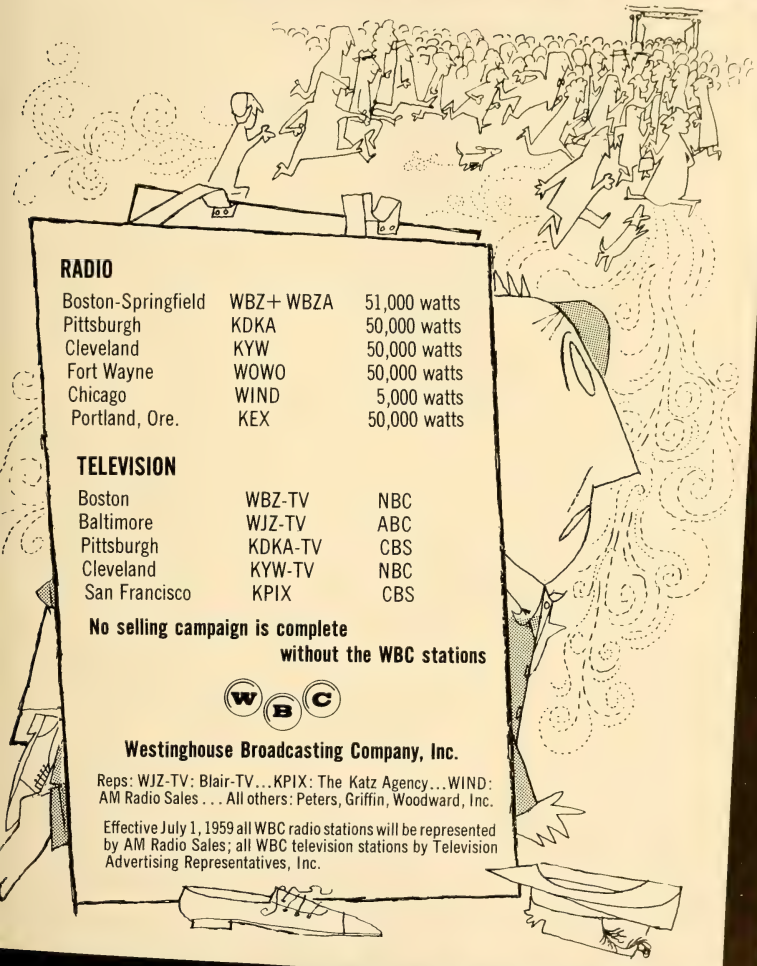
Press and Publicity

Sydney H. Eiges.....V.P., Press & Publicity
Ellis Moore.....Dir., Press Department
Milton Brown.....Mgr., Program Publicity
Sidney Desfor.....Mgr., Photo Unit
Charles A. Henderson.....Mgr., Publicity, Radio Net. Owned Stations & NBC Spot Sales
Joseph A. Ryan.....Mgr., Bus. & Trade Publicity
Kathryn Cole.....Manager, Information
Cornelius K. Sullivan.....Mgr., Services & Info.
William B. Miller.....Night Executive Officer

RADIO NETWORK

Matthew J. Culligan...Exec. V.P., Radio Network
Albert L. Capstaff.....V.P., Radio Network Programs
George A. Graham.....V.P., Sales Planning
Norman S. Livingston.....Dir., Radio Prog. Sales
William K. McDaniel.....V.P., Radio Net. Sales
William F. Fairbanks.....National Sales Mgr.
George Diefenderfer.....Mgr., Central Sales
David A. Engles.....Mgr., Western Sales
Harry E. Hobbs.....Mgr., Eastern Sales
Frederic L. Horton.....Gen. Sales Executive
Howard Gardner.....Mgr., Sales Development
Robert C. Hitchens.....Mgr., Radio Sales Presentations
Paul Mensing.....Mgr. Sales, Detroit
Ludwig W. Simmel.....Mgr., Radio Sales Service & Traffic
Theodore Zaer.....Dir., Bus. Affairs
Robert Wogan.....Mgr., Program Operations
Murray Heilweil.....Marketing Director


WBC
BUILDS
BIGGER
TRAFFIC



RADIO

Boston-Springfield	WBZ+WBZA	51,000 watts
Pittsburgh	KDKA	50,000 watts
Cleveland	KYW	50,000 watts
Fort Wayne	WOWO	50,000 watts
Chicago	WIND	5,000 watts
Portland, Ore.	KEX	50,000 watts

TELEVISION

Boston	WBZ-TV	NBC
Baltimore	WJZ-TV	ABC
Pittsburgh	KDKA-TV	CBS
Cleveland	KYW-TV	NBC
San Francisco	KPIX	CBS

No selling campaign is complete without the WBC stations

WBC

Westinghouse Broadcasting Company, Inc.

Reps: WJZ-TV: Blair-TV...KPIX: The Katz Agency...WIND: AM Radio Sales . . . All others: Peters, Griffin, Woodward, Inc.

Effective July 1, 1959 all WBC radio stations will be represented by AM Radio Sales; all WBC television stations by Television Advertising Representatives, Inc.

NATIONAL ASSOCIATION OF BROADCASTERS

Headquarters: 1771 N Street, N.W.,
Washington 6, D. C.
Phone: Decatur 2-9300

Officers

President, Chmn. of the Bd.—**Harold E. Fellows**

Everett E. Revercomb
Secretary-Treasurer

John F. Meagher
V.P. in Charge of Radio

Thad H. Brown
V.P. in Charge of Television

DEPARTMENT EXECUTIVES

Howard H. Bell, *Assistant to the Pres. in Charge of Joint Affairs*
Donald N. Martin, *Assistant to the Pres. in Charge of Public Relations*
Louise K. Aldrich, *Librarian*
Richard M. Allerton, *Manager of Research*
William Carlisle, *Manager of Station Relations*
Frederick H. Garrigus, *Manager of Organizational Services Department*
Edward H. Bronson, *Director of Television Code Affairs*
Charles H. Tower, *Manager, Broadcast Personnel and Economics Depart.*
Douglas A. Anello, *Chief Attorney*
La Rue M. Courson, *Production Manager*
A. Prose Walker, *Mgr. of Engineering*
Vincent T. Wasilewski, *Mgr. of Government Relations*

RADIO BOARD OF DIRECTORS

In accordance with Article IV of the By-Laws, the Board of Directors has designated the following composition of each of the 17 NARTB Districts.

Director	District	States Comprising District
Daniel W. Kops ..... WAVZ, New Haven, Conn.	1	Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island and Vermont.
Simon Goldman ..... WJTN, Jamestown, N. Y.	2	New York and New Jersey.
John S. Booth ..... WCHA, Chambersburg, Pa.	3	Delaware, Pennsylvania, West Virginia and Maryland, excluding the counties of Prince Georges and Montgomery.
Jack S. Younts ..... WEEB, Southern Pines, N. C.	4	District of Columbia, North Carolina, South Carolina, Virginia and Maryland, including the counties of Prince Georges and Montgomery.
Hugh M. Smith ..... WCOV, Montgomery, Ala.	5	Alabama, Florida, Georgia, Puerto Rico and Virgin Islands.
F. C. Sowell ..... WLAC, Nashville, Tenn.	6	Arkansas, Louisiana, Mississippi and Tennessee.
Robert T. Mason ..... WMRN, Marion, Ohio	7	Kentucky and Ohio.
J. M. Higgins ..... WTHI, Terre Haute, Ind.	8	Indiana and Michigan.
William Holm ..... WLPO, LaSalle, Illinois	9	Illinois and Wisconsin.

Director	District	States Comprising District
Ben Sanders KICD, Spencer, Iowa	10	Iowa, Missouri and Nebraska.
Raymond V. Eppel KORN, Mitchell, S. D.	11	Minnesota, North Dakota and South Dakota, excluding the counties of Fall River, Shannon, Bennett, Todd, Mellette, Waushabaugh, Washington, Custer, Pennington, Jackson, Jones, Stanley Haakon, Meade, Lawrence, Butte, Harding, Perkins, Ziebach, Armstrong, Dewey and Corson.
Robert L. Pratt KGGF, Coffeyville, Kans.	12	Kansas and Oklahoma.
Alex Keese WFAA, Dallas, Texas	13	Texas.
George C. Hatch KALL, Salt Lake City, Utah	14	Colorado, Idaho, Utah, Wyoming, Montana, New Mexico, and South Dakota, including the counties of Fall River, Shannon, Bennett, Todd, Mellette, Waushabaugh, Washington, Custer, Pennington, Jackson, Jones, Stanley, Haakon, Meade, Lawrence, Butte, Harding, Perkins, Ziebach, Armstrong, Dewey and Corson.
Joe D. Carroll KMYC, Marysville, Calif.	15	California, excluding the counties of San Luis Obispo, Kern, San Bernardino, Santa Barbara, Ventura, Los Angeles, Orange, Riverside, San Diego and Imperial, Nevada, excluding the counties of Mineral, Esmeralda, Nye, Lincoln and Clark, and Hawaii.
Robert J. McAndrews KBIG, Avalon, Calif.	16	Arizona, California, including the counties of San Luis Obispo, Kern, San Bernardino, Santa Barbara, Ventura, Los Angeles, Orange, Riverside. San Diego, and Imperial, and Nevada, including the counties of Mineral, Esmeralda, Nye, Lincoln, and Clark.
Thomas C. Bostic KIMA, Yakima, Wash.	17	Alaska, Oregon and Washington.

DIRECTORS-AT-LARGE

Large Stations

Harold Hough
WBAP, Fort Worth, Texas
John H. DeWitt, Jr.
WSN, Nashville, Tenn.

Small Stations

William C. Grove
KFBC, Cheyenne, Wyoming
J. R. Livesay
WLBH, Mattoon, Illinois

Medium Stations

J. Frank Jarman
WDNC, Durham, North Carolina
Frederick A. Knorr
WKMH, Dearborn, Mich.

FM Stations

Ben Strouse
WWDC-FM, Washington, D. C.
Merrill Lindsay
WSOY-FM, Decatur, Illinois

Network

E. J. DeGray
ABC Radio, New York, N. Y.

Arthur Hull Hayes
CBS-Radio, New York

Charles W. Godwin
MBS, New York, N. Y.

P. A. Sugg
NBC-Radio, New York, N. Y.

TELEVISION BOARD OF DIRECTORS

Joseph E. Baudino
Westinghouse Broadcasting Co., Inc.
Washington, D. C.
John E. Fetzer
WKZO-TV, Kalamazoo, Mich.
Payson Hall
Meredith Publishing Co.
Des Moines, Iowa
C. Howard Lane
KOIN-TV, Portland, Oregon
Dwight W. Martin
WAFB-TV, Baton Rouge, La.
G. Richard Shafto
WIS-TV, Columbia, S. Car.
James D. Russell
KKTV, Colorado Springs, Colo
Joseph J. Bernard
KTVI-TV, St. Louis, Mo.
Henry B. Clay
KTHV, Little Rock, Ark.
C. Wrede Petersmeyer
Corinthian Broadcasting Corp., N. Y.
Willard E. Walbridge
KTRK-TV, Houston, Texas

Network

Alfred Beckman
ABC-TV, New York, N. Y.
William B. Lodge
CBS-TV, New York, N. Y.
David C. Adams
New York, N. Y.

Famous on the local scene . . .

WIBG (First Place) —"PATRIOTIC CONTESTS"
WJW-TV AND RADIO —"JUNIOR OLYMPICS"
WJBK —"COLLEGE CAMPUS PROGRAM"

honored throughout the nation

Being awarded four 1958 George Washington Honor Medals by the Freedoms Foundation at Valley Forge indicates the outstanding position Storer stations have attained through public service in their communities, even in America's greatest markets.

We are happy to acknowledge the fact that the Freedoms Foundation has recognized the achievements of WIBG in Philadelphia, WJW-TV and Radio in Cleveland, WJBK in Detroit and, at the same time, Storer Broadcasting Company's national advertising for the fourth consecutive year.

STORER BROADCASTING COMPANY

Storer Broadcasting Company

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***Phone*: Superior 7-9052**
Vice President.....John B. Shelton
111 La.Cienega Blvd., Beverly Hills, Cal.
Phone: OLympia 2-1313
Exec.-in-Charge.....Lee F. O'Connell
166 Geary St., San Francisco, Cal.
Phone: YU 6-0621
Exec.-in-Charge .....Don Pickens

HUGH FELTIS & ASSOC.

1102 Tower Bldg., Seattle 1, Wash.
Phone: MAin 3-1868
Owner .....Hugh M. Feltis
Assocs. .....John Mowbray, Doug Dove
Branch Office
806 Wilcox Bldg., Portland 4, Ore.
Phone: CApitol 3-0151
Exec.-in-Charge.....Howard S. Jacobson

FINE MUSIC HI-FI BROADCASTERS

17 W. 44th St., New York 36, N. Y.
Phone: MUrray Hill 7-7040
Vice President.....J. P. Fairfax

FM UNLIMITED

161 E. Erie St., Chicago 11, Ill.
Phone: SUperior 7-5262
President .....Charles Kline
Vice-President.....Edward L. Merritt, Jr.

FORJOE & COMPANY, INC. & FORJOE-TV

580 Fifth Avenue, New York 36, N. Y.
Phone: JUdson 6-3100
President .....Joseph Bloom
Vice President.....Lawrence Krasner
Sales Manager.....Douglas Brown
Asst. Sales Mgr.....Edward Argow
Branch Offices
435 N. Michigan Ave., Chicago 11, Ill.
Phone: DElaware 7-3504
General Manager.....Robert Lazar
451 N. LaCienega Blvd., Los Angeles, Calif.
Phone: OLeander 5-7755
V. P., Gen. Mgr.....Lawrence Krasner
681 Market St., San Francisco, Cal.
***Phone*: Sutter 1-7569**
General Manager.....Charles Haddix
1371 Peachtree St., N.E., Atlanta, Ga.
Phone: TRinity 5-0404
General Manager.....Bernard Ochs
310 W. Glen Echo Rd., Philadelphia, Pa.
Phone: CHestnut 7-4510
General Manager.....Mort Lowenstein

FOSTER & CREED, INC.

414 Statler Office Bldg., Boston 16, Mass.

President .....William A. Creed
Treasurer.....Robert C. Foster

GILL-PERNA, INC.

654 Madison Ave., New York 21, N. Y.
Phone: TEmpleton 8-4740
President .....Helen Gill
Exec. Vice-Pres.....John J. Perna, Jr.

Branch Offices
75 E. Wacker Drive, Chicago, Ill.
Phone: FRanklin 2-8665
Midwest Sales Mgr.....Walter Beadell
2915 Book Bldg., Detroit 26, Moch.
Phone: WO 2-7022
Daniel W. Bowen
730 S. Western Ave., Los Angeles, Calif.
Phone: DUnkirk 7-4388
Bambie C. Herrington
Manager..... R. W. Walker
57 Post St., San Francisco, Calif.
Phone: Sutter 1-5568
Allan S. Young
80 Boylston St., Boston, Mass.
Phone: LIberty 2-6481
Manager .....Harry Wheeler

GOOD MUSIC BROADCASTERS, INC.

8200 Ridge Ave., Philadelphia 28, Pa.
Phone: IVyridge 2-6000
President.....Raymond S. Green

Branch Office
52 Vanderbilt Ave., New York 16, N. Y.
Phone: MUrray Hill 3-2295
Nat. Sales Mgr.....Roy H. Holmes

W. S. GRANT CO., INC.

703 Market Street, San Francisco 3, Calif.
Phone: EXbrook 2-6685
President, General Mgr.....Sam Elkins
Secy., Treas.....Herb Stiller

Branch Offices
7 East 48th St., New York 17, N. Y.
Phone: PLaza 3-1433
Manager .....John Rooney
15485 Jas. Couzens Blvd., Detroit 38, Mich.
Phone: UNiversity 4-1074
Manager .....Max Goldblatt
75 East Wacker Dr., Chicago 1, Ill.
6606 Selma Avenue, Hollywood 28, Calif.
Phone: HOllywood 3-7194
Manager .....Ned Costa

MELCHOR GUZMAN COMPANY, INC.

45 Rockefeller Plaza, New York 20, N. Y.
Phone: CIrcle 7-0624
President .....Melchor Guzman

H-R REPRESENTATIVES, INC.

375 Park Ave., New York 22, N. Y.
Phone: PLaza 9-6800
Pres. & Treas.....Frank M. Headley
Vice-Pres. & Sec.....Frank E. Pellegrin
V.P.'s.....Dwight S. Reed, Jas. Alspaugh

Branch Offices
35 East Wacker Drive, Chicago 1, Ill.
Phone: FInancial 6-6440
Vice-President.....Dwight S. Reed
155 Montgomery St., San Francisco 4, Calif.
Phone: YUkon 2-5837
General Manager.....James Alspaugh
Equitable Bldg., Hollywood 28, Calif.
Phone: HOllywood 2-6453
V.P.-Gen. Mgr.....Harold Lindley
DeGeorge Bldg., Houston, Texas
Phone: JAckson 8-1601
Manager .....Jack Eisele
1182 W. Peachtree St., Atlanta, Ga.
Phone: TRinity 5-9539
Manager.....Bill McRae
416 Rio Grande Bldg., Dallas 2, Texas
Phone: RIverside 2-5148
Gen. Manager.....Clarke Brown
10 Royal St., New Orleans, La.
Phone: JAckson 2-3917
Manager .....Thomas J. Craig
1065 Penobscot Bldg., Detroit 26, Mich.
Phone: WOodward 1-4148
Manager.....Andrew M. Gent

ARTHUR H. HAGG & ASSOCIATES

360 N. Michigan Ave., Chicago 1, Ill.
Phone: CEntral 6-7553
President.....A. H. Hagg
Manager.....K. W. Hagg

Branch Offices
366 Madison Ave., New York 17, N. Y.
Phone: MU 2-8665
Exec. in Charge.....P. Broderick
P. O. Box 182, Kansas City, Mo.
Phone: COlfax 2-4694
Exec. in Charge.....R. J. Anderson

HARRINGTON, RIGHTER & PARSONS, INC.

589 Fifth Ave., New York 17, N. Y.
Phone: MU 8-7050
President.....John E. Harrington, Jr.
Vice Pres., Treas.....Volney Righter
Vice Pres., Secy.....James O. Parsons, Jr.

Branch Office
Tribune Tower, Chicago, Ill.
Phone: WHitehall 4-0510
Executive-in-charge.....Carroll R. Layman
235 Montgomery St., San Francisco, Calif.
Phone: Sutter 1-4125
Executive-in-charge.....Franklin Dougherty
1430 W. Peachtree St., Atlanta 9, Ga.
Phone: TRinity 5-8458
Executive-in-Charge.....Frank B. Rice
80 Boylston St., Boston 16, Mass.
Phone: LIberty 2-7537
Executive-in-Charge .....Carter Knight
Penobscot Bldg., Detroit 26, Mich.
Phone: WOodward 3- 0910
Executive-in-Charge .....William Snyder

HEADLEY-REED COMPANY

750 3rd Ave., New York 17, N. Y.
Phone: YUkon 6-5800
President .....Sterling Beeson
Chrm. of Board.....F. W. Miller, Sr.
Exec. Vice-Pres.....John H. Wrath
V.P., Radio-TV.....Robert A. Schmid
Director.....Frank W. Miller, Jr.
V.P., Sls. Mgr. TV-Radio..Jack Hardingham

Branch Offices
230 N. Michigan Ave., Chicago 1, Ill.
Phone: FRanklin 2-4686
Executive V.P.-in-Charge.....John H. Wrath
800 Peachtree St. Bldg., Atlanta 3, Ga.
Phone: TRinity 4-2736
Exec.-in-Charge.....George P. Crumbley, Jr.
110 Sutter St., San Francisco, Cal.
Phone: YUkon 2-4912
Executive-in-Charge.....Fred B. Adair, Jr.
Taft Bldg., Hollywood & Vine, Hollywood, Cal.
Phone: HOllywood 4-8248
Executive-in-Charge .....Arthur Astor
Phila. National Bank Bldg., Phildelphia, Pa.
Phone: LOcust 4-6027
Executive-in-charge.....Robert S. Dome
915 Olive St., St. Louis, Mo.
Phone: CEntral 1-9151
Executive-in-Charge .....William H. Shaw

GEORGE P. HOLLINGBERY CO.

Chairman of the Bd...George P. Hollingbery
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Branch Offices
307 North Michigan Ave., Chicago 1, Ill.
Phone: DEarborn 2-6060
Executive-in-Charge ..George P. Hollingbery
V. P. Radio.....Frank McCarthy
Sales Manager TV.....Warren Nelson
500 Fifth Ave., New York 36, N. Y.
Phone: OXford 5-5560
Executive-in-Charge.....F. E. Spencer, Jr.
President, Radio .....Fred F. Hague
President, TV .....Harry H. Wise, Jr.
V.P., Television.....John I. Peterson
Director Research.....Edward R. Eadeh
134 Peachtree St., Atlanta 3, Georgia
Phone: JAckson 4-8081
V.P., Exec.-in-Chg.....Richard N. Hunter
1967 Guardian Building, Detroit 26, Mich.
Phone: WOodward 1-3555
Executive-in-Charge....Joseph D. Payne, Jr.
3325 Wilshire Blvd., Los Angeles, Calif.
Phone: DUnkirk 5-2071
Executive-in-Charge .....Roy Edwards
417 Montgomery St., San Francisco 4, Calif.
Phone: DOuglas 2-2541
V.P., Exec.-in-Chg.....George Lindman
Tower Building, Seattle 1, Wash.
Phone: FEderal 3-0519
Executive-in-Charge .....Hugh Feltis

HAL HOLMAN COMPANY

64 East Lake St., Chicago 1, Ill.
Phone: FRanklin 2-0016
Owner .....Hal Holman

Branch Offices
366 Madison Ave., New York 17, N. Y.
Phone: YUkon 6-4390
Manager .....Ed Devney
6381 Hollywood Blvd., Los Angeles 28, Calif.
Phone: HOllywood 2-2351
Manager .....Tracy Moore
260 Kearney St., San Francisco 8, Calif.
Phone: EXbrook 2-6444
Manager .....John Funk

GEORGE T. HOPEWELL, INC.

101 Park Ave., New York 17, N. Y.
Phone: LE 2-3783
President.....George T. Hopewell
General Manager.....Joseph S. Cannon

Branch Offices
Park Ave. Bldg., Detroit 26, Mich.
Phone: WOodward 2-7298
205 W. Wacker Dr., Chicago 6, Ill.
Phone: STate 2-5096
111 N. LaCienega Blvd., Beverly Hills, Cal.
Phone: OL 5-8326
1021 William Oliver Bldg., Atlanta, Ga.
Phone: JAckson 4-7088

HARRY S. HYETT CO.

630 Baker Bldg., Minneapolis 2, Minn.
Phone: FEderal 9-7179
President.....Harry S. Hyett

INDIE SALES, INC.

60 East 42nd St., New York 17, N. Y.
***Phone*: MUrray Hill 2-4813**
President .....Jack Koste

Branch Offices
205 W. Wacker Dr., Chicago 6, Ill.
Phone: STate 2-5096
111 N. La Cienega Blvd., Los Angeles 48, Cal.
Phone: OLeander 5-8326
Park Ave. Bldg., Detroit 26, Mich.
***Phone*: WOodward 2-7298**
P. O. Box 6102, Atlanta, Ga.
***Phone*: EXchange 1490**

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President .....Angel Ramos
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THE KATZ AGENCY, INC.

666 Fifth Ave., New York 19, N. Y.
Phone: JUdson 2-9200
Chr. of Board.....G. R. Katz
President .....Eugene Katz
Treasurer .....Morris J. Beck
V.P., Client Relations.....Edward Codel
V.P., TV Sales.....Scott Donahue
V.P., Research, Prom.....Dan'l Denenholz
V.P., Radio Sls.....Morris Kellner
TV Sales Mgr.....Walter Nilson

Branch Offices
Prudential Plaza, Chicago 1, Ill.
Phone: MOhawk 4-7150
Vice President.....Roy Miller
V.P., TV Sales.....Wm. W. Joyce
Penobscot Bldg., Detroit 26, Mich.
Phone: Woodward 3-8420
Manager.....Arthur J. Underwood

1321 Fulton Bank Bldg., Atlanta 3, Ga.
Phone: JAckson 5-1637
Manager .....Keith Byerly
2006 Bryan St., Dallas 1, Texas
Phone: RIverside 1-4036
Manager .....D. Rutledge
Russ Bldg., San Francisco 4, Calif.
Phone: DOuglas 2-7628
Manager.....Stanley J. Ruelman
3325 Wilshire Blvd., Los Angeles 5, Calif.
Phone: DUnkirk 5-6284
Manager .....Richard Hasbrook
915 Olive St., St. Louis 1, Mo.
Phone: CEntral 1-1868
Manager .....Alan Axtell

ROBERT S. KELLER, INC.

72 Barrow St., N. Y. 14, N. Y.
Phone: WAtkins 4-6599
President.....Bob Keller
Branch Office
205 W. Wacker Dr., Chicago 6, Ill.
Phone: STate 2-5096
Manager .....Hooper Jones

KENTUCKY RADIO SALES

1420 Eastern Parkway, Louisville, Ky.
Phone: HIghland 3779
President .....Harry McTigue

KETTELL-CARTER, INC.

118 Newbury St., Boston 16, Mass.
Phone: KEnmore 6-1966
President .....Elmer Kettell
Secy.-Treas. .....Marjorie Carter

A. LEWIS KING

551 Fifth Ave., New York 17, N. Y.
Phone: MUrray Hill 2-8276
President.....A. Lewis King

NONA KIRBY CO.

507 Statler Bldg., Boston 16, Mass.
Phone: HUbbard 2-6117
President .....Nona Kirby
Vice President.....Kay Chille

BOMAR LOWRANCE & ASSOC., INC.

710 Peachtree St., Atlanta 8, Ga.
Phone: TRinity 6-3726
President.....Bomar A. Lowrance
Vice President.....William M. Scruggs
Branch Offices
Fidelity Union Bldg., Dallas, Tex.
Phone: RAndolph 8206
Vice President.....Robert F. Keefe

JACK MASLA & COMPANY, INC.

40 East 49th St., New York 17, N. Y.
Phone: PLaza 3-8571
President .....Jack Masla
Branch Offices
435 N. Michigan Ave., Chicago, Ill.
Phone: SUperior 7-6048
Manager .....Clem G. O'Neil
111 LaCienega Blvd., Los Angeles, Cal.
Phone: OLympia 2-1313
Manager.....Lee F. O'Connell
166 Geary St., San Francisco, Cal.
Phone: YUkon 6-0621
Manager.....Don R. Pickens

McGAVREN-QUINN CORP.

110 Sutter St., San Francisco, Cal.
Phone: Yukon 6-4112
President .....Daren F. McGavren
Exec. Vice President.....Donald J. Quinn
V.P., Sales Mgr.....Ralph Guild
Dir. Sales Devel.....Robert E. Galen
Branch Offices
60 East 56th., New York 22, N. Y.
Phone: PLaza 1-4650
Exec. V.P.....Donald J. Quinn
35 E. Wacker Dr., Chicago, Ill.
Phone: FRanklin 2-1370
Manager .....William T. Heaton
2338 Dime Bldg., Detroit, Mich.
Phone: WOodward 1-1675
Manager .....Wendell Parmelee
1471 Ivar Ave., Los Angeles, Cal.
Phone: HOllywood 4-6146
Manager .....Walter Lake
101 Jones Bldg., Seattle, Wash.
Phone: MAine 4-8133
Manager .....Fred Siegner

JOSEPH HERSHEY McGILLVRA, INC.

366 Madison Ave., New York 17, N. Y.
Phone: MUrray Hill 2-8755
President.....Joseph H. McGillvra
General Manager.....E. J. Devney
Branch Office
P.O. Box 127, Bedford, Indiana
Phone: BEdford 9194
President .....Joseph H. McGillvra

MEDIA REPRESENTATIVES

120 E. 56th St., New York 22, N. Y.
Phone: MU 8-4777
Exec. in Charge.....Edwin Seymour

MEEKER COMPANY, INC.

521 Fifth Ave., New York 17, N. Y.
Phone: MUrray Hill 2-2170
President .....Bob Meeker
V.P., Sales Dir.....Edgar B. Filion
Eastern TV Sales Mgr.....Chuck Standard
Acct. Executives.....George Olsen, Bob Dudley, Claude Piano
Sales Prom. Dir.....Vic Piano
Research Director.....Mimi von Zelowitz
Office Manager.....Dottie Phillips
Branch Offices
333 N. Michigan Ave., Chicago 1, Ill.
Phone: CE 6-1742
Vice-president .....Carl Jewett
Acct. Execs...Chas. Compton, Robt. Manning
Office Manager.....Peggy Heaton
928 Russ Building, San Francisco 4, Calif.
Phone: YU 6-4940
West Coast Mgr.....Don Pontius
Office Manager.....Lucille Riggs
6362 Holywood Blvd., Los Angeles 28, Cal.
Phone: HOllywood 2-6501
Manager .....Don Palmer
Office Manager .....Judy Merryman

CLYDE MELVILLE CO.

Melba Bldg., Dallas 1, Tex.
Phone: RIverside 8-5239
Pres. .....Clyde Melville

MICHIGAN SPOT SALES, INC.

15001 Michigan Ave., Dearborn, Mich.
Phone: TIffany 6-2362
President.....Charles J. Sitta

MID-AMERICA SPOT SALES

P. O. Box 4833, Kansas City 9, Mo.
Phone: WEstport 1-3322
Owners.....N. E. Paton, Jr., Ralph Meador
Sales .....Norman Jack Smith

ART MOORE & ASSOC., INC.

Jones Bldg., Seattle, Wash.
Phone: MU 2-3377
President .....Art Moore
Branch Office
Cascade Bldg., Portland 4, Ore.
Phone: CA 8-7284
Manager .....Ed Henry

TRACY MOORE & ASSOC.

6381 Hollywood Blvd., Hollywood 28, Cal.
Phone: HOllywood 2-2351
Owner .....Tracy Moore
Manager.....Jerome A. Moore
Branch Office
260 Kearny St., San Francisco, Cal.
Phone: EXbrook 2-6444
Manager .....John Funk

NATIONAL TIME SALES

370 Lexington Ave., New York 17, N. Y.
Phone: MUrray Hill 5-1300
Radio and TV Department
Sales Manager.....Arthur Gordon
Sales Promotion Dir.....Al Alperton
Asst. Sales Mgr.....Warren Shuman
Branch Offices
672 LaFayette Park Pl., L. A. 57, Calif.
Phone: DU 2-3200
Exec.-in-Charge .....Harlan Oakes
110 Sutter St., San Francisco, Calif.
Phone: SUtter 1-7971
Exec.-in-Charge .....William Gilmore
612 N. Michigan Ave., Chicago 11, Ill.
Phone: SU 8-8177
Executive-in-Charge .....Bert Sears

NBC SPOT SALES

30 Rockefeller Plaza, New York 20, N. Y.
Phone: CIrcle 7-8300
Vice President.....Thomas McFadden
Business Mgr.....Anthony C. Krayer
East. Radio Sales Mgr.....Fred T. Lyons
Director, Radio Sales.....George Dietrich
Dir. Represented Stas.....Richard Close
Adv., Prom. Mgr.....Wilbur Fromm
Eastern TV Sales Mgr.....Jack Ryan
Dir. New Bus., Prom.....Mort Gaffin
Sales Service Mgr.....Caroline Wynkoop
Sales Dev., Research Mgr...Daniel Lissance
Director, TV Sales.....Edwin Jameson
Branch Offices
Merchandise Mart, Chicago 54, Ill.
Phone: SUperior 7-8300
Central Radio Sales Mgr.....Frank DeRosa
Central TV Sales Mgr.....John Mulholland
Sunset & Vine, Hollywood 28, Calif.
Phone: THornwall 5-7000
W. Div. Mgr. Radio.....Doty Edouarde
W. Div. Mgr. TV.....Walt Davison
Taylor & O'Farrel Sts., San Francisco 2, Cal.
Phone: GRaystone 4-8700
W. Div. Mgr. Radio.....Ed Macaulay
TV Salesmen....R. Anderson, Ken Johnson
Penobscot Bldg., Detroit, Mich.
Phone: *WOodward* 1-1610
Radio Sls. Reps.....Wm. Buschges, Bob Anderson
TV Sales Representative....John C. Treacy
710 Peachtree St. N.E., Atlanta, Ga.
Phone: ELgin 3726
Sales Representative.....Bomar Lowrance
Fidelity Union Life Bldg., Dallas, Tex.
Phone: RIverside 2-8206
Sales Representative.....Robert Keefe
1422 New Britain Ave., W. Hartford 10, Conn.
Phone: JAckson 5-0801
New Eng. Sls. Rep.....David Scott

HARLAN G. OAKES & ASSOCIATES

672 S. Lafayette Pk. Pl., Los Angeles 57, Cal.
Phone: DU 2-3200
Manager .....Harlan Oakes
110 Sutter St., San Francisco 4, Cal.
Phone: SU 1-7971
William E. Gilmore
370 Lexington Ave., New York, N. Y.
Phone: Murray Hill 5-1300
Manager .....Arthur Gordon

LEE F. O'CONNELL CO.

111 N. La Cienega Blvd., Beverly Hills, Calif.
Phone: OLympia 2-1313
President.....Lee F. O'Connell
Branch Office
166 Geary St., San Francisco 8, Cal.
Phone: YUkon 6-0621
Don R. Pickens

RICHARD O'CONNELL INC.

527 Madison Ave., New York 22, N. Y.
Phone: PLaza 5-7161
President .....Richard O'Connell
Vice-President .....Ralph Myers
Treasurer .....Grace O'Connell
Branch Office
55 E. Washington St., Chicago, Ill.
Phone: ANdover 3-6137
Representative.....William J. Reilly, Inc.
111 N. LaCienega Blvd., Beverly Hills, Cal.
Phone: OLympia 2-1313
Representative .....Lee F. O'Connell

OHIO STATIONS REPRESENTATIVES

1900 Terminal Tower, Cleveland 13, O.
Phone: SUperior 1-0036
General Manager.....Leonard F. Auerbach

PAN AMERICAN BROADCASTING CO.

370 Lexington Ave., New York 17, N. Y.
Phone: MUrray Hill 5-1300
Manager .....Eugene Bernald
Sales Prom.....Al Alperton
Branch Offices
672 S. Lafayette Pk. Pl., Los Angeles 5, Calif.
Phone: DU 2-3200
Executive-in-charge.....Harlan Oakes
110 Sutter St., San Francisco, Calif.

Phone: SUtter 1-7971
Executive-in-Charge .....William Gilmore

JOHN E. PEARSON CO.

405 Park Ave., New York 22, N. Y.
Phone: PLaza 1-3366
Owner.....**John E. Pearson**
Account Executives.....Russel Walker. William M. Wilson, Ray Henze, Jerry Smilo, Mort Coley

John E. Pearson Television, Inc.

President.....John E. Pearson
Vice Presidents.....Russel Walker, William M. Wilson, Frank Reed, James Bowden, Robert Baird, Raymond F. Henze, Jr.

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333 No. Michigan Ave., Chicago 1, Ill.
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Vice Pres. & Mgr.....James Bowden
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Phone: Dunkirk 5-5084
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58 Sutter St., San Francisco 4, Calif.
Phone: DOuglas 2-7159
Manager .....John Palmer
432 Des Moines Bldg., Des Moines 9, Iowa
Phone: CHerry 4-7143
Manager .....Frank Frost
Fidelity Union Bldg., Dallas, Texas
Phone: RIverside 7-3723
Manager .....Ralph Widman
508 Glenn Bldg., Atlanta, Ga.
Phone: JAckson 5-2912
Vice Pres., Mgr.....Robert Baird

PETERS, GRIFFIN, WOODWARD, INC.

250 Park Ave., New York 17, N. Y.
Phone: YUkon 6-7900
President.....H. Preston Peters
Exec. V.P.....Russel Woodward
V.P.-Radio.....Robert H. Teter
Vice Pres.-TV.....Lloyd Griffin
V.P., Treas.....Jones Scovern
V.P., Dir. Sales Dev.....Geo. C. Castleman
Manager .....Otis P. Williams
V.P., TV.....John B. Sias
Vice Pres.....William J. Tynan
Asst. V.P., TV Prom. Mgr.....Lon King
Asst. Sales Mgrs.....Arthur E. Muth, Chas R. Kinney

Radio Department
V.P., Sales Mgr.....John A. Thompson
Sales Dev.....C. Lud Richards
Prom., Research Dir.....Frank B. Woodruff

TV Department
V.P., Sales Dev.....George C Castleman

Branch Offices
Prudential Plaza, Chicago 1, Illinois
Phone: FRanklin 2-6373
Vice Pres.....John A. Cory
Midwest Sales Mgr. (Radio)..Arthur Bagge
Midwest Sales Mgr. (TV)..William Tynan
Glenn Bldg., Atlanta 4, Ga.
Phone: MUrray 8-5667
Radio Sales.....Barton C. Isbell, Jr.
TV Sales Mgr.....William J. Stubbs
Penobscot Bldg., Detroit 26, Mich.
Phone: WOodward 1-4255
Vice Pres.....William W. Bryan
TV Sales.....Louis J. Hummel, Jr.
406 West 7th St., Forth Worth, Texas
Phone: Edison 6-3349
TV Sales.....W. Hal Thompson
335 Merchandise Mart, Dallas, Tex.
Phone: RIverside 7-2398
Executive-in-Charge.....Charles F. Payne
1750 North Vine St., Hollywood 28, Cal.
Phone: HOllywood 9-1688
V.P., West Coast Mgr.....Hal W. Hoag
TV Sales.....John P Haskell
Russ Bldg., San Francisco 4, Cal.
Phone: SUtter 1-3798
Radio Sales.....Frank A. Tessin, Jr.
TV Sales Mgr.....Joseph L. Scanlan

EDWARD PETRY & CO., INC.

3 East 54th St., New York 22, N. Y.
***Phone*: MUrray Hill 8-0200**
Radio Department
Board Chairman.....Edward Petry
President.....Edward E. Voynow
Exec. Vice-Pres.....Martin L. Nierman
V.P., Asst. Bd. Ch.....Ernest L. Jahncke, Jr.
Vice-Pres.....William B. Maillefert
Eastern Sales Mgr.....E. E. Eshleman
Sales Prom. Mgr.....William Steese

TV Department
V.P., Eastern Sales Mgr..Martin L. Nierman
Sales Prom. Mgr.....Robert L. Hutton, Jr.
Asst. Sales Mgr.....Edward C. Page
Research Mgr.....George Johannessen

Branch Offices
400 N. Michigan Ave., Chicago 11, Ill.
***Phone*: WHitehall 4-0011**
Exec. V-P.....Edward E. Voynow
Sales Mgr. (Radio).....William P. Pipher
Sales Mgr. (TV).....Louis A. Smith
645 Griswold St., Detroit 26, Mich.
Phone: WOodward 3-0125
Sales Managers..William Cartwright (AM)
Bruce Mayer (TV)
101 Marietta St., Atlanta 3, Ga.
Phone: Lamar 8-861
Sales Mgrs.....Joseph Sierer (AM)
Richard Hughes (TV)
Russ Bldg., San Francisco 4, Cal.
***Phone*: YUkon 2-3631**
Sales Managers.....Lloyd McGovern (AM)
George Ledell (TV)
530 W. Sixth St., Los Angeles 14, Calif.
Phone: Tucker 3171
Sales Mgrs.....Garry Hollihan (AM)
L. D. Larimer (TV)
915 Olive St., St. Louis 3, Mo.
Phone: Chestnut 1-7191
Sales Mgrs.....Bill Oldham (AM)
Fred Johnson (TV)
801 Statler Bldg., Boston 16, Mass.
Phone: HUbbard 2-6440
Sales Mgrs.....Frank Howard (AM)
William D. Walsh (TV)
211 N. Ervay Bldg., Dallas 1, Tex.
Phone: RIverside 1-9454
Sales Mgrs.....David C. Milan (AM)
Hugh O. Kerwin (TV)

RADIO-TV REPRESENTATIVES, INC.

7 East 47th St., New York 17, N. Y.
Phone: MU 8-4340

Board Chairman.....Harry Goodman
President .....Peggy Stone
Vice President.....Thomas Carroll

Branch Offices
75 E. Wacker Dr., Chicago 1, Ill.
Phone: FI 6-0982

Vice-President .....Edward Nickey
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Birmingham

CALIFORNIA

Ireton, Margaret
KERO-TV, Bakersfield

Heywood, Austin
KNXT, Los Angeles

Hillman, Philmour B.
KNX-CBS, Los Angeles

Bellus, Dan
KFMB & KFMB-TV,
San Diego

Sunday, Bill
KFSD-KFSD-TV,
San Diego

Goldman, George
KPIX, San Francisco

COLORADO

Taft, Harold
KBTV, Denver

Faulkner, Dean
KOA-TV, Denver

Atteberry, Ellis
KCOL, Fort Collins

CONNECTICUT

Gallagher, Peter F.
WNHC-TV, New Haven

DISTRICT OF COLUMBIA

Adams, Robert M.
WTOP-TV, Washington

Meeks, Haywood
WMAL-TV,
Washington, D. C.

Miller, Duncan
WMAL, Washington

Wilson, Jo, Miss
WWDC, Inc.,
Washington 6, D. C.

FLORIDA

Maitlen, D. J.
WESH-TV,
Daytona Beach

McMahon, Phil
WJXT, Jacksonville

Walker, William G.
WFGA-TV, Jacksonville

Schofield, Arthur C.
Storer Bcstg.,
Miami Beach

Elber, Samuel
WGBS, Miami Beach

Toppan, Burt
WTVJ, Miami

Taggart, Byron
WFLA & WFLA-TV
Tampa

GEORGIA

Paschall, Walter G.
WSB, WSB-TV, Atlanta

Hertz, Louis O., Jr.
WAGA-TV, Atlanta

Jenkins, George
WRBL, Columbus

Cook, George B.
WGAF, Valdosta

IDAHO

Winters, Evelyn
KIDO, Boise

ILLINOIS

Carey, John
WIND, Chicago

Hanlon, James G.
WGN, Chicago

Haviland, Thomas E.
WCFL, Chicago

Peterson, Edwin R.
Keystone Bcstg Co.,
Chicago

Wiedenkeller, L. O.
WTVP, Decatur

Biggar, Geo. C.
WLBK, De Kalb

Henry, Ell
ABC-WBKB, Chicago

Hohmann, William R.
WBBM-TV, Chicago

Keys, John M.
WMAQ-WNBQ, Chicago

Sack, Ronald L.
WLS, Inc., Chicago

Krasula, Stephen J.
WMAQ, Chicago

Young, Donald
WBBM, Chicago

Wilson, Charles A.
WGN, WGN-TV,
Chicago

Knapp, Albert E.
WEEK, WEEK-TV,
East Peoria

Sebastian, Charles
WTAQ, La Grange

Noyes, Stan
WOPA, Oak Park

Amyx, Andy
WTVH, Peoria

Mugge, Clarence S.
WMBD, WMBD-TV,
Peoria

Olson, Chuck
WREX-TV, Rockford

Darton, Heber E.
WHBF, WHBF-TV,
Rock Island

INDIANA

Brines, Paul C.
WSJV-TV, Elkhart

Pindell, Georgia L.
WTVW, Evansville

Keefe, Robert
WANE-TV, Fort Wayne

Schroeder, Wilson
WKJG-AM & TV,
Fort Wayne

Woehrmeyer, Hilda
WOWO, Fort Wayne

March, Thomas B.
WWCA, Gary

Hurlbut, John F.
WFBM, WFBM-TV,
Indianapolis

Wilson, H. Keith
WTTV, Indianapolis

Reisinger, Ray
WISH, WISH-TV,
Indianapolis

Halpin, Jim
WSBT, WSBT-TV
South Bend

IOWA

Bowermaster, James H.
WMT Stations,
Cedar Rapids

Upp, Richard W.
WOC-TV, Davenport

Hudgens, Joe G.
KRNT, KRNT-TV,
Des Moines

Schambow, John L.
KVTV, Sioux City

KANSAS

Larsen, M. Dale
KTVH, Wichita

KENTUCKY

Loader, William F.
WHAS, Inc., Louisville

LOUISIANA

Annenberg, Marion
WDSU, WDSU-TV,
New Orleans

Drum, Hughes
WWL-TV, New Orleans

Vinson, Carol
KSLA-TV, Shreveport

Briggs, James T.
KWKH, Shreveport

MAINE

Joyce, Robert M.
WMTW, Poland Spgs.

Stone, Melvin
WLOB, Portland

Pitman, Linwood T.
WCSH-AM & TV,
Portland

MARYLAND

Picha, Anton G.
WMAR-TV, Baltimore

Christensen, A. H.
WJZ-TV, Baltimore

Hines, Henry F.
WBAL, WBAL-TV,
Baltimore

Roeder, Charles A.
WCBM, Baltimore

MASSACHUSETTS

Cheyne, Robert B.
WHDH, Boston

Colvin, W. B.
WBZ-TV, Boston

Williams, Jack
WBZ, Boston

MICHIGAN

Edell, Robert
WJBK-TV, Detroit

Kirvan, Bud
WXYZ, Inc., Detroit

Kyker, A. Glenn
WWJ, WWJ-TV, Detroit

Levinson, H. Y.
WCAR, Inc., Detroit

Joseph, Michael
WTAC, Flint

Sumner, Thomas M.
WNEM-TV, Flint

Grant, Clark
WOOD, WOOD-TV,
Grand Rapids

MINNESOTA

Olson, Martin A.
WDSM, WDSM-TV,
Duluth

Halligan, V. L.
KSUM, Fairmont

Kaufman, Clayton
WCCO, Minneapolis

Godt, Gene
WCCO-TV, Minneapolis

Lord, George
WTCN, WTCN-TV,
Minneapolis

Holmes, Genevieve
KROC-TV, Rochester

MISSOURI

Harned, William
KODE, KODE-TV,
Joplin

Davis, Don
KMBC, KMBC-TV,
Kansas City

Curran, Don
KTVI, St. Louis

Koch, Alice, Mrs.
KMOX, St. Louis

Mueller, Fred J.
KSD, KSD-TV, St. Louis

Stanton, Tom
KMOX-TV, St. Louis

McKibben, William T.
Balaban Station,
St. Louis

Ruppe, Michael, Jr.
KWK, St. Louis

MONTANA

May, Conna G.
KOOK-AM and TV,
Billings

Nyberg, Gertrude C.
KGHL-TV, Billings

NEBRASKA

Wallick, Bud
KOLN-TV, Lincoln

Meier, Evans
WJAG, Norfolk

Eastridge, Amos
KMTV, Omaha

Seitzer, Robert E.
WOW, WOW-TV,
Omaha

NEW YORK

Schweitzer, William A.
WEBR, Inc., Buffalo

Meyer, Ruth
WMCA, New York

Lannon, Mike
WRCA-TV, New York

Stahlberger, R. L.
WCBS, New York

Sullivan, R. J.
Corinthian Bcstg., N. Y.

Linger, Dean D.
ABC TV, New York

Partridge, David E.
Westinghouse Bcstg.,
New York

Patt, Robert
WCBS-TV, New York

Wattenberg, Morris
WABC, WABC-TV,
New York

Smith, L. Walton
WROC-TV, Rochester

Garland, Arthur R.
WGY, Schenectady

Peel, Robert G.
WHEN-AM & TV,
Syracuse

NORTH CAROLINA

Winters, Jack
WLOS, WLOS-TV,
Asheville

Dillon, John P.
WBTV, Charlotte

Evans, James W.
WSOC, Charlotte

Mosier, David W.
WNCT, Greenville

White, Worth
WPTF-Radio, Raleigh

Barron, Richard
WSJS-TV,
Winston-Salem

NORTH DAKOTA

Blackstead, Connie
N. Dak. Bcstg. Fargo

Pedersen, Roy C.
WDAY, WDAY-TV,
Fargo

OHIO

Elliot, Jean
WCUE, Akron

Fleming, R. M.
WCKY, Cincinnati

Frazier, Jack K.
WLW, Cincinnati

Byers, Janet
KYW, Cleveland

Elber, Samuel
WERE, Cleveland

Mertens, Bud
WJW-TV, Cleveland

Nashick, Robert
KYW-TV, Cleveland

Sague, S. R., Pres.
WSRS, Inc., Cleveland

Dorr, Jack
WBNS-TV, Columbus

Hardin, Donald
WTVN Television,
Columbus

Kavanagh, Jack
WLW-C, Columbus

Gay, Chuck
WHIO-TV & AM,
Dayton

Sanders, Dorothy
WLW-D, Dayton

Lynch, Virginia, Mrs.
WMRN-AM & FM,
Marion

Wester, William C.
WOHO, Toledo

Osborne, Deane D.
WSPD, Toledo

Harris, Robert B.
WSTV, Steubenville

OKLAHOMA

Larkins, Charles E.
KTUL, KTUL-TV,
Muskogee

Sherry, Jack
WKY-TV,
Oklahoma City

Tjaden, Montez
KWTV, Oklahoma City

Freeland, Robert V.
KOTV, Tulsa

Gerhardt, Gordon E.
KVOO-AM & TV, Tulsa

OREGON

Kelsey, Clark B., Jr.
KEX, Portland

PENNSYLVANIA

Woodland, Paul I.
WGAL, WGAL-TV,
Lancaster

Kiss, James M.
WPEN, Philadelphia

Birnbaum, Fred
WCAU, Philadelphia

Pryor, Robert N.
WCAU-TV,
Philadelphia

Krauss, Mitchell
WIP, Philadelphia

(*Continued on next page*)

Scheuer, John D., Jr.
Triangle Publications, Inc., Philadelphia

Wiley, John P.
WRCV, WRCV-TV, Philadelphia

Augustine, Caley E.
WIIC, Pittsburgh

Buzzelli, June L.
KDKA, Pittsburgh

Lewis, David N.
KDKA-TV, Pittsburgh

Tannen, Ernie
WILY, Pittsburgh

Holcomb, Douglas
WGBI & WDAU-TV, Scranton

SOUTH CAROLINA

Smith, Whitefoord, Jr.
WBTW, Florence

SOUTH DAKOTA

Townsend, Jack
KELO, KELO-TV, Sioux Falls

TENNESSEE

Sheftall, J. P.
WJZM, Clarksville

Cash, Charles H., Jr.
WSM-TV, Nashville

Knott, Al
WLAC-TV, Nashville

TEXAS

Portwood, Winona, Mrs.
WFAA, WFAA-TV, Dallas

Brazier, Roland
KGUL-TV, Houston

Chapman, John G.
KTRK-TV, Houston

Harriss, Kirt
KPRC, KPRC-TV, Houston

Shipley, W. H.
KDUB, Lubbock

McClure, Ken
KENS-TV, San Antonio

Yancy, Bill N.
WOAI-TV, San Antonio

VIRGINIA

Heyne, Donald G.
WINA, Charlottesville

Hydrick, Daniel E., Jr.
WGH, Norfolk, Va.

Schaffer, Mike
WAVY, WAVY-TV, Portsmouth

Stone, John L., Jr.
WRVA-TV, Richmond

Corstaphney, Fred L.
WSLS, Roanoke

Barnes, Art
McCollum, Thomas F.
WXEX-TV, Richmond

WASHINGTON

Lyte, Robert
KTNT, KTNT-TV, Tacoma

Morrissey, Edward M.
KIMA, KIMA-TV, Yakima

WEST VIRGINIA

Willis, Robert D.
WHTN-TV, Huntington

Greenwood, George
WSAZ, Inc., Huntington

Meagle, Howard W.
WWVA, Wheeling

Jackson, C. Kirk
WTRF-TV, Wheeling

WISCONSIN

Moran, Robert O.
WBEL, Beloit

Meister, Robert
WBAY, WBAY-TV, Green Bay

Anderson, Leonard G.
WKBH-WKBT, La Crosse

Barnes, Art
WISN, WISN-TV, Milwaukee

Van Roo, Robert H.
WXIX, Milwaukee

Wallace, Bruce
WTMJ-WTMJ-TV, Milwaukee

CANADA

Mannix B.
CFAC, Calgary, Alberta

McNabb, W. E.
CJCA, Edmonton, Alberta

Baldwin, Phil
CKWX, Vancouver, B. C.

Allen, William S.
CJVI, Victoria, B. C.

Walker, Gordon N.
CKRC, Winnipeg, Man.

Clark, Harvey M.
CFPL, London, Ontario

Brickenden, Jack
CBC, Toronto, Ontario.

Marsden, Kenneth C.
CFRB, Toronto, Ontario.

ROSTER OF AFFILIATE MEMBERS

Anthony, Ted
WJW-TV, Cleveland

Daly, Thomas
CFPL-TV, London, Ont.

Chernin, Kenneth
Radio & TV Division,
Triangle Publications, Inc., Philadelphia 39, Pa.

Downing, Bert
KYW, Cleveland

Gerity, James, Jr.
WNEM-TV, Flint, Mich.

Armstrong, William
Balaban Stations
St. Louis, Mo.

Hansen, Bob
WCCO-TV, Minneapolis

Henderson, C. George
WSOC, Charlotte, N. C.

Hollembaek, Loren
WBBM-CBS, Chicago

Gohring, R. A.
WNEM, Flint, Mich.

Box, John F., Jr.
Balaban Stations
St. Louis, Mo.

Kenney, Robert R.
WMT, WMT-TV, Cedar Rapids, Iowa

Kibby, George
WHEN, AM-TV, Syracuse, N. Y.

Henneberry, James M.
KMOX-TV, St. Louis

Rowland, Ida Mae
KTVI, St. Louis, Mo.

Gzebb, L.
CKRC, Winnipeg

THE MAKERS OF TELEVISION SERIES ... Never Have They Been More Vital

By FREDERIC W. ZIV

President, Frederic W. Ziv Co.

THE most important single ingredient in the production of a sucessful TV series is people. The creativity and skill of those contributing to the film making process are the most vital resource of any TV producing organization.

Never have they been more vital than they will be in television's second decade. Now that television has achieved maturity as a medium with national saturation, we can no longer rely on the momentum of a new and growing communications force to carry us forward. The success of each new program will be accomplished on the basis of its merits, on the strength and uniqueness of its concept and the know-how and imagination with which it is produced.

In the coming year, we at Ziv will expand our corps of creative people. We have sought out the most talented men in all entertainment media. We have offered them the opportunity to conceive and develop their own program ideas. We have always sought to attract top creative people; we will now put even more emphasis on this effort. Our goal is to win and maintain the interest of the most brilliant men in the field, men who have created new series for us in 1958 such as Frank Pittman, Andy White, Ivan Tors, Mort Friedkin and David Fine. Among those joining this outstanding group of Ziv producers this year are Doug Heyes, Seton I. Miller and Steve Fisher.

We will add more new names to this roster during the months ahead —names that are recognized as being the best in their field.

Each year, we at Ziv have increased our production facilities and the number of new programs in production. During 1958, we had nine new series before the camera. For 1959, the number will be even greater.

The significance of this growth is not merely quantitative. It bespeaks high advertiser interest in, and audience enthusiasm for, quality programming. Further, it signifies the arrival of an era in which our talent resources are strengthened to the point where we can move forward successfully on many new projects. Developing a new program is an expensive, time-consuming process. It takes months, and often years, to develop and test a program concept.

We need the right men, and the right climate—a climate which encourages creativity by welcoming new ideas and providing ample time and facilities for working them out. To have the men but not the climate is insufficient. There must be both.

Ziv will continue this search for talent for all phases of operation. We seek men of outstanding merit among actors, producers, directors and writers. This, we are convinced, is the key to the presentation of powerful and exciting new programs.

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

14 Gregory Hall, Urbana, Illinois
Urbana 7-6611, Ext. 3394

OFFICERS FOR 1959 YEAR

President

William Harley, Stations WHA-AM-FM-TV, University of Wisconsin, Madison, Wisconsin

1st Vice President

Jack McBride, Station KUON-TV, University of Nebraska, Lincoln, Nebraska

2nd Vice President

Robert Schenkkan, Station KUT-FM, University of Texas, Austin, Texas

3rd Vice President

Graydon Ausmus, Director, Broadcasting Services, University of Alabama, University, Alabama

Treasurer

Robert Coleman, 453 Rosewood, East Lansing, Michigan

Secretary

Dr. Keith Engar, Station KUED, University of Utah, Salt Lake City, Utah

DIRECTORS

Region I

E. A. Hungerford, Jr., Metropolitan ETV Association, 345 E. 46th St., New York 17, N. Y.

Region II

Raymond D. Hurlbert, Alabama Ed. TV Comm., 807 Protective Life Bldg., Birmingham, Alabama

Region III

James S. Miles, Station WBAA, Purdue University, Lafayette, Ind.

Region IV

John Schwarzwalder, Twin City Area Ed. TV Corp., University of Minnesota, St. Paul, Minn.

Past President

Frank E. Schooley, Stations WILL AM-FM-TV, University of Illinois, Urbana, Illinois

Region V

Duff Browne, Gen. Mgr. Station WYES, Greater New Orleans Ed. TV Foundation, 916 Navarre Ave., New Orleans, Louisiana

Region VI

Kenneth Harwood, Dept. of Telecommunications, University of So. California, Los Angeles, California

Executive Director

Harry J. Skornia, 14 Gregory Hall, Urbana, Ill.

Associate Director

Harold E. Hill, 14 Gregory Hall, Urbana, Ill.

Director at Large

Mrs. Gertrude Broderick, Radio-TV Section, Office of Educ., U. S. Dept. of Health, Education & Welfare, Washington 25, D. C.

NAEB ACTIVE MEMBERS

City	Call Letters	Licensee	Executive
		ALABAMA	
Andalusia	WAIQ (TV)	Alabama Educational TV Commission	Raymond D. Hurlbert, Gen. Mgr.
Birmingham	WBIQ (TV)	Alabama Educational TV Commission	Raymond D. Hurlbert, Gen. Mgr.
Munford	WTIQ (TV)	Alabama Educational TV Commission	Raymond D. Hurlbert, Gen. Mgr.
University	WUOA (FM)	Univ. of Alabama	Walt Whitaker, Acting Director
		ARKANSAS	
State College	KASU (FM)	Ark. State College	Leland W. Plunkett, Head of Journ.
		CALIFORNIA	
Berkeley	KPFA (FM)	Pacifica Foundation	Harold Winkler, President
Los Angeles	KUSC (FM)	Univ. of Southern California	Kenneth Harwood, Chairman
San Bernardino	KVCR (FM)	San Bernardino Valley College	John E. Harder, Station Mgr.
San Diego	KSDS (FM)	San Diego Jr. College & Vocational School	Chas. H. Parker, Program Director
San Francisco	KQED (TV)	Bay Area ETV Assn.	James Day, General Mgr.
Sacramento	KVIE (TV)	Central Calif. TV, Inc.	John C. Crabbe, Gen. Mgr.
Stockton	KCVN (FM)	College of the Pacific	Richard B. Elliott, Director
		COLORADO	
Colo. Springs	KRCC (FM)	Colorado College	Woodson Tyree, Dir., Radio
Colo. Springs	KSHS (FM)	C. S. Public Schools	Wes Burnett, Station Mgr.
Denver	KRMA (TV)	Denver Public Schools	Howard L. Johnson, Exec. Dir.
		FLORIDA	
Miami	WTHS (FM) WTHS (TV)	Dade County Bd. of Public Instr.	Vernon Bronson, Asst. Dir.
Tallahassee	WFSU (FM)	Florida State University	Roy Flynn, Dir. Radio-TV
Tampa	WTUN (FM)	University of Tampa	John Von Szeliski, Dir.
Tampa	WEDU (TV)	Fla. West Coast ETV	Dan H. Smith, Gen. Mgr.
Winter Park	WPRK (FM)	Rollins College	M. P. Frutchey, Director of Radio
		GEORGIA	
Atlanta	WABE (FM)	Board of Education	Haskell Boyter, Dir.
Atlanta	WETV (TV)	Board of Education	Haskell Boyter, Dir.
		ILLINOIS	
Carbondale	WSRV (FM)	Southern Ill. Univ.	B. C. Robbins, Dir. Bcstg.
Chicago	WBEZ (FM)	Board of Education	George Jennings, Director Div. Radio-TV
Chicago	WTTW (TV)	Chicago Educational TV Assn.	John W. Taylor, Exec. Dir.
DeKalb	WNIC (FM)	Northern Illinois Univ.	Robert Esmond, Dir., Radio
Elgin	WEPS (FM)	Elgin Public Schools	E. H. Hoke, Dir. Radio Education
Evanston	WNUR (FM)	Northwestern Univ.	Donley Feddersen, Chairman
Macomb	WWKS (FM)	Western Ill. University	Jennette Terrill, Dir.
Urbana	WILL (AM)	Univ. of Illinois	Frank E. Schooley, Dir.
Urbana	WILL (TV)	University of Illinois	Frank E. Schooley
Urbana	WILL (FM)	Univ. of Illinois	Frank E. Schooley
		INDIANA	
Bloomington	WFIU (FM)	Indiana University	Elmer Sulzer, Dir.
Evansville	WEVC	Evansville College	V. O. Logan, Chairman
Evansville	WPSR (FM)	School City of Evansville	C. B. Smith, Dir. Radio
Gary	WGVE (FM)	School City of Gary	Edwin Carmony, Supervisor
Greencastle	WGRE (FM)	DePauw University	Herold Ross, Manager
Huntington	WVSH (FM)	School City of Huntington	M. McCabe Day, Director
Indianapolis	WIAN (FM)	Indianapolis Pub. Schools	Nancy Hendricks, Dir., Radio-TV
Lafayette	WBAA (AM)	Purdue Univ.	Jim Miles, Dir. of Broadcasting
Muncie	WWHI (FM)	Wilson Jr. H.S.	John V. Maier, Principal and Dir.
New Albany	WNAS (FM)	New Albany City Sch.	Vernon McKown, Director Audio-Visual Instr
Wabash	WSKS (FM)	School City of Wabash	James R. Oliver, Dir. Audio-Visual Ed.
		IOWA	
Ames	WOI (AM)	Iowa State College	Richard F. Vogl, Mgr.
Ames	WOI (FM)	Iowa State College	Richard F. Vogl, Mgr.
Decorah	KWLC (AM)	Luther College	Esther J. Olson, Dir.
Des Moines	KDPS (FM) and (TV)	Des Moines Public Schools	Clifton F. Schropp, Dir. Audio-Visual
Iowa City	WSUI (AM)	State Univ. of Iowa	Carl H. Menzer, Director
Iowa City	KSUI (FM)	State Univ. of Iowa	Carl H. Menzer
		KANSAS	
Emporia	KSTE (FM)	Kansas State Teachers	Tex Smiley, Dir., Radio-TV

(*Continued on next page*)

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City	Call Letters	Licensee	Executive
Lawrence	KFKU (AM)	Univ. of Kansas	R. Edwin Browne, Director Radio-TV
Lawrence	KANU (FM	Univ. of Kansas	R. Edwin Browne
Manhattan	KSAC (AM)	Kansas State College	Kenneth Thomas, Head
Manhattan	KSDB (FM)	Kansas State College	Ken Thomas
Ottawa	KTJO (FM)	Ottawa University	W. D. Bemmels, Dean
Wichita	KMUW (FM)	Univ. of Wichita	G. D. Goodrich, Manager
		KENTUCKY	
Lexington	WBKY (FM)	Univ. of Kentucky	Leonard Press, Acting Director
Louisville	WFPK (FM-TV)	Louisville Free Public Library	Dorothy L. Day, Head Audio-Visual Dept.
Louisville	WFPL (FM)	Louisville Free Public Library	Dorothy L. Day, Head Audio-Visual Dept.
		LOUISIANA	
New Orleans	WYES (TV)	Greater New Orleans ETV Foundation	Duff Browne, Gen. Mgr.
New Orleans	WNPS (AM)	Orleans Parish Sch. Bd.	Jeanne Minge, Sta. Mgr.
		MARYLAND	
Baltimore	WBJC (FM)	Baltimore Jr. College	Clarence T. DeHaven, Faculty Mgr.
		MASSACHUSETTS	
Amherst	WMUA (FM)	Univ. of Mass.	Janet P. Nichols, Manager
Amherst	WEDK (FM)	U. of Mass.	Will Lewis, Sta. Mgr.
Boston	WBUR (FM)	Boston University	David Mackey, General Manager
Boston	WERS (FM)	Emerson College	Charles Dudley, Chrmn. Dept. Broad
Boston	WGBH (FM)	Lowell Instit. Co-op Broadcasting Council	Hartford N. Gunn, Jr., Gen. Mgr.
Boston	WGBH (TV)	Lowell Instit. Co-op	Hartford N. Gunn, Jr., Gen. Mgr.
		MICHIGAN	
Ann Arbor	WUOM (FM-TV)	Univ. of Michigan	E. G. Burrows, Asst. Dir. Bcstg.
Detroit	WDTR (FM)	Board of Education	Kathleen N. Lardle, Mgr.
Detroit	WDET (FM)	Wayne St. Univ.	Lee Dreyfus, Station Mgr.
Detroit	WTVS (TV)	Detroit Ed. TV Found.	Franklin Bouwsma, Executive Secretary
East Lansing	WKAR (AM)	Michigan State Univ.	Lawrence Frymire, Manager
East Lansing	WKAR (FM)	Michigan State Univ.	Lawrence Frymire, Mgr.
East Lansing	WKAR (TV)	Michigan State Univ.	Armand L. Hunter, Director
Flint	WFBE (FM)	Board of Education	Miss Ola Hiller
Highland Park	WHPR (FM)	School District of Highland Park	Robert A. Stevens, Prog. Dir.
Kalamazoo	WMCR (FM)	Western Michigan Univ.	Robert Dye, Dir. of Broadcasting
Royal Oak	WOAK (FM)	School Dist. City of Royal Oak	James L. Mead, Station Mgr.
		MINNESOTA	
Minneapolis	KUOM (AM)	Univ. of Minnesota	Sheldon Goldstein, Acting Dir.
Northfield	WCAL (AM)	St. Olaf College	Milford C. Jensen, General Manager
St. Paul	KTCA (TV)	Twin City Area ETV Corp.	J. C. Schwarzwalder, Dir.
		MISSOURI	
Kansas City	KCUR (FM)	Univ. of Kansas City	C. Stevens, Dir. Radio-TV
St. Louis	KETC (TV)	St. Louis Ed. TV Commission	Henry F. Chadeayne, Exec. Director
St. Louis	KSLH (FM)	Board of Education	Miss Marguerite Fleming, Manager
		NEBRASKA	
Lincoln	KUON (TV)	University of Nebraska	Jack J. McBride, Dir. of Ed. TV
		NEW JERSEY	
Newark	WBGO (FM)	Board of Education	Marie Scanlon, Supervisor Radio-Television
South Orange	WSOU (FM)	Seton Hall University	A. Paul Klose, Program Director
		NEW MEXICO	
Albuquerque	KANW (FM)	Board of Education	Mrs. Rose J. Jones, Director
Albuquerque	KNME (TV)	U. of New Mexico & Albuquerque Bd. of Educ.	C. P. Mitchell, Co-Ord.
		NEW YORK	
Albany	WAMC (FM)	Albany Med. College	Frank Woolsley, Jr. Assoc., Dean
Bronx	WFUV (FM)	Fordham Univ.	Rev. John A. St. George, S. J., Dir.
Brooklyn	WNYE (FM)	Board of Education	James F. Macandrew, Dir. of Broadcasting
Elmira	WECW (FM)	Elmira College	David M. Crossman, Aud. Dir.
Floral Park	WSHS (FM)	Sewanhaka H.S.	W. A. Gregory, Director of Radio
Ithaca	WICB (FM)	Ithaca College	Royal D. Colle, Chrmn., Radio-TV
New York	WKCR (FM)	Columbia College	Jeffrey P. Kuklin, Gen. Mgr.
New York	WNYC (AM)	Municipal Bcst. Sys.	Seymour N. Siegel, Director
New York	WNYC (FM)	Municipal Bcst. Sys.	Seymour N. Siegel
Springville	WSPE (FM)	Griffith Instit. & School	Henry Bartkowski, Director
Syracuse	WAER (FM)	Syracuse University	Kenneth G. Bartlett, Dean
Troy	WHAZ (AM)	Rensselaer Polytechnic Institute	Hiram D. Harris, Manager
	WRPI (FM)		Hiram D. Harris, Manager
		NORTH CAROLINA	
Chapel Hill	WUNC (TV)	Univ. of. North Carolina	Wesley Wallace, Act. Chairman, Radio
Chapel Hill	WUNC (FM)	Univ. of North Carolina	Donald Knoepfler, Manager
Greensboro	WGPS (FM)	Greensboro Public Sch.	R. Thorpe Jones, Dir. Audio-Visual Educ.
Greenville	WWWS (FM)	E. Carolina College	Miss Rosalind Roulston, Sta. Mgr.
High Point	WHPS (FM)	High Point H.S.	D. P. Whitley, Principal

City	Call Letters	Licensee	Executive
		NORTH DAKOTA	
Grand Forks	KFJM (AM)	Univ. of North Dakota	Myron Curry, Director
		OHIO	
Akron	WAPS (FM)	Akron Public Schools	Cyril Jones, Dir. Radio-TV Ed.
Athens	WOUI (FM)	Ohio Univ.	Archie Greer, Supv. of Bestg.
Athens	WOUB (AM)	Ohio University	Archie Greer, Supv. of Bestg.
Bowling Green	WBGU (FM)	Bowling Green State U.	Sidney Stone, Director
Cincinatti	WCET (TV)	Greater Cincl. TV Ed. Foundation	Uberto Neely, General Mgr.
Cleveland	WBOE (FM)	Board of Education	Katherine Matchett
Columbus	WCBE (FM)	Bd. of Educ., City School District	John H. Sittig, Dir.
Columbus	WOSU (AM)	Ohio State Univ.	Richard B. Hull, Director
Columbus	WOSU (FM)	Ohio State Univ.	Richard B. Hull
Columbus	WOSU (TV)	Ohio State University	Richard B. Hull
Delaware	WSLN (FM)	Ohio Wesleyan Univ.	Gerald Kroeger, Dir., Radio-TV
Kent	WKSU (FM)	Kent State Univ.	Walton D. Clarke, Dir. of Radio
Oxford	WMUB (FM)	Miami Univ.	Stephen C. Hathaway, Dir., Radio-TV
Toledo	WTDS (FM)	Toledo Public Schools	Harry D. Lamb, Dir. Radio-TV
Yellow Springs	WYSO (FM)	Antioch College	Harold A. Roeth, Mgr.
		OKLAHOMA	
Norman	WNAD (AM)	Univ. of Oklahoma	Hugh Mix, Dir., Educ. Best. Services
Norman	WNAD (FM)	Univ. of Oklahoma	Hugh Mix
Oklahoma City	KOKH (FM)	Board of Education	Dr. Robert Shultz, Dir. Radio-TV
Stillwater	KAMC (FM)	Okla. State University	Robert M. Johnson, Chairman
Tulsa	KWGS (FM)	Univ. of Tulsa	Edward S. Dumit, Dir., Radio-TV
		OREGON	
Corvallis	KOAC (AM-TV)	Oregon State System of Higher Education	James M. Morris, Program Director
Eugene	KRVM (FM)	Eugene Pub. Schools	Roger J. Houglum, Mgr.-Dir.
Eugene	KWAX (FM)	Univ. of Oregon	John R. Shepherd, Prod. Dir.
Portland	KBPS (AM)	Portland Public Schools	Mrs. Patricia Swenson, Manager
		PENNSYLVANIA	
Grove City	WSAJ (AM)	Grove City College	Dale O. Smock, Manager
Philadelphia	WPWT (FM)	Philadelphia Wireless Tech. Instit.	William W. Zerfing
Philadelphia	WHYY (FM-TV)	Metro. Phila. Educ. Radio & TV Corp.	William J. McCarter, Jr., Prod. Mgr.
Philadelphia	WRTI (FM)	Temple Univ.	John B. Roberts, Dir., Radio-TV
Philadelphia	WXPN (FM)	Univ. of Pennsylvania	Ralph Thornton, Mgr.
Pittsburgh	WDUQ (FM)	Duquesne Univ.	B. Kendall Crane, Director
Scranton	WUSV (FM)	Univ. of Scranton	Rev. Richard F. Grady, S.J., Director
		SOUTH CAROLINA	
Columbia	WUSC (FM)	Univ. of S. Carolina	Alice Wyman, Dir.
		SOUTH DAKOTA	
Vermillion	KUSD (AM)	Univ. of S. Dakota	Edward J. Slack, Mgr.
		TENNESSEE	
Knoxville	WUOT (FM)	Univ. of Tennessee	Kenneth D. Wright, Dir. of Broadcasting
Memphis	WKNO (TV)	Memphis Comm. TV	Ernest C. Ball, Dir.
		TEXAS	
Austin	KUT (FM)	Univ. of Texas	Robert Schenkkan, Dir.
Dallas	KERA (TV)	Area ETV Foundation	M. Campbell, Exec. Dir.
El Paso	KVOF (FM)	Texas Western College	Virgil C. Hicks, Director
Houston	KUHF (FM)	Univ. of Houston	John Meaney, Dir.
Houston	KUHT (TV)	Univ. of Houston	John Meaney, Dir.
		UTAH	
Logan	KVSC (FM)	Utah State University	Burrel F. Hansen, Chairman
Salt Lake City	KUED (TV)	University of Utah	Dr. Keith Engar, Mgr.
		VIRGINIA	
Harrisonburg	WEMC (FM)	Eastern Mennonite College	John R. Mumaw, Pres.
Norfolk	WMTI (FM)	William-Mary College	B. C. Dickerson, Head of Elec. Dept.
Richmond	WRFK (FM)	Union Theol. Sem.	R. W. Kirkpatrick, Dir. A-V
		WASHINGTON	
Pullman	KWSC (AM)	State College of Wash.	Allen Miller, Manager
Seattle	KCTS (TV)	Comm. TV Service	Loren Stone, Mgr.
Seattle	KUOW (FM)	Univ. of Washington	Ken Kager, Mgr.
Tacoma	KTOY (FM)	Tacoma Public Schools	Merle Kimball, Program Mgr.
		WISCONSIN	
Appleton	WLFM (FM)	Lawrence College	Jos. Hopfensperger, Sta. Mgr.
Madison	WHA (AM)	Univ. of Wisconsin	H. B. McCarty, Director
Madison	WHA (FM)	Univ. of Wisconsin	H. B. McCarty
Madison	WHA (TV)	Univ. of Wisconsin	H. B. McCarty, Director
Milwaukee	WMVS (TV)	Milwaukee Vocational & Adult Schools	Paul K. Taff, Station Mgr.
		HAWAII	
Honolulu	KUOH (FM)	University of Hawaii	Louis Steed, Dir., Univ. Radio
		PUERTO RICO	
San Juan	WIPR (AM)	Oficina de Radio-emision Publica	Francisco Arrivi, Manager
	WIPR (TV)		Francisco Arrivi, Manager

THE ROLE OF MUSIC TRANSCRIPTIONS . . . Keeps Growing For Radio Stations

By JOHN D. LANGLOIS

President, Lang-Worth Feature Programs, Inc.

IN recent weeks Lang-Worth has published as a service to its subscriber stations the second edition of a booklet called "Profitunes". The title naturally supports our contention that jingles such as L-W's "Radio Hucksters" service are profit-making tunes for the modern radio station. But as a handbook on the sales, production and promotion-merchandising techniques we have found most effective, it points out the many opportunities offered the station by a concept we might call "Radio Add-vertising".

These are the added ingredients of imagination and showmanship, of smartly competitive selling, of the creation of opportunities that so often distinguish the leader from the pack. It is radio's good fortune, with its human personality, to be more exploitable and merchandiseable than most other media, and we have found this true in the use of our own product "Radio Hucksters" jingles. What are some of the aspects of this local "Radio Add-vertising"? First, helping the sponsor merchandise his advertising. The radio station can take the driver's seat by suggesting coordination of advertising around the air theme, such as the punch line of a jingle. Its jingle service can serve as the base of planned Special Promotions for either an important local sponsor or group of stores allied by location and kindred interest in attracting customers.

In this way a jingle campaign could aim to encourage customers to deal at several stores and businesses in one area. To shop, for instance, at a particular men's wear store; attend a particular motion picture theater a block or so away; and, finally, to select a late supper to carry home from a delicatessen right next to the theater. In this way, then, stores and businesses in one part of town will realize they have a potential stake in each other from this promotion standpoint.

The station, additionally, can become active in not only the local sponsors' copy problems (most do not have skilled admen or agencies) but in his week-to-week sales problems and opportunities.

Local advertising agencies, too, would have a ready-made production arm in a local station which maintains an extensive library of jingle transcriptions. A complete sound or musical effect, for instance, could be at the disposal of the agency to do a particular job for his client.

The station can and should keep an advanced eye on the calendar by which business and industry lives. It can romance the medium and the particular commercials series to the buyers at the department store, or the salesmen of branded merchandise lines which are franchised in town.

That the overall contribution of these services to stations, sponsors and advertising agencies is a material and growing one is evident from the increasing use of the services from recent year to year.

So says "Profitunes," which is more or less our Lang-Worth "Radio Hucksters" service's voice of experience in sales, production and merchandising.

STATE BROADCASTERS ASSOCIATIONS

Alabama Broadcasters Association

P.O. Box 6174, University, Alabama
Meetings: March and October
Elections: March meeting
Members: 68 Active, 18 Assoc.
Pres.....Wm. A. Mapes, WOWL, Florence
Vice-Pres.....John C. Cooper, WJRD, Tuscaloosa
Secy.-Treas..Wm. S. Baskerville, Jr., WKRG, Mobile
Exec. Secy.....Mrs. Angie M. Youngson

Arizona Broadcasters Association

c/o President or Exec. Secy.
Meetings: November
Elections: November
Members: 41
Pres.....Arlo Woolery, KSUN, Bisbee
Vice Pres.....John Hogg, KOY, Phoenix
Secy., Treas.....Fred Vance, KVOA-TV, Tucson
Exec. Secy.....Lucy Krug, KPHO, Phoenix

Arkansas Broadcasters Association

Box 271, Stuttgart, Ark.
Meetings: March and August
Elections: August
Members: 50
President...C. R. Horne, KXRJ, Russellville
Vice-Pres.....Kermit Richardson, KBOK, Malvern
Secy., Treas.....Julian Haas, KGAH, Crossett Stuttgart
Exec. Secy.....Mrs. June Spann, KWAK,

California Broadcasters Association

6047 Hollywood Blvd., Hollywood 28, Cal.
Meetings: November (and on special call)
Elections: November
Members: 77
President.....George Whitney, KFMB, San Diego
Vice-Pres. (Radio).....Lloyd Sigmon, KMPC, Los Angeles
Vice-Pres. (TV)....Joe Drilling, KJEO-TV, Fresno
Sec'y.-Treas.....Robert J. McAndrews, KBIG, Hollywood
Exec. Secy.....Eleanor Henshaw

Colorado Broadcasters Association

c/o President
Meetings: Semi-annual
Elections: June
Members: 49
Pres.....Harry Hoth, KRDO-AM-TV, Colo. Springs
Vice Pres.....Al Ross, KGEK, Sterling
Secy.....Robt. S. Hix, KOA, Denver
Treas.....Ed Koepke, KDEN, Denver
Directors...Dennis Behand, KLMR, Lamar; Robt. D. Ellis, KGHF, Pueblo; Abbott Tessman, KEXO, Grand Junction

Connecticut Broadcasters Association

c/o President
Meetings: Periodically
Elections: June
Members: 30
Pres.....Julian Schwartz, WSTC, Stamford
Vice-Pres.....Walter C. Johnson, WTIC, Hartford
Secy.-Treas.....Peter B. Kenney, WNBC, New Britain

Delaware Association of Broadcasters

c/o President
Meetings: October
Elections: Annually
Members: 11
President.....Harvey C. Smith, WDEL, Wilmington
Vice Pres.....Wayne Rollins, WAMS, Wilmington
Secy., Treas.....Gordon MacIntosh, WTUX, Wilmington

Florida Association of Broadcasters

214 Center Bldg., Tallahassee
Meetings: Annually, plus regional
Elections: Annual
Members: 90
Pres....Chas. J. Fernandez, WKXY, Sarasota
1st Vice-Pres....Lawrence A. Rollins, WSIR, Winter Haven
2nd Vice-Pres.....Tom S. Gilchrist, Jr., WESH-TV, Daytona Beach
Secy.-Treas.....Frank W. Hazelton, WTNT, Tallahassee
Exec. Secy., Gen. Counsel.....J. Kenneth Ballinger

Georgia Association of Broadcasters

c/o President
Meetings: August and January
Elections: August
Members: 65
Pres.....Frank Gaither, WSB, Atlanta
1st Vice-Pres.....Ralph N. Edwards, WWGS, Tifton
2nd Vice-Pres.....Geo. Patton, WBML, Macon
Secy., Treas.....Paul Reid, WBHB, Fitzgerald
Pub. Rel. Dir.....John Outler, 1601 W. Peachtree St., Atlanta 9

Hawaiian Association of Broadcasters

P. O. Box 3110, Honolulu, Hawaii
Meetings: First Fri. each month
Elections: December
Members: 10
President.....Arthur Sprinkle, KONA-TV, Honolulu
Vice Pres.....Harry En Chu, KAHU, Waipahu
Secy., Treas.....Wm. O. Paine, KGU, Honolulu

Idaho Broadcasters Association

c/o President
Meetings: Annual (September)
Elections: Annual
Members: 28 Radio; 6 TV
President...Gene Shumate, KRXK, Rexburg
Vice-Pres.....Mervin Ling, KAYT, Rupert
Sec.-Treas.....G. W. Mix, KRPL, Moscow

Illinois Broadcasters Association

c/o President or Secy.-Treas.
Meetings: May & October
Elections: October
Members: 68 Active; 8 Assoc.
President.....R. Karl Baker, WLDS, Jacksonville
Vice-Pres.....Vernon Nolte, WJBC, Bloomington
Secy.-Treas.....M. H. Stuckwish, WSOY, Decatur

Indiana Broadcasters Association

c/o Executive Secretary
Meetings: 3 times a year
Elections: March
Members: 57 Radio; 16 TV
President.....Carl W. Vandagrift, WOWO, Ft. Wayne
Vice Pres. (AM)....Dee Coe, WWCA, Gary
Vice Pres. (FM).....Elmer Snelzer, WFIU, Bloomington
Vice Pres. (TV)....Neal Welch, WSBT-TV, South Bend
Secy., Treas....Roy L. Hickox, WLRP, New Albany
Exec. Secy.....Mrs. Helen B. Huber, WIRE, Indianapolis
Directors.....Lester G. Spencer, WKBV, Richmond; Daniel C. Park. WIRE, Indianapolis; Paul S. Brines, WSJV-TV, Elkhart; E. Berry Smith, WFIE-TV, Evansville; Robt. Harris, WLOI, Laporte; Neal B. Welch, WSBT, South Bend; W. C. Fowler, WBAT, Marion; R. McConnell, WISH, Indpls.; E. Campbell, WFBM, Indpls.; E. Jackson, WCNB, Connorsville; J. Douglas, WCSI, Columbus.

Iowa Broadcasters Association

c/o President or Secy.-Treas.
Meeting: Annual
Elections: Annual
Members: 33
President.....Geo. J. Volger, KWPC, Muscatine
Vice-Pres...Wm. White, KFJB, Marshalltown
Secy.-Treas...Glen Stanley, KBOE, Oskaloosa
Directors.....Ernie Sanders, WOC, Davenport; Gene Claussen, KXIC, Iowa City; Ken Gordon, KDTH, Dubuque; Don Sullivan, KVTV, Sioux City

Kansas Association of Radio Broadcasters

c/o President
Meetings: May
Elections: May
Members: 38
President...Arden Booth, KLWN, Lawrence
Vice-Pres...Max Falkenstien, WREN, Topeka
Secy., Treas.....Tom Bashaw, KFH, Wichita

Kentucky Broadcasters Association

c/o Dee Huddleston, Secy.-Treas.
WIEL, Elizabethtown
Meetings: October and March
Elections: October
Members: 55
President.....Al Temple, WKCT, Bowling Green
First Vice-Pres.....Francke Fox, WHLN, Harlan
2nd Vice-Pres.....Don Horton, WVLK, Lexington
Secy.-Treas.....Dee Huddleston, WIEL, Elizabethtown
Exec. Comm.....Jim Caldwell, WAVE, Louisville; W. T. Issac, WHIR, Danville; Katherine Peden, WHOP, Hopkinsville

Louisiana Association of Broadcasters

Box 379, Baton Rouge, La.
Meetings: September
Elections: September
Members: 75
President....Clarence Faulk, KRUS, Ruston
Radio Vice-Pres.....Tom Pears, KVOL, Lafayette
TV Vice-Pres.....Paul Goldman, KNOE-TV, Monroe
Treasurer....Gene Jones, KSLO, Opelousas
Exec.-Secy.....Rolfe McCollister, Box 379, Baton Rouge

Maine Assoc. of Broadcasters

c/o Secretary-Treasurer
Meetings: Annual (November)
Elections: November
Members: 23 Radio; 6 TV
President..Donald Powers, WCSH, Portland
Vice-Pres.....Elby Stevens, WFST, Caribou
Secy.-Treas.....Norman G. Gallant, WFAU, Augusta

Maryland-D. C. Broadcasters Association

c/o President or Secy.-Treas.
Meetings: June and October
Elections: October
Members: 34 Active; 44 Assoc.
President....R. C. Embry, WITH, Baltimore
Vice Pres.....Jason Pate, WASA, Havre

Massachusetts Broadcasters Association, Inc.

c/o President

Meetings: Annual
Elections: Annual
Members: 36
President.....W. C. Swartley, WBZ, Boston
Vice-Pres...Herb Krueger, WTAG, Worcester
Treasurer.....Richard Adams, WKOX, Framingham
Secretary...Thos. Y. Gorman, WEEI, Boston

Michigan Association of Broadcasters

c/o Executive Secretary

Meetings: May-September
Elections: September
Members: 69
President.....James Quello, WJR, Detroit
Vice-Pres.....Willard Schroeder, WOOD-AM-TV, Grand Rapids
Secy.-Treas.....Elmer Knopf, WFDF, Flint
Exec. Secy.....Robt. J. Coleman, 453 Rosewood, E. Lansing
Directors.....Gene Cahill, WBCK, Battle Creek; John Pomeroy, WILS, Lansing; Jas. Sumbler, WMTE, Manistee; Robt. Phillips, WSGW, Saginaw

Minnesota Association of Broadcasters

c/o Secretary-Treasurer

Meetings: Board, bi-annually; spec. mtgs. subj. to call by President
Elections: Annually
Members: 53
President....J. Thayer, WDGY, Minneapolis
1st Vice Pres.....Robt. DeHaven, KYSM, Mankato
2nd Vice Pres.....James Hambacher, KBUN, Bemidji
Secy., Treas.....Sherman Headley, WCCO-TV, Minneapolis

Mississippi Broadcasters Association

c/o President or Secy.-Treas.

Meetings: April & September
Elections: Spring meeting
Members: 59
President....John E. Bell, WCMA, Corinth
Vice-Pres.....Joe Carson, WOKK, Meridian
Vice-Pres.....Joe Carson, WOKK, Meridan
Secy.-Treas.....Harold B. McCarley, WBLE, Batesville

Missouri Broadcasters Association

c/o Executive Secretary

Meetings: Spring & Fall
Elections: Fall
Members: 76
President..A. E. Dahl, KLIK, Jefferson City
Vice-Pres. .....Clarence Breazeal, KCMO, Kansas City
Secy.-Treas.....Harold Douglas, KMMO, Marshall
Exec. Secy.....Eugenia Collins, WEW, St. Louis
Directors.....Bruce Barrington, Don Daily, F. L. Donze, Bob Hyland

Montana Broadcasters Association

c/o President

Meetings: August
Elections: Annual
Members: 23
President.....John Lyon, KIYI, Shelby
Vice Pres.....Mrs. Charlotte Brader, KOJM, Havre
Secy., Treas.....Robert Warner, KMON, Great Falls

Nebraska Broadcasters Association

c/o President
c/o KFOR, Lincoln, Nebraska

Mtgs., Election: May 14-15
Members: 34
President....David W. Young, KSID, Sidney
Vice Pres.....Jack Gilbert, KHOL-TV, Holdredge
Secy.-Treas....Dick Chapin, KFOR, Lincoln

New Hampshire Association of Broadcasters, Inc.

c/o President or Secretary

Meetings: October
Elections: October
Members: 10
President...Frank B. Estes, WKXL, Concord
Vice Pres.....Bernie Mack, WGIR, Manchester
Secy., Treas.....Bill Visser, WLNH, Laconia

New Jersey Broadcasters Association

c/o President

Meetings: Semi-annually
Elections: October
Members: 28
Pres.....Fred E. Walker, WTTM, Trenton
Vice-Pres.....Kenneth A. Croy, WMTR, Morristown
Secy.-Treas.....Francis J. Mattrangola, WCMC, Wildwood
Exec. Board.....Paul Alger, WSNJ, Bridgeton; Howard Green, WOND, Pleasantville; John Struckell, WKDN, Camden; James Vodges, WTOA, Trenton; Everett Rudloff, WJLK, Asbury Park.

New Mexico Broadcasters Association

c/o President

Meetings: April & August
Elections: April
Members: 28 Active; 4 Assoc.
Pres.....Jas. H. Duncan, KSIL, Silver City
Vice-Pres.....A. E. Mickel, KGGM, Albuquerque
Secy., Treas.....Virgil Parker, KRSN, Los Alamos
Leg. Chairman...Ivan Head, KVSF, Sante Fe

New York State Association of Radio and Television Broadcasters

Address: c/o President or Secretary

Meetings: April & Fall
Elections: Fall
Members: 100
President.....Robt. J. Leder, WOR-AM-TV, N. Y. C.
1st Vice-Pres.....Paul Adanti, WHEN-AM-TV, Syracuse
2nd Vice-Pres.....H. Stillwell Brown, Rural Radio Network, Ithaca
Secretary.....Elliott Stewart, WIBX, Utica
Treasurer.....George Dunham, WNBF, Binghamton

North Carolina Association of Broadcasters Inc.

c/o Secretary-Treasurer
Meetings: Spring & Fall
Elections: October
Members: 117
Pres.....Jack P. Hankins, WELS, Kinston
V.P., Radio.....Robt. Hilker, WCGC, Belmont
V.P.-TV.....T. H. Patterson, WITN, Washington
Secy., Treas.....Cecil B. Hoskins, WWNC, Asheville

North Dakota Broadcasters Association

c/o Secretary-Treasurer
Meetings: October
Elections: October
Members: 24
President...Bob Ingstad, KOVC, Valley City
Vice-Pres.....John Boler, KXJB, Fargo
Secy.-Treas.....Les Maupin, KPLM, Minot

Ohio Association of Broadcasters

33 N. High St., Columbus
Meetings: Spring & Fall
Elections: Spring meeting
Members: 83
Pres.....Jay Wagner, WLEC, Sandusky
Vice-Pres. (Radio).....Tom Rogers, WCLT, Newark
Vice-Pres. (TV).....Allan Land, WHIZ-TV, Zanesville
Secy., Treas.....Carlton Dargusch, Jr.

Oklahoma Broadcasters' Association

c/o President
Meetings: January and August
Elections: January
Members: 49
President.....Pat Murphy, KCRC, Enid
Secy., Treas.....Bill Brubaker, KRHD, Duncan
Board of Directors.. Bill Brubaker, KRHD Duncan; Jim Bellatti, KSPI, Stillwater; Eddie Peake, KLPR, Oklahoma City; John Mahoney, KWPR, Claremore; Bill Morgan, KNOR, Norman; Jack Pink, KWCO, Chickasha; Ray Van Hooser, KNED, McAlester; Frank Lane, KRMG, Tulsa

Oregon State Broadcasters Association

Mgr.: James W. Frost, Box 5025, Eugene
Meetings: November & April
Elections: April
Members: 47 Radio; 4 TV; 4 Assoc.
President.....Carl Fisher, KUGN, Eugene
Vice-Pres.....Ray Johnson, KMED, Medford
Secy.-Treas.....C. S. Shulda, KERG, Eugene
Leg. Chairman.....R. M. Brown, KPOJ, Portland

Pennsylvania Association of Broadcasters

Box 606, Harrisburg
Meetings: May
Elections: May
Members: 106 Active; 25 Assoc.
Pres.....Geo. A. Koehler, WFIL, Phila.
1st Vice-Pres.....Cecil Woodland, WEJL, Scranton
2nd Vice-Pres.....Milton Bergstein, WMAJ, State College
Secy....Thomas Metzger, WMRF, Lewistown
Exec. Secy.....Miss Kaye Witmer, Box 606, Harrisburg
Treas.....J. Robt. Gulick, WGAL, Lancaster

Puerto Rican Association of Broadcasters

Box 1072, San Juan, Puerto Rico
Meetings: July & as called
Elections: July
Members: 20
President.....Ralph Perez Perry, WKVM, San Juan
Vice Pres.....Manuel Pirallo, WMIA, Arecibo
Secretary.....Felix Bonnet Velez, WABA, Aguadilla
Treasurer.....Julio Morales, WRIO, Rio Piedras
Exec. Secy.....Carlos J. Pont

Rhode Island Broadcasters Association

c/o WADK, Newport, R. I.
Meetings: Quarterly
Elections: June
Members: 13
Pres.....Milton E. Mitler, WADK, Newport
Vice-Pres.....Edward Bogoshian, WJAR, Providence
Secy.-Treas..Zel Levin, WWON, Woonsocket

South Carolina Broadcasters Association

c/o Secretary-Treasurer
Meetings: January & Summer
Elections: January
Members: 52 Radio; 7 TV
President.....H. Moody McElveen, Jr., WNOK-TV, Columbia
Vice-Pres.....Edward L. B. Osborne, WBCU, Union
Secy.-Treas....T. Doug Youngblood, WFIG, Sumter
Directors.....John T. Cashion, WGCD; W. Frank Harden, WIS; Ross M. Holmes, WSPA; McElveen; Louis M. Neale, Jr., WBEU; Osborne; Youngblood; W. Randall Davidson, WAKN, Ex-officio

South Dakota Broadcasters Association

c/o President or Secy.-Treas.
Meetings: Annual
Elections: Annual
Members: 15
President..Ross E. Case, KWAT, Watertown
Vice-Pres.....Don Sullivan, WNAX, Yankton
Secy., Treas....Jas. Slack, KUSD, Vermillion

Southern California Broadcasters Association

6047 Hollywood Blvd., Hollywood 28
Meetings: 3rd Thursday each month
Elections: May
Members: 63 (including 4 Networks)
Chrmn. Bd.....Fred Ruegg, KNX
Vice-Chairman....Ernest L. Spencer, KWIZ
Secretary.....Herbert Comstock, KAVL
Treasurer.....Cliff Gill, KBIG
Managing Dir.....Robert M. Light

Tennessee Association of Broadcasters

14 Ayres Hall
Univ. Tennessee, Knoxville, Tenn.
Meetings: November
Elections: November
Members: 68 Active; 3 Assoc.
President....F. C. Sowell, WLAC, Nashville
Vice Pres.....Frank S. Proctor, WTJS, Jackson
Secy., Treas.....Chas. Brewer, WHIN, Gallatin
Exec. Secy.....Kenneth Wright, WUOT, Knoxville

Texas Association of Broadcasters

Box 8038, Univ. Sta., Austin, Tex.
Meetings: Semi-annual
Elections: Fall
Members: 173
President.....Albert D. Johnson, KENS-AM-TV, San Antonio
Vice-Pres.....Joe Leonard, Jr., KGAF, Gainesville
Sec.-Treas.....Geo. Tarter, KCBD-TV, Lubbock
Office Manager.....Mrs. Shirley Austin, TAB, Univ. Sta., Austin
Directors.....Jim Hairgrove, Dave Morris, Chas. Jordan, Leo Hackney, Gene Hendryx, Tony Bridge

Utah Broadcasters Association

c/o President
145 Social Hall Ave., Salt Lake City, Utah
Meetings: Annual
Elections: Annual
Members: 15
President....J. Wright, KSL, Salt Lake City
Vice-Pres.....Reed Bullen, KVNU, Logan
Secy.-Treas....Arch G. Webb, KVOG, Ogden

Vermont Association of Broadcasters

c/o President
Meetings: June
Elections: June
Members: 14
President..Stuart Martin, WCAX, Burlington
Vice-Pres....Carlo Zezza, WCFR, Springfield
Secy., Treas.....Craig S. Parker, WDEV, Waterbury

Virginia Association of Broadcasters

c/o Secretary-Treasurer
Meetings: June
Elections: June
Members: 62 Active: 7 Assoc.
President.....Milton B. Henson, WREL, Lexington
Vice-Pres.....Thos. C. Chisman, WVEC-AM-TV, Hampton
Secy.-Treas.....Robt. C. Walker, WCHV, Charlottesville
Leg. Chairman.....C. T. Lucy, WRVA, Richmond

Washington State Association of Broadcasters

White-Henry-Stuart Bldg., Seattle
Meetings: April and October
Elections: April
Members: 48 Radio; 10 TV; 6 Assoc.
President.....James W. Wallace, KPQ, Wenatchee
Vice-Pres.....W. W. Warren, KOMO-AM-TV, Seattle
Secy.-Treas....Allen Miller, KWSC, Pullman
Mng. Dir., Counsel.....Ronald A. Murphy

West Virginia Broadcasters Association

c/o President or Secy.-Treas.
Meetings: Spring and fall
Elections: Spring
Members: 44
Pres.....Robt. Ferguson, WTRF-TV, Wheeling
Vice-Pres.....C. Leslie Goliday, WEPM, Martinsburg
Sec.-Treas.....John Shott, WHIS, Bluefield

Wisconsin Broadcasters Association

c/o President
Meetings: October & May
Elections: October
Members: 48
President.....Mig Figi, WAUX, Waukesha
Vice-Pres....Donald Wirth, WNAM, Neenah
Secy., Treas.....Carl Kolata, WTTN, Watertown
Exec. Secy.....Mrs. Jeanne Donald, WTCH, Shawano
Attorney.....Henry Buslee, 202 Monona Ave., Madison

Wyoming Association of Broadcasters

c/o Secretary-Treasurer
Meetings: Annually
Elections: Annually
Members: 18
President...Wm. C. Grove, KFBC, Cheyenne
Vice Pres.....Roy Marsh, KASL, Newcastle
Secy., Treas.....Mildred V. Ernst, KRTR, Thermopolis

"CULTURAL EXCHANGE"—HOME-STYLE

. . . Could Hypo Public Service Programs

By DONALD H. McGANNON

President, Westinghouse
Broadcasting Company, Inc.

IN the past year, we have heard much about cultural exchange between the United States and the Soviet Union, and our broadcast entertainment has been enriched by the interchange of performing talent between East and West.

Perhaps this international exchange, undertaken for reasons of diplomacy, may serve a purpose beyond its original intention by suggesting another kind of cultural exchange —among broadcasters in the U. S. A.

In two industry-wide conferences on local public service programming, held under our company's auspices, we have been impressed by the great quantity and variety of excellent imaginative public service programming being done by radio and television stations across the country. At the same time, we have been concerned by the thought that many of these fine programs were seen and heard only within the coverage areas of the stations that originated them, though their messages had universal value and their method of presentation had general appeal.

Why don't broadcasters set up an inter-station exchange of good public service programming? The thought seems especially valid when you consider that many stations would like to schedule more informational and inspirational programming, but are limited by the amount that can be developed by their own production facilities. Given the opportunity to broadcast other stations' service efforts in return for permitting added exposure of their own programs, we think most stations would participate gladly.

The mechanical means for interchange are available, and at moderate cost. Radio stations all have equipment for handling audio tape. Television programs can be exchanged on tape or on film.

The Westinghouse Broadcasting Company has practiced this idea to some extent, making its public service programming available without cost to educational and non-commercial stations. We'd like to explore the possibility of mutual exchanges with other radio and television stations.

Such a project would have far-reaching values, in increasing our audiences' familiarity with other communities, their problems and their points of pride. The east could learn more of the historical and cultural heritage of the west; the north might achieve a richer appreciation for the folklore of the south; people in urban areas would learn more about life in smaller communities, and vice versa.

Moreover, we as broadcasters would learn much from such an exchange. If, on a regular basis, we saw and heard what other stations in other cities were doing, we would find ideas and techniques we could adapt to our own uses, and perhaps in adapting improve on them. We would find new subjects for exploration, new yardsticks to apply to our own efforts. At the same time, there is a good chance we would provide similar help to others.

Perhaps cultural exchange, like charity, can make a good beginning at home.

TELEVISION DAILY

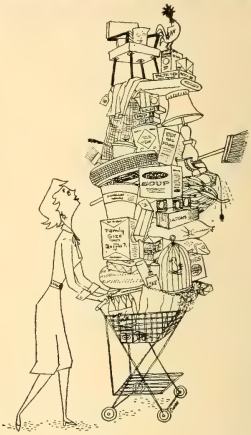
presents

AM RADIO STATIONS

KEY PERSONNEL
ADDRESSES & PHONE
ALPHABETICALLY LISTED
BY STATES AND CITIES

1959

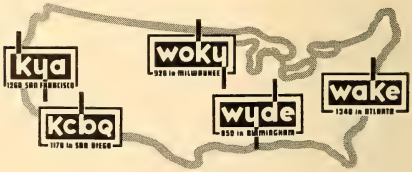
Bartell Family Radio Means Greater Buyership



By any measurement, this radio is first in each Bartell market. Especially when figured in results . . . response . . . *buyership.* Your advertising reaches buyers (the best kind of audience!) Product of scholarship, showmanship, salesmanship.

Bartell it . . . and sell it!

BARTELL FAMILY RADIO
COAST TO COAST



AMERICA'S **FIRST** RADIO FAMILY SERVING 15 MILLION BUYERS

Sold Nationally by ADAM YOUNG INC.

RADIO AND TV HOMES BY STATE

POPULATION, NUMBER OF STATIONS BY STATE

STATE	Population	Families	Radio Homes	TV Homes	* Licensed Radio Stations	* Licensed TV Stations
ALABAMA	3,345,000	864,000	819,000	614,000	106	11
ALASKA	221,000	64,000	63,000	42,000	13	5
ARIZONA	1,215,000	339,000	330,000	267,000	47	9
ARKANSAS	1,929,000	548,000	541,000	362,000	61	6
CALIFORNIA	14,899,000	4,799,000	4,761,000	4,169,000	183	36
COLORADO	1,729,000	523,000	484,000	408,000	56	9
CONNECTICUT	2,425,000	724,000	706,000	658,000	30	9
DELAWARE	445,000	130,000	122,000	117,000	9	1
DIST. OF COLUMBIA	921,000	274,000	270,000	247,000	6	5
FLORIDA	4,241,000	1,238,000	1,208,000	954,000	148	23
GEORGIA	3,809,000	1,003,000	999,000	744,000	124	13
IDAHO	666,000	201,000	194,000	145,000	33	6
ILLINOIS	10,175,000	3,095,000	3,035,000	2,779,000	94	25
INDIANA	4,639,000	1,475,000	1,421,000	1,315,000	61	18
IOWA	2,875,000	884,000	876,000	776,000	65	12
KANSAS	2,275,000	724,000	672,000	571,000	47	10
KENTUCKY	3,209,000	883,000	865,000	617,000	78	9
LOUISIANA	3,221,000	889,000	843,000	666,000	79	14
MAINE	959,000	279,000	270,000	242,000	23	7
MARYLAND	3,030,000	842,000	795,000	731,000	35	6
MASSACHUSETTS	5,125,000	1,559,000	1,529,000	1,418,000	58	12
MICHIGAN	8,099,000	2,329,000	2,289,000	2,095,000	95	19
MINNESOTA	3,325,000	969,000	946,000	814,000	63	11
MISSISSIPPI	2,259,000	585,000	569,000	334,000	72	11
MISSOURI	4,531,000	1,359,000	1,321,000	1,169,000	77	17
MONTANA	674,000	211,000	197,000	122,000	32	10
NEBRASKA	1,519,000	461,000	450,000	373,000	33	11
NEVADA	286,000	96,000	87,000	88,000	17	6
NEW HAMPSHIRE	584,000	174,000	170,000	155,000	16	2
NEW JERSEY	5,865,000	1,745,000	1,731,000	1,539,000	26	5
NEW MEXICO	904,000	249,000	240,000	172,000	40	7
NEW YORK	17,125,000	5,359,000	5,285,000	4,829,000	125	32
NORTH CAROLINA	4,740,000	1,224,000	1,198,000	905,000	135	17
NORTH DAKOTA	696,000	189,000	183,000	128,000	19	9
OHIO	9,749,000	2,925,000	2,845,000	2,661,000	88	28
OKLAHOMA	2,378,000	739,000	718,000	676,000	55	14
OREGON	1,879,000	596,000	587,000	447,000	71	9
PENNSYLVANIA	11,788,000	3,829,000	3,746,000	3,409,000	147	39
RHODE ISLAND	881,000	267,000	249,000	243,000	13	3
SOUTH CAROLINA	2,510,000	623,000	605,000	454,000	70	11
SOUTH DAKOTA	732,000	205,000	198,000	129,000	20	9
TENNESSEE	3,695,000	1,009,000	976,000	738,000	105	15
TEXAS	9,695,000	2,789,000	2,720,000	2,149,000	238	49
UTAH	861,000	239,000	232,000	206,000	26	5
VERMONT	390,000	113,000	109,000	96,000	14	1
VIRGINIA	3,897,000	1,009,000	959,000	787,000	93	15
WASHINGTON	2,872,000	886,000	866,000	716,000	80	14
WEST VIRGINIA	2,095,000	562,000	537,000	416,000	48	11
WISCONSIN	4,015,000	1,156,000	1,147,000	1,004,000	75	16
WYOMING	341,000	100,000	96,000	54,000	22	5
TOTAL	179,738,000	53,335,000	52,059,000	44,750,000	3,271	647

* Does not include CP's.
* FCC Figures.

Because it works, more advertisers use WOR radio than any other New York radio or TV station.

Broadcast Advertisers Report, National Spot and Local Advertisers

WOR-1440 Broadway, New York 18, N. Y.

A Division of RKO *Teleradio Pictures, Inc.*

AM RADIO STATIONS

Commercial Stations of the U. S., Territories and Possessions

Station	City	State	Page
CKLW	Detroit	Mich.	479
KAAA	Kingman	Ariz.	361
KABC	Los Angeles	Calif.	373
KABI	Ketchikan	Alaska	359
KABQ	Albuquerque	N. M.	520
KABR	Aberdeen	S. D.	605
KACE	Riverside	Calif.	378
KACT	Andrews	Tex.	616
KACY	Port Hueneme	Calif.	377
KADA	Ada	Okla.	572
KADO	Marshall	Tex.	630
KADY	St. Charles	Mo.	505
KAFP	Petaluma	Calif.	377
KAFY	Bakersfield	Calif.	369
KAGE	Winona	Minn.	491
KAGH	Crosett	Ark.	364
KAGR	Yuba City	Calif.	383
KAGT	Anacortes	Wash.	650
KAHI	Auburn	Calif.	369
KAHU	Waipahu	Hawaii	421
KAIM	Honolulu	Hawaii	419
KAIR	Tucson	Ariz.	362
KAJO	Grants Pass	Ore.	578
KAKC	Tulsa	Okla.	576
KAKE	Wichita	Kan.	448
KAKI	San Antonio	Tex.	634
KALB	Alexandria	La.	455
KALE	Richland	Wash.	654
KALG	Alamogordo	N. M.	520
KALI	Pasadena	Calif.	376
KALL	Salt Lake City	Utah	640
KALM	Thayer	Mo.	508
KALT	Atlanta	Tex.	616
KALV	Alva	Okla.	572
KAMD	Camden	Ark.	364
KAML	Kenedy	Tex.	628
KAMO	Rogers	Ark.	368
KAMP	El Centro	Calif.	371
KAMQ	Amarillo	Tex.	616
KANA	Anaconda	Mont.	508
KAND	Corsicana	Tex.	621
KANE	New Iberia	La.	459
KANI	Kaneohe	Oahu, Hawaii	420
KANN	Sinton-Corpus Christi	Tex.	636
KANO	Anoka	Minn.	487
KAOK	Lake Charles	La.	458
KAPA	Raymond	Wash.	653
KAPB	Marksville	La.	459
KAPR	Douglas	Ariz.	360
KARE	Atchison	Kan.	444
KARK	Little Rock	Ark.	366
KARM	Fresno	Calif.	372
KARS	San Antonio	Tex.	634
KART	Jerome	Idaho	422
KARY	Prosser	Wash.	653
KASA	Elk City	Okla.	573
KASH	Eugene	Ore.	578
KASI	Ames	Iowa	439
KASK	Ontario	Calif.	376
KASL	Newcastle	Wyo.	669
KASM	Albany	Minn.	486
KASO	Minden	La.	459
KAST	Astoria	Ore.	577
KASY	Auburn	Wash.	650
KATE	Albert Lea	Minn.	487
KATI	Casper	Wyo.	669
KATL	Miles City	Mont.	510
KATO	Reno	Nev.	515
KATR	Corpus Christi	Tex.	619
KATT	Pittsburg	Calif.	377
KATY	San Luis Obispo	Calif.	381
KATZ	St. Louis	Mo.	505
KAUS	Austin	Minn.	487
KAVE	Carlsbad	N. M.	520
KAVI	Rocky Ford	Colo.	389
KAVL	Lancaster	Calif.	373
KAVR	Apple Valley	Calif.	369
KAWL	York	Neb.	514
KAWT	Douglas	Ariz.	360
KAYE	Puyallup	Wash.	653
KAYL	Storm Lake	Iowa	444
KAYO	Seattle	Wash.	654
KAYS	Hays	Kan.	446
KAYT	Rupert	Idaho	423
KBAL	San Saba	Tex.	635
KBAM	Longview	Wash.	652
KBAR	Burley	Idaho	421
KBBA	Benton	Ark.	364
KBBB	Borger	Tex.	618
KBBC	Centerville	Utah	639
KBBS	Buffalo	Wyo.	668
KBCH	Oceanlake	Ore.	580
KBCL	Bossier City	La.	457
KBCS	Grand Prairie	Tex.	626
KBEC	Waxahachie	Tex.	638
KBEE	Modesto	Calif.	375
KBEL	Idabel	Okla.	574
KBEN	Carrizo Springs	Tex.	619
KBHM	Branson	Mo.	499
KBHS	Hot Springs	Ark.	365
KBIA	Columbia	Mo.	499
KBIF	Fresno	Calif.	372
KBIG	Avalon	Calif.	369
KBIM	Roswell	N. M.	522
KBIS	Bakersfield	Calif.	369
KBIX	Muskogee	Okla.	574
KBIZ	Ottumwa	Iowa	443
KBKC	Kansas City	Mo.	503
KBKR	Baker	Ore.	577
KBKW	Aberdeen	Wash.	650
KBLA	Burbank	Calif.	370
KBLF	Red Bluff	Calif.	377
KBLI	Blackfoot	Idaho	421
KBLO	Hot Springs	Ark.	365
KBLT	Big Lake	Tex.	617
KBMI	Henderson	Nev.	514
KBMN	Bozeman	Mont.	509
KBMO	Benson	Minn.	487

When Stations Change Hands —

Knowing where the buyers are solves half the problem for a seller.

Knowing where the sellers are solves half the problem for a buyer.

Those are the halves that we know.

The other half depends on telling us your situation so we can go to work for you.

ALLEN KANDER AND COMPANY

Negotiators for the Purchase and Sale of Important Radio and Television Stations

WASHINGTON	**1625 Eye Street N.W.**	**NAtional 8-1990**
NEW YORK	**60 East 42nd Street**	**MUrray Hill 7-4242**

Station	City	State	Page
KBMW	Breckenridge	Minn.	487
KBMX	Coalinga	Calif.	371
KBMY	Billings	Mont.	508
KBND	Bend	Ore.	577
KBNZ	La Junta	Colo.	387
KBOA	Kennett	Mo.	504
KBOE	Oskaloosa	Iowa	443
KBOI	Boise	Idaho	421
KBOK	Malvern	Ark.	366
KBOL	Boulder	Colo.	384
KBOM	Bismarck-Mandan	N. D.	561
KBON	Omaha	Neb.	513
KBOP	Pleasanton	Tex.	633
KBOR	Brownsville	Tex.	618
KBOW	Butte	Mont.	509
KBOX	Dallas	Tex.	622
KBOY	Medford	Ore.	579
KBRC	Mount Vernon	Wash.	653
KBRK	Brookings	S. D.	605
KBRL	McCook	Neb.	512
KBRO	Bremerton	Wash.	651
KBRS	Springdale	Ark.	368
KBRV	Soda Springs	Idaho	423
KBRX	O'Neill	Neb.	513
KBRZ	Freeport	Tex.	626
KBSF	Springhill	La.	461
KBST	Big Spring	Tex.	617
KBTA	Batesville	Ark.	364
KBTK	Missoula	Mont.	510
KBTM	Jonesboro	Ark.	366
KBTN	Neosho	Mo.	504
KBTO	El Dorado	Kan.	445
KBUC	Corona	Calif.	371
KBUD	Athens	Tex.	616
KBUH	Brigham City	Utah	638
KBUN	Bemidji	Minn.	487
KBUR	Burlington	Iowa	439
KBUS	Mexia	Tex.	631
KBUZ	Phoenix	Ariz.	361
KBVM	Lancaster	Calif.	373
KBWD	Brownwood	Tex.	618
KBYE	Oklahoma City	Okla.	574
KBYG	Big Spring	Tex.	618
KBYR	Anchorage	Alaska	359
KBZY	Salem	Ore.	583
KCAL	Redlands	Calif.	377
KCAP	Helena	Mont.	510
KCAR	Clarksville	Tex.	619
KCBC	Des Moines	Iowa	441
KCBD	Lubbock	Tex.	630
KCBQ	San Diego	Calif.	379
KCBS	San Francisco	Calif.	379
KCCO	Lawton	Okla.	574
KCCT	Corpus Christi	Tex.	621
KCEE	Tucson	Ariz.	362
KCFH	Cuero	Tex.	621
KCHA	Charles City	Iowa	440
KCHE	Cherokee	Iowa	440
KCHI	Chillicothe	Mo.	499
KCHJ	Delano	Calif.	371
KCHR	Charleston	Mo.	499
KCHS	Truth or Consequences	N. M.	523
KCHV	Coachella	Calif.	370
KCID	Caldwell	Idaho	421
KCIJ	Shreveport	La.	461
KCIL	Houma	La.	458
KCIM	Carroll	Iowa	440
KCJB	Minot	N. D.	562
KCKC	San Bernardino	Calif.	378
KCKN	Kansas City	Kan.	446
KCKY	Coolidge	Ariz.	360
KCLA	Pine Bluff	Ark.	367
KCLE	Cleburne	Tex.	619
KCLF	Clifton	Ariz.	360
KCLN	Clinton	Iowa	440
KCLO	Leavenworth	Kan.	447
KCLP	Rayville	La.	460
KCLS	Flagstaff	Ariz.	360
KCLV	Clovis	N. M.	521
KCLW	Hamilton	Tex.	626
KCLX	Colfax	Wash.	651
KCMC	Texarkana	Tex.	637
KCMJ	Palm Springs	Calif.	376
KCMO	Kansas City	Mo.	503
KCMR	McCamey	Tex.	630
KCMS	Manitou Spring	Colo.	387
KCNA	Tucson	Ariz.	362
KCNI	Broken Bow	Neb.	511
KCNO	Alturas	Calif.	368
KCNY	San Marcos	Tex.	635
KCOB	Newton	Iowa	443
KCOG	Centerville	Iowa	440
KCOH	Houston	Tex.	627
KCOK	Tulare	Calif.	382
KCOL	Ft. Collins	Colo.	386
KCON	Conway	Ark.	364
KCOR	San Antonio	Tex.	634
KCOW	Alliance	Neb.	511
KCOY	Santa Maria	Calif.	382
KCRA	Sacramento	Calif.	378
KCRB	Chanute	Kan.	445
KCRC	Enid	Okla.	573
KCRE	Crescent City	Calif.	371
KCRG	Cedar Rapids	Iowa	440
KCRS	Midland	Tex.	631
KCRT	Trinidad	Colo.	389
KCRV	Caruthersville	Mo.	499
KCSJ	Pueblo	Colo.	387
KCSR	Chadron	Neb.	511
KCTI	Gonzales	Tex.	626
KCTX	Childress	Tex.	619
KCUB	Tucson	Ariz.	363
KCUE	Red Wing	Minn.	490
KCUL	Fort Worth	Tex.	625
KCVL	Colville	Wash.	651
KCVR	Lodi	Calif.	373
KCYL	Lampasas	Tex.	629
KDAC	Fort Bragg	Calif.	372
KDAL	Duluth	Minn.	487
KDAN	Eureka	Calif.	371
KDAV	Lubbock	Tex.	629
KDAY	Hollywood	Calif.	373
KDB	Santa Barbara	Calif.	381
KDBC	Mansfield	La.	458
KDBM	Dillon	Mont.	509
KDBS	Alexandria	La.	455
KDDD	Dumas	Tex.	623
KDDW	Kingstree	S. C.	603
KDEC	Decorah	Iowa	441
KDEF	Albuquerque	N. M.	520
KDEN	Denver	Colo.	385
KDEO	El Cajon	Calif.	371
KDES	Palm Springs	Calif.	376
KDET	Center	Tex.	619
KDEX	Dexter	Mo.	501
KDGO	Durango	Colo.	386

"we're going great with Radio Press"

This quote is from only one of many complimentary letters received from our subscriber stations; in this case Duncan Mounsey, Executive Vice President and General Manager of WPTR, Albany.

And these stations have come to recognize the advantages of **exclusive-in-the-market** RADIO PRESS service:

- Complete foreign, national and Washington coverage . . . at low cost . . . all in one quality package.
- Seven-days-a-week service, with round-the-clock standby for fast breaks; top quality transmission.
- Highest professional standards, backed by full-time news bureaus and experienced correspondents around the world.
- Stability of operation and policy in the face of an uncertain period in radio.

Here's what some other RADIO PRESS subscribers say:

"We have made capital . . . not only of spot news but also of your recent interviews with Errol Flynn and Ernest Hemingway . . . the sponsors of our newscasts have commented quite favorably . . . we freely credit the excellent service you are giving us."

WWDC, Washington, D. C.

". . . your excellent 'voiced' news service has gained favorable comment among our listeners."

WGN, Chicago, Ill.

For free audition record and further details, call, write or wire:

RADIO PRESS

18 East 50th St., N. Y. 22, N. Y., PL 3-3822 • George Hamilton Combs, Pres.; Stewart Barthelmess, Vice-Pres.

ion	City	State	Page
IL	Faribault,	Minn.	488
O	Ortonville,	Minn.	490
K	Dickinson,	N. D.	561
I	Holbrook,	Ariz.	360
A	Pittsburgh,	Pa.	594
D	Clinton,	Mo.	499
A	DeRidder,	La.	457
K	Del Rio,	Tex.	623
M	Detroit Lakes,	Minn.	487
R	Devils Lake,	N. D.	561
IA	Montevideo,	Minn.	489
IO	Carthage,	Mo.	499
IS	El Dorado,	Ark.	364
T	Denton,	Tex.	623
K	Tyler,	Tex.	637
N	Salinas,	Calif.	378
T	Reno,	Nev.	515
V	Medford,	Ore.	580
N	De Queen,	Ark.	364
O	Sedalia,	Mo.	506
S	Paragould,	Ark.	367
J	Deadwood,	S. D.	605
N	Denison,	Iowa	441
X	Denison-Sherman,	Tex.	623
A	Delta,	Colo.	384
H	Dubuque,	Iowa	441
B	Lubbock,	Tex.	629
Z	Hutchinson,	Minn.	488
T	Stamford,	Tex.	636
U	St. George,	Utah	640
L	Salt Lake City,	Utah	640
A	Pueblo,	Colo.	387
N	Brownwood,	Tex.	618

Station	City	State	Page
KEAP	Fresno,	Calif.	372
KEBE	Jacksonville,	Tex.	628
KECK	Odessa,	Tex.	632
KEDO	Longview,	Wash.	652
KEED	Springfield,	Ore.	583
KEEL	Shreveport,	La.	461
KEEN	San Jose,	Calif.	380
KEEP	Twin Falls,	Idaho	423
KELA	Centralia-Chehalis,	Wash.	651
KELD	El Dorado,	Ark.	364
KELK	Elko,	Nev.	514
KELO	Sioux Falls,	S. D.	606
KELP	El Paso,	Tex.	624
KELY	Ely,	Nev.	514
KENA	Mena,	Ark.	367
KENE	Toppenish,	Wash.	656
KENI	Anchorage,	Alaska	359
KENL	Arcata,	Calif.	369
KENM	Portales,	N. M.	522
KENN	Farmington,	N. M.	521
KENO	Las Vegas,	Nev.	514
KENS	San Antonio,	Tex.	634
KENT	Shreveport,	La.	461
KENY	Bellingham,	Wash.	651
KEPR	Kennewick,	Wash.	652
KEPS	Eagle Pass,	Tex.	624
KERB	Kermit,	Tex.	628
KERC	Eastland,	Tex.	624
KERG	Eugene,	Ore.	578
KERN	Bakersfield,	Calif.	369
KERV	Kerrville,	Tex.	628
KETX	Livingston,	Tex.	629
KEUN	Eunice,	La.	457

HOWARD E. STARK

BROKERS • FINANCIAL CONSULTANTS

RADIO STATIONS • TELEVISION STATIONS

More than a decade of Constructive Service to Broadcasters and the Broadcasting Industry

50 East 58 Street
New York 22, N. Y.

ELdorado 5-0405

Station City State	Page
KEVA — Shamrock, Tex.	636
KEVE — Minneapolis, Minn.	489
KEVL — White Castle, La.	463
KEVT — Tucson, Ariz.	333
KEX — Portland, Ore.	580
KEXO — Grand Junction, Colo.	386
KEYE — Perryton, Tex.	633
KEYJ — Jamestown, N. D.	562
KEYS— Corpus Christi, Tex.	621
KEVY — Provo, Utah	639
KEYZ — Williston, N. D.	562
KFAB — Omaha, Neb.	513
KFAC — Los Angeles, Calif.	374
KFAL — Fulton, Mo.	501
KFAM — St. Cloud, Minn.	490
KFAR — Fairbanks, Alaska	359
KFAY — Fayetteville, Ark.	364
KFBB — Great Falls, Mont.	509
KFBC — Cheyenne, Wyo.	639
KFBI — Wichita, Kan.	448
KFBK — Sacramento, Calif.	378
KFDA — Amarillo, Tex.	616
KFDM — Beaumont, Tex.	617
KFDR — Grand Coulee, Wash.	652
KFEL — Pueblo, Colo.	389
KFEQ — St. Joseph, Mo.	505
KFFA — Helena, Ark.	365
KFGO — Fargo, N. D.	561
KFH — Wichita, Kan.	448
KFHA — Lakewood, Wash.	652
KFI — Los Angeles, Calif.	374
KFIR — North Bend, Ore.	580
KFIV — Modesto, Calif.	375

Station City State	Page
KFIZ — Fond du Lac, Wis.	662
KFJB — Marshalltown, Iowa	442
KFJI — Klamath Falls, Ore.	579
KFJZ — Fort Worth, Tex.	625
KFKA — Greeley, Colo.	386
KFKF — Bellevue, Wash.	650
KFLD — Floydada, Tex.	625
KFLJ — Walsenburg, Colo.	389
KFLW — Klamath Falls, Ore.	579
K-FLY — Corvallis, Ore.	578
KFMA — Davenport, Iowa	441
KFMB — San Diego, Calif.	379
KFMJ — Tulsa, Okla.	576
KFML — Denver, Colo.	385
KFMO — Flat River, Mo.	501
KFNF — Shenandoah, Iowa	443
KFNY — Ferriday, La.	457
KFOR — Lincoln, Neb.	512
KFOX — Long Beach, Calif.	373
KFPW — Fort Smith, Ark.	365
KFQD — Anchorage, Alaska	359
KFRB — Fairbanks, Alaska	359
KFRC — San Francisco, Calif.	380
KFRD — Rosenberg, Tex.	633
KFRE — Fresno, Calif.	372
KFRM — Concordia, Kan.	445
KFRO — Longview, Tex.	629
KFRU — Columbia, Mo.	501
KFSA — Fort Smith, Ark.	365
KFSB — Joplin, Mo.	501
KFSC — Denver, Colo.	385
KFSD — San Diego, Calif.	379
KFST — Ft. Stockton, Tex.	625

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Station	City	State	Page
M	Fort Morgan,	Colo.	386
V	Paris,	Tex.	632
N	Las Vegas,	N. M.	522
S	Cape Girardeau,	Mo.	499
VB	Hollywood,	Calif.	373
D	Nampa,	Idaho	422
M	San Bernardino,	Calif.	379
N	Bonham,	Tex.	618
O	Lubbock,	Tex.	630
R	Bismarck,	N. D.	561
A	Spokane,	Wash.	655
AF	Gainesville,	Tex.	626
AK	Gallup,	N. M.	521
AL	Lebanon,	Ore.	579
AN	Bastrop,	La.	456
AS	Carthage,	Tex.	619
AY	Salem,	Ore.	583
B	San Diego,	Calif.	379
BC	Galveston,	Tex.	626
BT	Harlingen,	Tex.	626
BX	Springfield,	Mo.	507
CX	Sidney,	Mont.	511
DE	Fergus Falls,	Minn.	488
DN	Edmonds,	Wash.	651
E	Bakersfield,	Calif.	369
EK	Sterling,	Colo.	389
EM	Boise,	Idaho	421
EN	Tulare,	Calif.	383
ER	Long Beach,	Calif.	373
EZ	Kalispell,	Mont.	510
F	Shawnee,	Okla.	575
FJ	Los Angeles,	Calif.	374
FL	Roswell,	N. M.	522
FW	Kearney,	Neb.	512

Station	City	State	Page
KGFX	Pierre,	S. D.	606
KGGF	Coffeyville,	Kan.	445
KGGM	Albuquerque,	N. M.	520
KGHF	Pueblo,	Colo.	389
KGHI	Little Rock,	Ark.	366
KGHL	Billings,	Mont.	508
KGHM	Brookfield,	Mo.	499
KGIL	San Fernando,	Calif.	379
KGIW	Alamosa,	Colo.	384
KGKB	Tyler,	Tex.	637
KGKL	San Angelo,	Tex.	634
KGKO	Dallas,	Tex.	622
KGLC	Miami,	Okla.	574
KGLN	Glenwood Springs,	Colo.	386
KGLO	Mason City,	Iowa	443
KGLU	Safford,	Ariz.	362
KGMB	Honolulu,	Hawaii	419
KGMC	Englewood,	Colo.	386
KGMO	Cape Girardeau,	Mo.	499
KGMS	Sacramento,	Calif.	378
KGNB	New Braunfels,	Tex.	631
KGNC	Amarillo,	Tex.	616
KGNO	Dodge City,	Kan.	445
KGO	San Francisco,	Calif.	380
KGOL	Golden,	Colo.	386
KGON	Oregon City,	Ore.	580
KGOS	Torrington,	Wyo.	670
KGPC	Grafton,	N. D.	561
KGRI	Henderson,	Tex.	626
KGRN	Grinnell,	Iowa	442
KGRO	Gresham,	Ore.	579
KGRT	Las Cruces,	N. M.	521
KGST	Fresno,	Calif.	372
KGU	Honolulu,	Hawaii	419

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Station	City	State	Page
KGVL	Greenville,	Tex.	626
KGVO	Missoula,	Mont.	510
KGW	Portland,	Ore.	581
KGWA	Enid,	Okla.	573
KGY	Olympia,	Wash.	653
KGYN	Guymon,	Okla.	573
KHAM	Albuquerque,	N. M.	520
KHAS	Hastings,	Neb.	512
KHAT	Phoenix,	Ariz.	361
KHBC	Hilo,	Hawaii	419
KHBG	Okmulgee,	Okla.	575
KHBM	Monticello,	Ark.	367
KHBR	Hillsboro,	Tex.	627
KHCD	Clifton,	Ariz.	360
KHEM	Big Spring,	Tex.	618
KHEN	Henryetta,	Okla.	574
KHEP	Phoenix,	Ariz.	361
KHEY	El Paso,	Tex.	624
KHFH	Sierra Vista,	Ariz.	362
KHHH	Pampa,	Tex.	632
KHIL	Brighton,	Colo.	384
KHIT	Walla Walla,	Wash.	656
KHJ	Los Angeles,	Calif.	374
KHMO	Hannibal,	Mo.	501
KHOB	Hobbs,	N. M.	521
KHOG	Fayetteville,	Ark.	365
KHON	Honolulu,	Hawaii	419
KHOT	Madera,	Calif.	374
KHOW	Denver,	Colo.	385
KHOZ	Harrison,	Ark.	365
KHQ	Spokane,	Wash.	655
KHSL	Chico,	Calif.	370
KHUB	Fremont,	Neb.	511
KHUZ	Borger,	Tex.	618
KHVH	Honolulu,	Hawaii	419
KIBE	Palo Alto,	Calif.	376
KIBH	Seward,	Alaska	359
KIBL	Beeville,	Tex.	617
KIBS	Bishop,	Calif.	370
KICA	Clovis,	N. M.	521
KICD	Spencer,	Iowa	444
KICK	Springfield,	Mo.	507
KICO	Calexico,	Calif.	370
KID	Idaho Falls,	Idaho	422
KIDD	Monterey,	Calif.	375
KIDO	Boise,	Idaho	421
KIEM	Eureka,	Calif.	371
KIEV	Glendale,	Calif.	372
KIFI	Idaho Falls,	Idaho	422
KIFN	Phoenix,	Ariz.	361
KIFW	Sitka,	Alaska	359
KIHN	Hugo,	Okla.	574
KIHO	Sioux Falls,	S. D.	606
KIHR	Hood River,	Ore.	579
KIJV	Huron,	S. D.	606
KIKI	Honolulu,	Hawaii	420
KIKK	Bakersfield,	Calif.	369
KIKO	Globe-Miami,	Ariz.	360
KIKS	Sulphur-Lake Charles,	La.	461
KILA	Hilo,	Hawaii	419
KILO	Grand Forks,	N. D.	561
KILT	Houston,	Tex.	627
KIMA	Yakima,	Wash.	657
KIML	Gillette,	Wyo.	669
KIMM	Denver,	Colo.	385
KIMO	Independence,	Mo.	501
KIMP	Mount Pleasant,	Tex.	631
KIND	Independence,	Kan.	446
KINE	Kingsville,	Tex.	629
KING	Seattle,	Wash.	654
KINS	Eureka,	Calif.	371
KINY	Juneau,	Alaska	359
KIOA	Des Moines,	Iowa	441
KIOX	Bay City,	Tex.	617
KIPA	Hilo,	Hawaii	419
KIRO	Seattle,	Wash.	654
KIRT	McAllen-Mission,	Tex.	630
KIRX	Kirksville,	Mo.	504
KISD	Sioux Falls,	S. D.	606
KIST	Santa Barbara,	Calif.	381
KIT	Yakima,	Wash.	657
KITE	San Antonio,	Tex.	634
KITI	Chehalis-Centralia,	Wash.	651
KITN	Olympia,	Wash.	653
KITO	San Bernardino,	Calif.	379
KIUL	Garden City,	Kan.	445
KIUN	Pecos,	Tex.	633
KIUP	Durango,	Colo.	386
KIVY	Crockett,	Tex.	621
KIWW	San Antonio,	Tex.	634
KIXL	Dallas,	Tex.	622
KIXX	Provo,	Utah	639
KIYI	Shelby,	Mont.	511
KJAN	Atlantic,	Iowa	439
KJAY	Topeka,	Kan.	448
KJBC	Midland,	Tex.	631
KJBS	San Francisco,	Calif.	380
KJCF	Festus,	Mo.	501
KJCK	Junction City,	Kan.	446
KJEF	Jennings,	La.	458
KJET	Beaumont,	Tex.	617

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tation	City	State	Page
JFJ	Webster City,	Iowa	444
JIM	Fort Worth,	Tex.	625
JLT	North Platte,	Neb.	513
JNO	Juneau,	Alaska	359
JOE	Shreveport,	La.	461
JOY	Stockton,	Calif.	382
JR	Seattle,	Wash.	654
JRG	Newton,	Kan.	447
JSK	Columbus,	Neb.	511
KEY	Vancouver,	Wash.	656
KOG	Ogden,	Utah	639
LAC	Hollywood,	Calif.	373
LAD	Klamath Falls,	Ore.	579
LAK	Lakewood,	Colo.	387
LAM	Cordova,	Alaska	359
LAN	Renton,	Wash.	654
LAS	Las Vegas,	Nev.	514
LBM	La Grande,	Ore.	579
LCB	Libby,	Mont.	510
LCN	Blytheville,	Ark.	364
LCO	Poteau,	Okla.	575
LEA	Lovington,	N. M.	522
LEC	Jonesville,	La.	458
LEE	Ottumwa,	Iowa	443
LEM	Le Mars,	Iowa	442
LEN	Killeen,	Tex.	629
LEO	Wichita,	Kan.	448
LER	Orofino,	Idaho	422
LEX	Lexington,	Mo.	504
LFT	Golden Meadow,	La.	457
LGA	Algona,	Iowa	439
LGN	Logan,	Utah	639
LGR	Redwood Falls,	Minn.	490
LIC	Monroe,	La.	459
LIE	Galveston,	Tex.	626
LIF	Dallas,	Tex.	622
LIK	Jefferson City,	Mo.	501
LIL	Estherville,	Iowa	442
LIN	Lincoln,	Neb.	512
LIQ	Portland,	Ore.	581
LIR	Denver,	Colo.	385
LIX	Twin Falls,	Idaho	423
LIZ	Brainerd,	Minn.	487
LKC	Parsons,	Kan.	447
LLA	Leesville,	La.	458
LLL	Lubbock,	Tex.	630
LMO	Longmont,	Colo.	387
LMR	Lamar,	Colo.	387
LMS	Lincoln,	Neb.	512
LMX	Clayton,	N. M.	521
LO	Ogden,	Utah	639
LOG	Kelso,	Wash.	652
LOH	Pipestone,	Minn.	490
LOK	San Jose,	Calif.	381
LOO	Corvallis,	Ore.	578
LOQ	Yakima,	Wash.	657
LOS	Albuquerque,	N. M.	520
LOU	Lake Charles,	La.	458
LOV	Loveland,	Colo.	387
LPL	Lake Providence,	La.	458
LPM	Minot,	N. D.	562
LPR	Oklahoma City,	Okla.	575
LPW	Union,	Mo.	508
LRA	Little Rock,	Ark.	366
LRS	Mountain Grove,	Mo.	504
LTF	Little Falls,	Minn.	488
LTI	Longview,	Tex.	629
LTR	Blackwell,	Okla.	573

Station	City	State	Page
KLTZ	Glasgow,	Mont.	509
KLUB	Salt Lake City,	Utah	640
KLUE	Shreveport,	La.	461
KLUK	Evanston,	Wyo.	669
KLUV	Haynesville,	La.	458
KLVC	Leadville,	Colo.	387
KLVI	Vivian,	La.	463
KLVL	Pasadena,	Tex.	633
KLVT	Levelland,	Tex.	629
KLWN	Lawrence,	Kan.	447
KLWT	Lebanon,	Mo.	504
KLX	Oakland,	Calif.	375
KLYD	Bakersfield,	Calif.	369
KLYK	Spokane,	Wash.	655
KLYN	Amarillo,	Tex.	616
KLYR	Clarksville,	Ark.	364
KLZ	Denver,	Colo.	385
KMA	Shenandoah,	Iowa	443
KMAC	San Antonio,	Tex.	635
KMAE	McKinney,	Tex.	631
KMAK	Fresno,	Calif.	372
KMAM	Tularosa,	N. M.	523
KMAN	Manhattan,	Kan.	447
KMAP	Bakersfield,	Calif.	369
KMAQ	Maquoketa,	Iowa	442
KMAR	Winnesboro,	La.	463
KMBC	Kansas City,	Mo.	503
KMBL	Junction,	Tex.	628
KMBY	Monterey,	Calif.	375
KMCD	Fairfield,	Iowa	442
KMCM	McMinnville,	Ore.	579
KMCO	Conroe,	Tex.	619
KMDO	Fort Scott,	Kan.	445
KMED	Medford,	Ore.	580
KMEL	Wenatchee,	Wash.	657
KMHL	Marshall,	Minn.	488
KMHT	Marshall,	Tex.	630
KMIL	Cameron,	Tex.	619
KMIN	Grants,	N. M.	521
KMJ	Fresno,	Calif.	372
KMLB	Monroe,	La.	459
KMLW	Marlin,	Tex.	630
KMMJ	Grand Island,	Neb.	512
KMMO	Marshall,	Mo.	504
KMNS	Sioux City,	Iowa	444
KMO	Tacoma,	Wash.	656
KMON	Great Falls,	Mont.	509
KMOP	Tucson,	Ariz.	363
KMOR	Oroville,	Calif.	376
KMOX	St. Louis,	Mo.	505
KMPC	Los Angeles,	Calif.	374
KMRC	Morgan City,	La.	459
KMRS	Morris,	Minn.	490
KMUR	Murray,	Utah	639
KMUS	Muskogee,	Okla.	574
KMVI	Wailuku-Maui,	Hawaii	420
KMYC	Marysville,	Calif.	374
KMYR	Denver,	Colo.	385
KNAF	Fredericksburg,	Tex.	625
KNAK	Salt Lake City,	Utah	640
KNAL	Victoria,	Tex.	637
KNBA	Vallejo,	Calif.	383
KNBC	San Francisco,	Calif.	380
KNBX	Kirkland,	Wash.	652
KNBY	Newport,	Ark.	367
KNCK	Concordia,	Kan.	445
KNCM	Moberly,	Mo.	504
KNCO	Garden City,	Kan.	446

Station	City	State	Page
KNDC	Hettinger	N. D.	562
KNDY	Marysville	Kan.	447
KNEA	Jonesboro	Ark.	366
KNEB	Scottsbluff	Neb.	513
KNED	McAlester	Okla.	574
KNEL	Brady	Tex.	618
KNEM	Nevada	Mo.	505
KNET	Palestine	Tex.	632
KNEW	Spokane	Wash.	655
KNEX	McPherson	Kan.	447
KNEZ	Lompoc	Calif.	373
KNGS	Hanford	Calif.	372
KNIM	Maryville	Mo.	504
KNIT	Abilene	Tex.	615
KNLR	North Little Rock	Ark.	367
KNOC	Natchitoches	La.	459
KNOE	Monroe	La.	459
KNOG	Nogales	Ariz.	361
KNOK	Fort Worth	Tex.	625
KNOR	Norman	Okla.	574
KNOT	Prescott	Ariz.	362
KNOW	Austin	Tenn.	616
KNOX	Grand Forks	N. D.	561
KNPT	Newport	Ore.	580
KNUJ	New Ulm	Minn.	490
KNUZ	Houston	Tex.	627
KNX	Los Angeles	Calif.	374
KOA	Denver	Colo.	385
KOAL	Price	Utah	639
KOAM	Pittsburg	Kan.	447
KOB	Albuquerque	N. M.	520
KOBE	Las Cruces	N. M.	521
KOBH	Hot Springs	S. D.	605
KOBY	San Francisco	Calif.	380
KOCA	Kilgore	Tex.	628
KOCY	Oklahoma City	Okla.	575
KODE	Joplin	Mo.	501
KODI	Cody	Wyo.	669
KODL	The Dalles	Ore.	583
KODY	North Platte	Neb.	513
KOEL	Oelwein	Iowa	443
KOFA	Yuma	Ariz.	363
KOFE	Pullman	Wash.	653
KOFI	Kalispell	Mont.	510
KOFO	Ottawa	Kan.	447
KOFY	San Mateo	Calif.	381
KOGA	Ogallala	Neb.	513
KOGT	Orange	Tex.	632
KOH	Reno	Nev.	515
KOHU	Hermiston	Ore.	579
KOIL	Omaha	Neb.	513
KOIN	Portland	Ore.	581
KOJM	Havre	Mont.	510
KOKA	Shreveport	La.	461
KOKE	Austin	Tex.	617
KOKO	Warrensburg	Mo.	508
KOKX	Keokuk	Iowa	442
KOKY	Little Rock	Ark.	366
KOL	Seattle	Wash.	655
KOLD	Tucson	Ariz.	363
KOLE	Port Arthur	Tex.	633
KOLJ	Quanah	Tex.	633
KOLO	Reno	Nev.	515
KOLR	Sterling	Colo.	389
KOLS	Pryor	Okla.	575
KOLT	Scottsbluff	Neb.	513
KOLY	Mobridge	S. D.	606
KOMA	Oklahoma City	Okla.	575
KOMB	Cottage Grove	Ore.	578
KOME	Tulsa	Okla.	576
KOMO	Seattle	Wash.	655
KOMW	Omak	Wash.	653
KOMY	Watsonville	Calif.	383
KONE	Reno	Nev.	515
KONG	Visalia	Calif.	383
KONI	Phoenix	Ariz.	361
KONO	San Antonio	Tex.	634
KONP	Port Angeles	Wash.	653
KOOK	Billings	Mont.	508
KOOL	Phoenix	Ariz.	361
KOOO	Omaha	Neb.	513
KOOS	Coos Bay	Ore.	577
KOPR	Butte	Mont.	509
KOPY	Alice	Tex.	616
KORA	Bryan	Tex.	618
KORC	Mineral Wells	Tex.	631
KORD	Pasco	Wash.	653
KORE	Eugene	Ore.	578
KORK	Las Vegas	Nev.	514
KORN	Mitchell	S. D.	606
KORT	Grangeville	Idaho	421
KOSA	Odessa	Tex.	632
KOSE	Osceola	Ark.	367
KOSF	Nacogdoches	Tex.	631
KOSI	Denver	Colo.	385
KOSY	Texarkana	Ark.	368
KOTA	Rapid City	S. D.	606
KOTN	Pine Bluff	Ark.	367
KOTS	Deming	N. M.	521
KOVC	Valley City	N. D.	562
KOVE	Lander	Wyo.	669
KOVO	Provo	Utah	639
KOWB	Laramie	Wyo.	669
KOWH	Omaha	Neb.	513
KOWL	Bijou	Calif.	370
KOWN	Escondido	Calif.	371
KOXR	Oxnard	Calif.	376
KOY	Phoenix	Ariz.	361
KOYE	El Paso	Tex.	624
KOYL	Odessa	Tex.	632
KOYN	Billings	Mont.	509
KOZE	Lewiston	Idaho	422
KOZI	Chelan	Wash.	651
KOZY	Grand Rapids	Minn.	488
KPAC	Port Arthur	Tex.	633
KPAL	Palm Springs	Calif.	376
KPAM	Portland	Ore.	581
KPAN	Hereford	Tex.	627
KPAS	Banning	Calif.	370
KPAY	Chico	Calif.	370
KPBA	Pine Bluff	Ark.	367
KPBM	Carlsbad	N. M.	520
KPDN	Pampa	Tex.	632
KPDQ	Portland	Ore.	581
KPEG	Spokane	Wash.	655
KPEL	Lafayette	La.	458
KPEP	San Angelo	Tex.	634
KPER	Gilroy	Calif.	372
KPET	Lamesa	Tex.	629
KPHO	Phoenix	Ariz.	361
KPID	Payette	Idaho	422
KPIG	Cedar Rapids	Iowa	440
KPIK	Colorado Springs	Colo.	384
KPIN	Casa Grande	Ariz.	360
KPKW	Pasco	Wash.	653
KPLC	Lake Charles	La.	458

tation	City	State	Page
PLK	Dallas,	Ore.	578
PLT	Paris,	Tex.	633
PMC	Bakersfield,	Calif.	369
POA	Honolulu,	Hawaii	420
POC	Pocahontas,	Ark.	368
POJ	Portland,	Ore.	581
POK	Scottsdale,	Ariz.	362
POL	Los Angeles,	Calif.	374
POP	Los Angeles,	Calif.	374
POR	Quincy,	Wash.	653
POS	Post,	Tex.	633
POW	Powell,	Wyo.	670
PQ	Wenatchee,	Wash.	657
PRB	Redmond,	Ore.	581
PRC	Houston,	Tex.	627
PRK	Livingston,	Mont.	510
PRL	Paso Robles,	Calif.	377
PRO	Riverside,	Calif.	378
PRS	Kansas City,	Mo.	503
PSO	Falfurrias,	Tex.	625
PST	Preston,	Idaho	423
PTL	Carson City,	Nev.	514
PUG	Bellingham,	Wash.	651
PVA	Camas,	Wash.	651
QDI	Bismarck,	N. D.	561
QDY	Minot,	N. D.	562
QEO	Albuquerque,	N. M.	520
QIK	Lakeview,	Ore.	579
QTY	Everett,	Wash.	652
QV	Pittsburgh,	Pa.	594
RAC	Alamogordo,	N. M.	520
RAI	Craig,	Colo.	384
RAK	Stockton-Sacramento,	Calif.	382
RAL	Rawlins,	Wyo.	670
RAM	Las Vegas,	Nev.	515
RAY	Amarillo,	Tex.	616
RBA	Lufkin,	Tex.	630
RBC	Abilene,	Tex.	615
RBI	St. Peter,	Minn.	491
RBO	Las Vegas,	Nev.	515
RCK	Ridgecrest,	Calif.	378
RCO	Prineville,	Ore.	581
RCT	Pasadena,	Tex.	633
RDG	Redding,	Calif.	377
RDO	Colorado Springs,	Colo.	384
RDU	Dinuba,	Calif.	371
RE	Berkeley,	Calif.	370
REH	Oakdale,	La.	460
REI	Farmington,	Mo.	501
REL	Baytown,	Tex.	617
REM	Spokane,	Wash.	655
REO	Indio,	Calif.	373
RES	St. Joseph,	Mo.	505
REW	Sunnyside,	Wash.	656
REX	Grand Junction,	Colo.	386
RFO	Owatonna,	Minn.	490
RGI	Grand Island,	Neb.	512
RGV	Weslaco,	Tex.	638
RHD	Duncan,	Okla.	573
RIB	Mason City,	Iowa	443
RIC	Beaumont,	Tex.	617
RIG	Odessa,	Tex.	632
RIO	McAllen,	Tex.	630
RIZ	Phoenix,	Ariz.	361
RKC	King City,	Calif.	373
RKD	Los Angeles,	Calif.	374
RKO	Everett,	Wash.	652
RKS	Ridgecrest,	Calif.	378

Station	City	State	Page
KRLC	Lewiston,	Idaho	422
KRLD	Dallas,	Tex.	623
KRLN	Canon City,	Colo.	384
KRLW	Walnut Ridge,	Ark.	368
KRMD	Shreveport,	La.	461
KRMG	Tulsa,	Okla.	576
KRMO	Monett,	Mo.	504
KRMS	Osage Beach,	Mo.	505
KRMW	The Dalles,	Ore.	583
KRNO	San Bernardino,	Calif.	379
KRNR	Roseburg,	Ore.	581
KRNS	Burns,	Ore.	577
KRNT	Des Moines,	Iowa	441
KRNY	Kearney,	Neb.	512
KROC	Rochester,	Minn.	490
KROD	El Paso,	Tex.	624
KROF	Abbeville,	La.	455
KROG	Sonora,	Calif.	382
KROP	Brawley,	Calif.	370
KROS	Clinton,	Iowa	440
KROW	Oakland,	Calif.	375
KROX	Crookston,	Minn.	487
KROY	Sacramento,	Calif.	378
KRPL	Moscow,	Idaho	422
KRRV	Sherman-Denison,	Tex.	636
KRSC	Othello,	Wash.	653
KRSD	Rapid City,	S. D.	606
KRSI	Minneapolis,	Minn.	489
KRSL	Russel,	Kan.	447
KRSN	Los Alamos,	N. M.	522
KRTN	Raton,	N. M.	522
KRTR	Thermopolis,	Wyo.	670
KRUN	Ballinger,	Tex.	617
KRUS	Ruston,	La.	460
KRUX	Phoenix,	Ariz.	362
KRVN	Lexington,	Neb.	512
KRWC	Forest Grove,	Ore.	578
KRXK	Rexburg,	Idaho	423
KRXL	Roseburg,	Ore.	581
KRYS	Corpus Christi,	Tex.	621
KSAL	Salina,	Kan.	448
KSAM	Huntsville,	Tex.	628
KSAN	San Francisco,	Calif.	380
KSAY	San Francisco,	Calif.	380
KSBW	Salinas,	Calif.	378
KSCB	Liberal,	Kan.	447
KSCJ	Sioux City,	Iowa	444
KSCO	Santa Cruz,	Calif.	381
KSD	St. Louis,	Mo.	505
KSDA	Redding,	Calif.	377
KSDN	Aberdeen,	S. D.	605
KSDO	San Diego,	Calif.	379
KSEI	Pocatello,	Idaho	423
KSEK	Pittsburg,	Kan.	447
KSEL	Lubbock,	Tex.	630
KSEM	Moses Lake,	Wash.	652
KSEO	Durant,	Okla.	573
KSET	El Paso,	Tex.	625
KSEW	Sitka,	Alaska	359
KSEY	Seymour,	Tex.	636
KSFA	Nacogdoches,	Tex.	631
KSFE	Needles,	Calif.	375
KSFO	San Francisco,	Calif.	380
KSGM	Ste. Genevieve,	Mo.	505
KSIB	Creston,	Iowa	440
KSID	Sidney,	Neb.	514
KSIG	Crowley,	La.	457
KSIJ	Gladewater,	Tex.	626

Station	City	State	Page
KSIL	Silver City	N. M.	522
KSIM	Sikeston	Mo.	507
KSIR	Wichita	Kan.	448
KSIS	Sedalia	Mo.	507
KSIW	Woodward	Okla.	577
KSIX	Corpus Christi	Tex.	621
KSJB	Jamestown	N. D.	562
KSJO	San Jose	Calif.	381
KSKY	Dallas	Tex.	623
KSL	Salt Lake City	Utah	640
KSLM	Salem	Ore.	583
KSLO	Opelousas	La.	460
KSLV	Monte Vista	Colo.	387
KSMA	Santa Maria	Calif.	382
KSML	Seminole	Tex.	635
KSMN	Mason City	Iowa	443
KSMO	Salem	Mo.	506
KSNY	Snyder	Tex.	636
KSO	Des Moines	Iowa	441
KSOK	Arkansas City	Kan.	444
KSON	San Diego	Calif.	379
KSOO	Sioux Falls	S. D.	606
KSOP	Salt Lake City	Utah	640
KSOX	Raymondville	Tex.	633
KSPA	Santa Paula	Calif.	382
KSPI	Stillwater	Okla.	576
KSPL	Diboll	Tex.	624
KSPR	Casper	Wyo.	669
KSPT	Sandpoint	Idaho	423
KSRC	Socorro	N. M.	522
KSRO	Santa Rosa	Calif.	382
KSRV	Ontario	Ore.	580
KSST	Sulphur Springs	Tex.	636
KSTA	Coleman	Tex.	619
KSTB	Breckenridge	Tex.	618
KSTL	St. Louis	Mo.	506
KSTN	Stockton	Calif.	382
KSTP	St. Paul-Minneapolis	Minn.	491
KSTR	Grand Junction	Colo.	386
KSTT	Davenport	Iowa	441
KSTV	Stephenville	Tex.	636
KSUB	Cedar City	Utah	638
KSUE	Susanville	Calif.	382
KSUM	Fairmont	Minn.	488
KSUN	Bisbee	Ariz.	360
KSVC	Richfield	Utah	640
KSVP	Artesia	N. M.	520
KSWA	Graham	Tex.	626
KSWI	Council Bluffs	Iowa	440
KSWO	Lawton	Okla.	574
KSWS	Roswell	N. M.	522
KSYC	Yreka	Calif.	383
KSYD	Wichita Falls	Tex.	638
KSYL	Alexandria	La.	456
KTAC	Tacoma	Wash.	656
KTAE	Taylor	Tex.	636
KTAR	Phoenix	Ariz.	362
KTAT	Frederick	Okla.	573
KTBB	Tyler	Tex.	637
KTBC	Austin	Tex.	616
KTCB	Malden	Mo.	504
KTCN	Berryville	Ark.	364
KTCS	Fort Smith	Ark.	365
KTEE	Carmel	Calif.	370
KTEL	Walla Walla	Wash.	656
KTEM	Temple	Tex.	636
KTER	Terrell	Tex.	637
KTFI	Twin Falls	Idaho	423
KTFS	Texarkana	Tex.	637
KTFY	Brownfield	Tex.	618
KTHE	Thermopolis	Wyo.	670
KTHS	Little Rock	Ark.	366
KTHT	Houston	Tex.	628
KTIB	Thibodaux	La.	461
KTIL	Tillamook	Ore.	583
KTIM	San Rafael	Calif.	381
KTIP	Porterville	Calif.	377
KTIX	Seattle	Wash.	655
KTJS	Hobart	Okla.	574
KTKN	Ketchikan	Alaska	359
KTKR	Taft	Calif.	382
KTKT	Tucson	Ariz.	363
KTLD	Tallulah	La.	461
KTLN	Denver	Colo.	385
KTLO	Mountain Home	Ark.	367
KTLQ	Tahlequah	Okla.	576
KTLU	Rusk	Tex.	634
KTLW	Texas City	Tex.	637
KTMC	McAlester	Okla.	574
KTML	Marked Tree	Ark.	366
KTMS	Santa Barbara	Calif.	381
KTNC	Falls City	Neb.	511
KTNM	Tucumcari	N. M.	523
KTNT	Tacoma	Wash.	656
KTOE	Mankato	Minn.	488
KTOH	Lihue, Kauai	Hawaii	420
KTOK	Oklahoma City	Okla.	575
K-TOO	Henderson	Nev.	514
KTOP	Topeka	Kan.	448
KTOW	Oklahoma City	Okla.	575
KTRB	Modesto	Calif.	375
KTRC	Santa Fe	N. M.	522
KTRE	Lufkin	Tex.	630
KTRF	Thief River Falls	Minn.	491
KTRH	Houston	Tex.	628
KTRI	Sioux City	Iowa	444
KTRM	Beaumont	Tex.	617
KTRN	Wichita Falls	Tex.	638
KTRY	Bastrop	La.	456
KTSM	El Paso	Tex.	625
KTTN	Trenton	Mo.	508
KTTR	Rolla	Mo.	505
KTTS	Springfield	Mo.	507
KTUC	Tucson	Ariz.	363
KTUE	Tulia	Tex.	637
KTUL	Tulsa	Okla.	576
KTUR	Turlock	Calif.	383
KTUT	Tooele City	Utah	641
KTW	Seattle	Wash.	655
KTXJ	Jasper	Tex.	628
KTXL	San Angelo	Tex.	634
KTXO	Sherman	Tex.	636
KTYL	Mesa	Ariz.	361
KTYM	Inglewood	Calif.	373
KUAM	Agana	Guam	670
KUBA	Yuba City	Calif.	383
KUBC	Montrose	Colo.	387
KUBE	Pendleton	Ore.	580
KUDE	Oceanside	Calif.	376
KUDI	Great Falls	Mont.	509
KUDL	Kansas City	Mo.	503
KUDU	Ventura	Calif.	383
KUDY	Littleton	Colo.	387
KUEN	Wenatchee	Wash.	657
KUEQ	Phoenix	Ariz.	362
KUGN	Eugene	Ore.	578

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KUIK	Hillsboro, Ore.		579
KUIN	Grants Pass, Ore.		579
KUJ	Walla Walla, Wash.		656
KUKI	Ukiah, Calif.		383
KUKU	Willow Springs, Mo.		508
KULA	Honolulu, Hawaii		420
KULE	Ephrata, Wash.		652
KULP	El Campo, Tex.		624
KUMA	Pendleton, Ore.		580
KUNO	Corpus Christi, Tex.		621
KUOA	Siloam Springs, Ark.		368
KUPI	Idaho Falls, Idaho		422
KURA	Moab, Utah		639
KURV	Edinburg, Tex.		624
KURY	Brookings, Ore.		577
KUSH	Cushing, Okla.		573
KUSN	St. Joseph, Mo.		505
KUTI	Yakima, Wash.		657
KUTY	Palmdale, Calif.		376
KUVR	Holdrege, Neb.		512
KUZN	West Monroe, La.		463
KVAN	Vancouver, Wash.		656
KVAS	Astoria, Ore.		577
KVCK	Wolf Point, Mont.		511
KVCL	Winnfield, La.		463
KVCV	Redding, Calif.		377
KVEC	San Luis Obispo, Calif.		381
KVEL	Vernal, Utah		641
KVEN	Ventura, Calif.		383
KVET	Austin, Tex.		617
KVFC	Cortez, Colo.		384
KVFD	Ft. Dodge, Iowa		442
KVGB	Great Bend, Kan.		446
KVHL	Homer, La.		458
KVI	Seattle, Wash.		655
KVIC	Victoria, Tex.		638
KVIM	New Iberia, La.		459
KVIN	Vinita, Okla.		576
KVIP	Redding, Calif.		377
KVKM	Monahans, Tex.		631
KVLB	Cleveland, Tex.		619
KVLC	Little Rock, Ark.		366
KVLF	Alpine, Tex.		616
KVLH	Pauls Valley, Okla.		575
KVLV	Fallon, Nev.		514
KVMA	Magnolia, Ark.		366
KVMC	Colorado City, Tex.		619
KVNA	Flagstaff, Ariz.		360
KVNC	Winslow, Ariz.		363
KVNI	Coeur d'Alene, Idaho		421
KVNU	Logan, Utah		639
KVOC	Casper, Wyo.		669
KVOE	Emporia, Kan.		445
KVOG	Ogden, Utah		639
KVOL	Lafayette, La.		458
KVOM	Morrilton, Ark.		367
KVON	Napa, Calif.		375
KVOO	Tulsa, Okla.		576
KVOP	Plainview, Tex.		633
KVOR	Colorado Springs, Colo.		384
KVOS	Bellingham, Wash.		651
KVOU	Uvalde, Tex.		637
KVOW	Littlefield, Tex.		629
KVOX	Moorhead, Minn.		489
KVOY	Yuma, Ariz.		363
KVOZ	Laredo, Tex.		629
KVPI	Ville Platte, La.		463
KVRC	Arkadelphia, Ark.		364
KVRH	Salida, Colo.		389
KVRS	Rock Springs, Wyo.		670
KVSA	McGehee, Ark.		366
KVSF	Santa Fe, N. M.		522
KVSO	Ardmore, Okla.		572
KVWC	Vernon, Tex.		637
KVWM	Show Low, Ariz.		362
KVWO	Cheyenne, Wyo.		669
KWAD	Wadena, Minn.		491
KWAK	Stuttgart, Ark.		368
KWAL	Kellogg-Wallace, Idaho		422
KWAT	Watertown, S. D.		606
KWBB	Wichita, Kan.		448
KWBE	Beatrice, Neb.		511
KWBG	Boone, Iowa		439
KWBR	Oakland, Calif.		376
KWBW	Hutchinson, Kan.		446
KWBY	Colorado Springs, Colo.		384
KWCB	Searcy, Ark.		368
KWCL	Oak Grove, La.		460
KWCO	Chickasha, Okla.		573
KWDM	Des Moines, Iowa		441
KWEB	Rochester, Minn.		490
KWED	Seguin, Tex.		635
KWEI	Weiser, Idaho		423
KWEL	Midland, Tex.		631
KWEM	Memphis, Tenn.		612
KWEW	Hobbs, N. M.		521
KWFC	Hot Springs, Ark.		365
KWFR	San Angelo, Tex.		634
KWFT	Wichita Falls, Tex.		638
KWG	Stockton, Calif.		382
KWGB	Goodland, Kan.		446
KWHI	Brenham, Tex.		618
KWHK	Hutchinson, Kan.		446
KWHN	Fort Smith, Ark.		365
KWHO	Salt Lake City, Utah		641
KWHW	Altus, Okla.		572
KWIC	Salt Lake City, Utah		641
KWIK	Pocatello, Idaho		423
KWIL	Albany, Ore.		577
KWIN	Ashland, Ore.		577
KWIP	Merced, Calif.		375
KWIQ	Moses Lake, Wash.		652
KWIV	Douglas, Wyo.		669
KWIZ	Santa Ana, Calif.		381
KWJB	Globe, Ariz.		360
KWJJ	Portland, Ore.		581
KWK	St. Louis, Mo.		506
KWKC	Abilene, Tex.		615
KWKH	Shreveport, La.		461
KWKW	Pasadena, Calif.		376
KWLM	Willmar, Minn.		491
KWMT	Ft. Dodge, Iowa		442
KWNA	Winnemucca, Nev.		515
KWNO	Winona, Minn.		491
KWOA	Worthington, Minn.		491
KWOC	Poplar Bluff, Mo.		505
KWOE	Clinton, Okla.		573
KWON	Bartlesville, Okla.		573
KWOR	Worland, Wyo.		670
KWOS	Jefferson City, Mo.		501
KWOW	Pomona, Calif.		377
KWPC	Muscatine, Iowa		443
KWPM	West Plains, Mo.		508
KWPR	Claremore, Okla.		573
KWRC	Pendleton, Ore.		580
KWRD	Henderson, Tex.		626

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KWRE	Warrenton,	Mo.	508
KWRF	Warren,	Ark.	368
KWRL	Riverton,	Wyo.	670
KWRO	Coquille,	Ore.	578
KWRT	Boonville,	Mo.	499
KWRW	Guthrie,	Okla.	573
KWSD	Mt. Shasta,	Calif.	375
KWSH	Wewoka,	Okla.	577
KWSK	Pratt,	Kan.	447
KWSO	Wasco,	Calif.	383
KWTC	Barstow,	Calif.	370
KWTO	Springfield,	Mo.	507
KWTX	Waco,	Tex.	638
KWVY	Waverly,	Iowa	444
KWWL	Waterloo,	Iowa	444
KWYK	Farmington,	N. M.	521
KWYN	Wynne,	Ark.	368
KWYO	Sheridan,	Wyo.	670
KWYR	Winner,	S. D.	606
KXA	Seattle,	Wash.	655
KXAR	Hope,	Ark.	365
KXEL	Waterloo,	Iowa	444
KXEO	Mexico,	Mo.	504
KXGI	Ft. Madison,	Iowa	442
KXGN	Glendive,	Mont.	509
KXIC	Iowa City,	Iowa	442
KXIT	Dalhart,	Tex.	622
KXJK	Forrest City,	Ark.	365
KXL	Portland,	Ore.	581
KXLA	Pasadena,	Calif.	377
KXLE	Ellensburg,	Wash.	651
KXLF	Butte,	Mont.	509
KXLJ	Helena,	Mont.	510
KXLK	Great Falls,	Mont.	510
KXLL	Missoula,	Mont.	511
KXLO	Lewiston,	Mont.	510
KXLQ	Bozeman,	Mont.	509
KXLR	North Little Rock,	Ark.	367
KXLW	St. Louis,	Mo.	506
KXLY	Spokane,	Wash.	656
KXO	El Centro,	Calif.	371
KXOA	Sacramento,	Calif.	378
KXOK	St. Louis,	Mo.	506
KXOL	Fort Worth,	Tex.	625
KXOX	Sweetwater,	Tex.	636
KXRA	Alexandria,	Minn.	487
KXRJ	Russellville,	Ark.	368
KXRO	Aberdeen,	Wash.	650
KXRX	San Jose,	Calif.	381
KXXX	Colby,	Kan.	445
KXYZ	Houston,	Tex.	628
KYA	San Francisco,	Calif.	380
KYCA	Prescott,	Ariz.	362
KYES	Roseburg,	Ore.	583
KYJC	Medford,	Ore.	580
KYME	Boise,	Idaho	421
KYNG	Coos Bay,	Ore.	577
KYNO	Fresno,	Calif.	372
KYNT	Yankton,	S. D.	607
KYOK	Houston,	Tex.	628
KYOR	Blythe,	Calif.	370
KYOS	Merced,	Calif.	375
KYOU	Greeley,	Colo.	386
KYSM	Mankato,	Minn.	488
KYSN	Colorado Springs,	Colo.	384
KYTE	Pocatello,	Idaho	423
KYUM	Yuma,	Ariz.	363
KYW	Cleveland,	Ohio	567
KZEE	Weatherford,	Tex.	638
KZEY	Tyler,	Tex.	637
KZIP	Amarillo,	Tex.	616
KZOK	Prescott,	Ariz.	362
KZOL	Muleshoe,	Tex.	631
KZUM	Farmington,	N. M.	521
KZUN	Spokane,	Wash.	656
WAAA	Winston-Salem,	N. C.	560
WAAB	Worcester,	Mass.	475
WAAF	Chicago,	Ill.	425
WAAG	Adel,	Ga.	408
WAAY	Huntsville,	Ala.	355
WABA	Aguadilla,	P. R.	671
WABB	Mobile,	Ala.	355
WABC	New York,	N. Y.	531
WABG	Greenwood,	Miss.	493
WABI	Bangor,	Me.	463
WABJ	Adrian,	Mich.	475
WABL	Amite,	La.	456
WABM	Houlton,	Me.	464
WABO	Waynesboro,	Miss.	497
WABR	Winter Park,	Fla.	408
WABV	Abbeville,	S. C.	599
WABY	Albany,	N. Y.	524
WABZ	Albemarle,	N. C.	549
WACA	Camden,	S. C.	600
WACB	Kittanning,	Pa.	589
WACE	Chicopee-Springfield,	Mass.	471
WACK	Newark,	N. Y.	528
WACL	Waycross,	Ga.	418
WACO	Waco,	Tex.	638
WACR	Columbus,	Miss.	493
WACT	Tuscaloosa,	Ala.	358
WADA	Shelby,	N. C.	558
WADC	Akron,	Ohio	562
WADE	Wadesboro,	N. C.	559
WADK	Newport,	R. I.	598
WADP	Kane,	Pa.	589
WADS	Ansonia-Derby,	Conn.	389
WAEB	Allentown,	Pa.	583
WAEL	Mayaguez,	P. R.	671
WAEW	Crossville,	Tenn.	608
WAFC	Staunton,	Va.	649
WAGA	Atlanta,	Ga.	409
WAGC	Chattanooga,	Tenn.	607
WAGE	Leesburg,	Va.	645
WAGF	Dothan,	Ala.	353
WAGG	Franklin,	Tenn.	609
WAGM	Presque Isle,	Me.	465
WAGN	Menominee,	Mich.	484
WAGR	Lumberton,	N. C.	555
WAGS	Bishopville,	S. C.	600
WAHL	Hastings,	Mich.	482
WAHR	Miami Beach,	Fla.	401
WAIL	Baton Rouge,	La.	456
WAIM	Anderson,	S. C.	599
WAIN	Columbia,	Ky.	449
WAIP	Prichard,	Ala.	357
WAIR	Winston-Salem,	N. C.	560
WAIT	Chicago,	Ill.	425
WAJF	Decatur,	Ala.	353
WAJR	Morgantown,	W. Va.	660
WAKE	Atlanta,	Ga.	409
WAKN	Aiken,	S. C.	599
WAKO	Lawrenceville,	Ill.	429
WAKR	Akron,	Ohio	562
WAKU	Latrobe,	Pa.	590
WALA	Mobile,	Ala.	355

Station	City	State	Page
WALB	Albany,	Ga.	408
WALD	Walterboro,	S. C.	605
WALE	Fall River,	Mass.	471
WALK	Patchogue,	N. Y.	544
WALL	Middletown,	N. Y.	528
WALM	Albion,	Mich.	475
WALT	Tampa,	Fla.	406
WALY	Herkimer-Ilion,	N. Y.	527
WAMD	Aberdeen,	Md.	466
WAME	Miami,	Fla.	400
WAMI	Opp,	Ala.	356
WAML	Laurel,	Miss.	495
WAMM	Flint,	Mich.	480
WAMO	Homestead-Pittsburgh,	Pa.	589
WAMP	Pittsburgh,	Pa.	593
WAMS	Wilmington,	Del.	393
WAMV	East St. Louis,	Ill.	428
WAMW	Washington,	Ind.	439
WAMY	Amory,	Miss.	492
WANA	Anniston,	Ala.	351
WANB	Waynesburg,	Pa.	597
WAND	Canton,	Ohio	563
WANE	Ft. Wayne,	Ind.	434
WANN	Annapolis,	Md.	466
WANS	Anderson,	S. C.	599
WANT	Richmond,	Va.	647
WANY	Albany,	Ky.	449
WAOK	Atlanta,	Ga.	409
WAOV	Vincennes,	Ind.	439
WAPA	San Juan,	P. R.	672
WAPE	Jacksonville,	Fla.	398
WAPF	McComb,	Miss.	496
WAPG	Arcadia,	Fla.	394
WAPI	Birmingham,	Ala.	351
WAPL	Appleton,	Wis.	662
WAPO	Chattanooga,	Tenn.	607
WAPX	Montgomery,	Ala.	356
WAQE	Towson,	Md.	469
WARA	Attleboro,	Mass.	469
WARB	Covington,	La.	457
WARC	Milton,	Pa.	591
WARD	Johnstown,	Pa.	589
WARE	Ware,	Mass.	475
WARF	Jasper,	Ala.	355
WARK	Hagerstown,	Md.	468
WARL	Arlington,	Va.	642
WARM	Scranton,	Pa.	595
WARN	Fort Pierce,	Fla.	397
WARU	Peru,	Ind.	438
WASA	Havre De Grace,	Md.	468
WASK	Lafayette,	Ind.	436
WATA	Boone,	N. C.	550
WATC	Gaylord,	Mich.	481
WATE	Knoxville,	Tenn.	611
WATH	Athens,	Ohio	563
WATK	Antigo,	Wis.	661
WATM	Atmore,	Ala.	351
WATN	Watertown,	N. Y.	549
WATO	Oak Ridge,	Tenn.	614
WATP	Marion,	S. C.	603
WATR	Waterbury,	Conn.	392
WATS	Sayre,	Pa.	595
WATT	Cadillac,	Mich.	477
WATW	Ashland,	Wis.	662
WATZ	Alpena,	Mich.	477
WAUB	Auburn,	N. Y.	524
WAUC	Wauchula,	Fla.	407
WAUD	Auburn,	Ala.	351
WAUG	Augusta,	Ga.	410
WAUX	Waukesha,	Wis.	668
WAVE	Louisville,	Ky.	452
WAVI	Dayton,	Ohio	568
WAVL	Apollo,	Pa.	585
WAVN	Stillwater,	Minn.	491
WAVO	Avondale Estates,	Ga.	410
WAVP	Avon Park,	Fla.	395
WAVU	Albertville,	Ala.	351
WAVY	Portsmouth,	Va.	647
WAVZ	New Haven,	Conn.	391
WAWK	Kendallville,	Ind.	436
WAXE	Vero Beach,	Fla.	407
WAXX	Chippewa Falls,	Wis.	662
WAYB	Waynesboro,	Va.	650
WAYE	Dundalk,	Md.	467
WAYN	Rockingham,	N. C.	558
WAYS	Charlotte,	N. C.	550
WAYX	Waycross,	Ga.	418
WAYZ	Waynesboro,	Pa.	597
WAZA	Bainbridge,	Ga.	410
WAZF	Yazoo City,	Miss.	499
WAZL	Hazleton,	Pa.	589
WBAB	Babylon,	N. Y.	524
WBAC	Cleveland,	Tenn.	608
WBAL	Baltimore,	Md.	466
WBAM	Montgomery,	Ala.	356
WBAP	Fort Worth,	Tex.	625
WBAR	Bartow,	Fla.	395
WBAT	Marion,	Ind.	437
WBAW	Barnwell,	S. C.	600
WBAX	Wilkes-Barre,	Pa.	597
WBAY	Green Bay,	Wis.	663
WBBA	Pittsfield,	Ill.	432
WBBB	Burlington,	N. C.	550
WBBC	Flint,	Mich.	480
WBBF	Rochester,	N. Y.	544
WBBI	Abingdon,	Va.	642
WBBM	Chicago,	Ill.	425
WBBN	Perry,	Ga.	416
WBBO	Forest City,	N. C.	552
WBBQ	Augusta,	Ga.	410
WBBW	Youngstown,	Ohio	572
WBBZ	Ponca City,	Okla.	575
WBCA	Bay Minette,	Ala.	351
WBCB	Levittown-Fairless Hills,	Pa.	590
WBCK	Battle Creek,	Mich.	477
WBCM	Bay City,	Mich.	477
WBCR	Christianburg,	Va.	643
WBCU	Union,	S. C.	605
WBEC	Pittsfield,	Mass.	473
WBEE	Chicago,	Ill.	425
WBEJ	Elizabethton,	Tenn.	609
WBEL	Beloit,	Wis.	662
WBEN	Buffalo,	N. Y.	525
WBET	Brockton,	Mass.	471
WBEU	Beaufort,	S. C.	600
WBEV	Beaver Dam,	Wis.	662
WBEX	Chillicothe,	Ohio	565
WBFC	Fremont,	Mich.	481
WBFD	Bedford,	Pa.	585
WBGC	Chipley,	Fla.	395
WBGR	Jesup,	Ga.	414
WBHB	Fitzgerald,	Ga.	413
WBHC	Hampton,	S. C.	603
WBHF	Cartersville,	Ga.	411
WBHP	Huntsville,	Ala.	355
WBIA	Augusta,	Ga.	410

Station City State	Page
WBIE — Marietta, Ga.	415
WBIG — Greensboro, N. C.	553
WBIL — Leesburg, Fla.	399
WBIP — Booneville, Miss.	492
WBIR — Knoxville, Tenn.	610
WBIS — Bristol, Conn.	390
WBIW — Bedford, Ind.	433
WBIZ — Eau Claire, Wis.	662
WBKH — Hattiesburg, Miss.	494
WBKN — Newton, Miss.	497
WBKV — West Bend, Wis.	668
WBLA — Elizabethtown, N. C.	552
WBLE — Batesville, Miss.	492
WBLF — Bellefonte, Pa.	585
WBLG — Lexington, Ky.	451
WBLJ — Dalton, Ga.	412
WBLO — Evergreen, Ala.	353
WBLR — Batesburg, S. C.	600
WBLT — Bedford, Va.	642
WBLU — Salem, Va.	649
WBLY — Springfield, Ohio	571
WBMA — Beaufort, N. C.	550
WBMC — McMinnville, Tenn.	612
WBMD — Baltimore, Md.	467
WBMK — West Point, Ga.	418
WBML — Macon, Ga.	414
WBNC — Conway, N. H.	516
WBNL — Boonville, Ind.	434
WBNS — Columbus, Ohio	567
WBNX — New York, N. Y.	535
WBNY — Buffalo, N. Y.	525
WBOB — Galax, Va.	644
WBOC — Salisbury, Md.	469
WBOF — Virginia Beach, Va.	649
WBOK — New Orleans, La.	459
WBOP — Pensacola, Fla.	403
WBOS — Boston, Mass.	471
WBOW — Terre Haute, Ind.	438
WBOY — Clarksburg, W. Va.	658
WBPD — Orangeburg, S. C.	604
WBPZ — Lock Haven, Pa.	590
WERB — Mount Clemens, Mich.	485
WBRC — Birmingham, Ala.	351
WBRD — Bradenton, Fla.	395
WBRE — Wilkes-Barre, Pa.	597
WBRG — Lynchburg, Va.	645
WBRK — Pittsfield, Mass.	474
WBRM — Marion, N. C.	556
WBRN — Big Rapids, Mich.	477
WBRO — Waynesboro, Ga.	418
WBRT — Bardstown, Ky.	449
WBRV — Boonville, N. Y.	525
WBRX — Berwick, Pa.	585
WBRY — Waterbury, Conn.	392
WBSC — Bennettsville, S. C.	600
WBSE — Hillsdale, Mich.	482
WBSM — New Bedford, Mass.	473
WBSR — Pensacola, Fla.	403
WBT — Charlotte, N. C.	550
WBTA — Batavia, N. Y.	524
WBTH — Williamson, W. Va.	661
WBTM — Danville, Va.	643
WBTN — Bennington, Vt.	641
WBTO — Linton, Ind.	437
WBUD — Trenton, N. J.	519
WBUT — Butler, Pa.	586
WBUX — Doylestown, Pa.	587
WBUY — Lexington, N. C.	555

Station City State	Page
WBUZ — Fredonia, N. Y.	526
WBVL — Barbourville, Ky.	449
WBVP — Beaver Falls, Pa.	585
WBYS — Canton, Ill.	424
WBZ-WBZA — Boston-Springfield, Mass.	469
WBZY — Torrington, Conn.	392
WCAE — Pittsburgh, Pa.	594
WCAM — Camden, N. J.	518
WCAO — Baltimore, Md.	467
WCAP — Lowell, Mass.	473
WCAR — Detroit, Mich.	479
WCAS — Gadsden, Ala.	354
WCAT — Orange, Mass.	473
WCAU — Philadelphia, Pa.	591
WCAW — Charleston, W. Va.	658
WCAX — Burlington, Vt.	641
WCAY — Cayce, S. C.	600
WCAZ — Carthage, Ill.	424
WCBA — Corning, N. Y.	526
WCBC — Anderson, Ind.	433
WCBD — Zion, Ill.	433
WCBG — Chambersburg, Pa.	586
WCBI — Columbus, Miss.	493
WCBL — Benton, Ky.	449
WCBM — Baltimore, Md.	467
WCBS — New York, N. Y.	537
WCBT — Roanoke Rapids, N. C.	558
WCBY — Cheboygan, Mich.	479
WCCC — Hartford, Conn.	390
WCCM — Lawrence, Mass.	472
WCCN — Neillsville, Wis.	656
WCCO — Minneapolis, Minn.	488
WCCP — Savannah, Ga.	416
WCDJ — Edenton, N. C.	551
WCDL — Carbondale, Pa.	586
WCDT — Winchester, Tenn.	615
WCEC — Rocky Mount, N. C.	558
WCED — Dubois, Pa.	587
WCEF — Parkersburg, W. Va.	660
WCEH — Hawkinsville, Ga.	414
WCEM — Cambridge, Md.	467
WCEN — Mt. Pleasant, Mich.	485
WCER — Charlotte, Mich.	479
WCFL — Chicago, Ill.	425
WCFV — Clifton Forge, Va.	643
WCGA — Calhoun, Ga.	411
WCGC — Belmont, N. C.	550
WCHA — Chambersburg, Pa.	586
WCHB — Inkster, Mich.	482
WCHI — Chillicothe, Ohio	565
WCHJ — Brookhaven, Miss.	492
WCHK — Canton, Ga.	411
WCHL — Chapel Hill, N. C.	550
WCHN — Norwich, N. Y.	543
WCHO — Washington Court House, Ohio	571
WCHS — Charleston, W. Va.	658
WCHV — Charlottesville, Va.	643
WCIL — Carbondale, Ill.	424
WCIN — Cincinnati, Ohio	565
WCJU — Columbia, Miss.	493
WCKB — Dunn, N. C.	551
WCKI — Greer, S. C.	603
WCKR — Miami, Fla.	400
WCKY — Cincinnati, Ohio	565
WCLA — Claxton, Ga.	411
WCLB — Camilla, Ga.	411
WCLC — Jamestown, Tenn.	610
WCLD — Cleveland, Miss.	492

Station	City	State	Page
VCLE	Cleveland,	Tenn.	608
VCLG	Morgantown,	W. Va.	660
VCLI	Corning,	N. Y.	526
VCLO	Janesville,	Wis.	663
VCLS	Columbus,	Ga.	411
VCLT	Newark,	Ohio	570
VCLW	Mansfield,	Ohio	570
VCMA	Corinth,	Miss.	493
VCMB	Harrisburg,	Pa.	588
VCMC	Wildwood,	N. J.	519
VCME	Brunswick,	Me.	464
VCMI	Ashland,	Ky.	449
VCMN	Arecibo,	P. R.	671
VCMP	Pine City,	Minn.	490
VCMR	Elkhart,	Ind.	434
VCMS	Norfolk,	Va.	646
VCMT	Martin,	Tenn.	611
VCMW	Canton,	Ohio	565
VCMY	Ottawa,	Ill.	431
VCNB	Connersville,	Ind.	434
VCNC	Elizabeth City,	N. C.	552
VCNG	Canonsburg,	Pa.	586
VCNH	Quincy,	Fla.	404
VCNR	Bloomsburg,	Pa.	585
VCNT	Centralia,	Ill.	424
VCNU	Crestview,	Fla.	396
VCNX	Middletown,	Conn.	390
VCOA	Pensacola,	Fla.	403
VCOC	Meridian,	Miss.	496
VCOG	Greensboro,	N. C.	553
VCOH	Newnan,	Ga.	415
VCOJ	Coatesville,	Pa.	587
VCOL	Columbus,	Ohio	568
VCOM	Parkersburg,	W. Va.	660
VCON	Cornelia,	Ga.	412
VCOP	Boston,	Mass.	469
VCOR	Lebanon,	Tenn.	611
VCOS	Columbia,	S. C.	601
VCOU	Lewiston,	Me.	464
VCOV	Montgomery,	Ala.	356
VCOW	Sparta,	Wis.	667
VCOY	Columbia,	Pa.	587
VCPA	Clearfield,	Pa.	586
VCPC	Houston,	Miss.	494
VCPH	Etowah,	Tenn.	609
VCPM	Cumberland,	Ky.	450
VCPO	Cincinnati,	Ohio	565
VCPS	Tarboro,	N. C.	559
VCQS	Alma,	Ga.	408
VCRA	Effingham,	Ill.	428
VCRB	Boston,	Mass.	470
VCRE	Cheraw,	S. C.	601
VCRF	Springfield,	Vt.	642
VCRI	Scottsboro,	Ala.	357
VCRK	Morristown,	Tenn.	613
VCRL	Oneonta,	Ala.	356
VCRO	Johnstown,	Pa.	589
VCRR	Corinth,	Miss.	493
VCRS	Greenwood,	S. C.	603
VCRT	Birmingham,	Ala.	352
VCRV	Washington,	N. J.	519
VCRW	Chicago,	Ill.	425
VCRY	Macon,	Ga.	414
VCSC	Charleston,	S. C.	600
VCSH	Portland,	Me.	465
VCSI	Columbus,	Ind.	434
VCSS	Amsterdam,	N. Y.	524
VCST	Berkeley Springs,	W. Va.	657

Station	City	State	Page
WCTA	Andalusia,	Ala.	351
WCTC	New Brunswick,	N. J.	519
WCTT	Corbin,	Ky.	450
WCUB	Manitowoc,	Wis.	664
WCUE	Akron,	Ohio	563
WCUM	Cumberland,	Md.	467
WCVA	Culpeper,	Va.	643
WCVI	Connellsville,	Pa.	587
WCVP	Murphy	N. C.	556
WCVS	Springfield,	Ill.	432
WCWC	Ripon,	Wis.	667
WCYB	Bristol,	Va.	643
WCYN	Cynthiana,	Ky.	450
WDAD	Indiana,	Pa.	589
WDAE	Tampa,	Fla.	406
WDAF	Kansas City,	Mo.	503
WDAK	Columbus,	Ga.	412
WDAL	Meridian,	Miss.	496
WDAN	Danville,	Ill.	427
WDAS	Philadelphia,	Pa.	591
WDAT	South Daytona,	Fla.	405
WDAX	McRae,	Ga.	415
WDAY	Fargo,	N. D.	561
WDBC	Escanaba,	Mich.	480
WDBF	Delray Beach,	Fla.	396
WDBJ	Roanoke,	Va.	648
WDBL	Springfield,	Tenn.	615
WDBM	Statesville,	N. C.	559
WDBO	Orlando,	Fla.	402
WDBQ	Dubuque,	Iowa	442
WDCF	Dade City,	Fla.	396
WDCL	Tarpon Springs,	Fla.	407
WDCR	Hanover,	N. H.	516
WDDT	Greenville,	Miss.	493
WDDY	Gloucester,	Va.	644
WDEC	Americus,	Ga.	408
WDEF	Chattanooga,	Tenn.	607
WDEH	Sweetwater,	Tenn.	615
WDEL	Wilmington,	Del.	393
WDEV	Waterbury,	Vt.	642
WDEW	Westfield,	Mass.	475
WDGY	Minneapolis,	Minn.	489
WDIA	Memphis,	Tenn.	612
WDIG	Dothan,	Ala.	353
WDIX	Orangeburg,	S. C.	604
WDKN	Dickson,	Tenn.	609
WDLA	Walton,	N. Y.	547
WDLB	Marshfield,	Wis.	664
WDLC	Port Jervis,	N. Y.	544
WDLP	Panama City,	Fla.	403
WDMF	Buford,	Ga.	411
WDMG	Douglas,	Ga.	413
WDMJ	Marquette,	Mich.	484
WDNC	Durham,	N. C.	551
WDNE	Elkins,	W. Va.	658
WDNG	Anniston,	Ala.	351
WDNT	Dayton,	Tenn.	608
WDOB	Canton,	Miss.	492
WDOC	Prestonsburg,	Ky.	454
WDOD	Chattanooga,	Tenn.	607
WDOE	Dunkirk,	N. Y.	526
WDOG	Marine City,	Mich.	484
WDOK	Cleveland,	Ohio	566
WDOL	Athens,	Ga.	408
WDON	Wheaton,	Md.	469
WDOR	Sturgeon Bay,	Wis.	667
WDOS	Oneonta,	N. Y.	543
WDOT	Burlington,	Vt.	641

Station	City	State	Page
WDOV	Dover	Del.	393
WDQN	Du Quoin	Ill.	428
WDRC	Hartford	Conn.	390
WDRF	Chester	Pa.	586
WDSC	Dillon	S. C.	601
WDSG	Dyersburg	Tenn.	609
WDSK	Cleveland	Miss.	493
WDSM	Superior	Wis.	667
WDSP	De Funiak Springs	Fla.	396
WDSR	Lake City	Fla.	399
WDSU	New Orleans	La.	459
WDUN	Gainesville	Ga.	413
WDUX	Waupaca	Wis.	668
WDUZ	Green Bay	Wis.	663
WDVA	Danville	Va.	644
WDVH	Gainesville	Fla.	397
WDVL	Vineland	N. J.	519
WDVM	Pocomoke City	Md.	468
WDWD	Dawson	Ga.	413
WDWS	Champaign	Ill.	424
WDXB	Chattanooga	Tenn.	607
WDXE	Lawrenceburg	Tenn.	611
WDXI	Jackson	Tenn.	609
WDXL	Lexington	Tenn.	611
WDXN	Clarksville	Tenn.	608
WDXR	Paducah	Ky.	454
WDZ	Decatur	Ill.	428
WEAB	Greer	S. C.	603
WEAG	Alcoa	Tenn.	607
WEAM	Arlington	Va.	642
WEAN	Providence	R. I.	598
WEAS	Decatur	Ga.	413
WEAT	West Palm Beach	Fla.	407
WEAU	Eau Claire	Wis.	662
WEAV	Plattsburg	N. Y.	544
WEAW	Evanston	Ill.	428
WEBB	Baltimore	Md.	467
WEBC	Duluth	Minn.	488
WEBJ	Brewton	Ala.	352
WEBO	Owego	N. Y.	543
WEBQ	Harrisburg	Ill.	429
WEBR	Buffalo	N. Y.	525
WEBY	Milton	Fla.	402
WECL	Eau Claire	Wis.	662
WEDC	Chicago	Ill.	425
WEDO	McKeesport	Pa.	590
WEDR	Birmingham	Ala.	352
WEEB	Southern Pines	N. C.	559
WEED	Rocky Mount	N. C.	558
WEEI	Boston	Mass.	470
WEEK	Peoria	Ill.	431
WEEP	Pittsburgh	Pa.	594
WEER	Warrenton	Va.	650
WEEU	Reading	Pa.	595
WEEX	Easton	Pa.	587
WEGO	Concord	N. C.	551
WEHH	Elmira Heights-Horseheads	N. Y.	526
WEIC	Charleston	Ill.	425
WEIM	Fitchburg	Mass.	472
WEIR	Weirton	W. Va.	661
WEJL	Scranton	Pa.	595
WEKR	Fayetteville	Tenn.	609
WEKY	Richmond	Ky.	455
WEKZ	Monroe	Wis.	666
WELC	Welch	W. Va.	661
WELD	Fisher	W. Va.	659
WELI	New Haven	Conn.	391
WELK	Charlottesville	Va.	643
WELL	Battle Creek	Mich.	477
WELM	Elmira	N. Y.	526
WELO	Tupelo	Miss.	497
WELP	Easley	S. C.	602
WELR	Roanoke	Ala.	357
WELS	Kinston	N. C.	555
WELY	Ely	Minn.	488
WEMB	Erwin	Tenn.	609
WEMP	Milwaukee	Wis.	664
WENA	Bayamon	P. R.	671
WENC	Whiteville	N. C.	560
WEND	Baton Rouge	La.	456
WENE	Binghamton	N. Y.	524
WENK	Union City	Tenn.	615
WENN	Birmingham	Ala.	352
WENO	Nashville	Tenn.	613
WENT	Gloversville	N. Y.	527
WENY	Elmira	N. Y.	526
WEOA	Evansville	Ind.	434
WEOK	Poughkeepsie	N. Y.	544
WEOL	Elyria-Lorain	Ohio	569
WEPG	So. Pittsburgh	Tenn.	615
WEPM	Martinsburg	W. Va.	659
WERC	Erie	Pa.	588
WERD	Atlanta	Ga.	409
WERE	Cleveland	Ohio	566
WERH	Hamilton	Ala.	354
WERI	Westerly	R. I.	599
WESA	Charleroi	Pa.	586
WESB	Bradford	Pa.	585
WESC	Greenville	S. C.	602
WESO	Southbridge-Webster	Mass.	474
WESR	Tasley	Va.	649
WEST	Easton	Pa.	587
WESX	Salem	Mass.	474
WESY	Leland-Greenville	Miss.	495
WETB	Johnson City	Tenn.	610
WETC	Wendell-Zebulon	N. C.	560
WETO	Gadsden	Ala.	354
WETU	Wetumpka	Ala.	358
WETZ	New Martinsville	W. Va.	660
WEUP	Huntsville	Ala.	355
WEVA	Emporia	Va.	644
WEVD	New York	N. Y.	541
WEVE	Eveleth	Minn.	488
WEW	St. Louis	Mo.	506
WEWO	Laurinburg	N. C.	555
WEXL	Ferndale	Mich.	480
WEYE	Sanford	N. C.	558
WEZB	Birmingham	Ala.	352
WEZE	Boston	Mass.	471
WEZL	Richmond	Va.	647
WEZN	Elizabethtown	Pa.	587
WEZY	Cocoa	Fla.	395
WFAA	Dallas	Tex.	621
WFAH	Alliance	Ohio	563
WFAI	Fayetteville	N.C.	552
WFAR	Farrell	Pa.	588
WFAS	White Plains	N. Y.	547
WFAU	Augusta	Me.	463
WFAX	Falls Church	Va.	644
WFBC	Greenville	S. C.	602
WFBF	Fernandina Beach	Fla.	397
WFBG	Altoona	Pa.	584
WFBL	Syracuse	N. Y.	546
WFBM	Indianapolis	Ind.	435
WFBR	Baltimore	Md.	467
WFBS	Ft. Walton Beach	Fla.	397

Station	City	State	Page
WFCR	Fairfax	Va.	644
WFDF	Flint	Mich.	480
WFDR	Manchester	Ga.	415
WFEA	Manchester	N. H.	517
WFEB	Sylacauga	Ala.	357
WFEC	Miami	Fla.	400
WFGM	Fitchburg	Mass.	472
WFGN	Gaffney	S. C.	602
WFHG	Bristol	Va.	643
WFHK	Pell City	Ala.	356
WFHR	Wisconsin Rapids	Wis.	668
WFIG	Sumter	S. C.	605
WFIL	Philadelphia	Pa.	591
WFIN	Findlay	Ohio	569
WFIS	Fountain Inn	S. C.	602
WFIW	Fairfield	Ill.	428
WFKN	Franklin	Ky.	450
WFKY	Frankfort	Ky.	450
WFLA	Tampa	Fla.	406
WFLB	Fayetteville	N. C.	552
WFLN	Philadelphia	Pa.	593
WFLO	Farmville	Va.	644
WFLR	Dundee	N. Y.	526
WFLW	Monticello	Ky.	453
WFMC	Goldsboro	N. C.	553
WFMD	Frederick	Md.	468
WFMH	Cullman	Ala.	353
WFMJ	Youngstown	Ohio	572
WFMO	Fairmont	N. C.	552
WFMW	Madisonville	Ky.	452
WFNC	Fayetteville	N. C.	552
WFNM	De Funiak Springs	Fla.	396
WFNS	Burlington	N. C.	550
WFOB	Fostoria	Ohio	569
WFOM	Marietta	Ga.	415
WFOR	Hattiesburg	Miss.	494
WFOX	Milwaukee	Wis.	664
WFOY	St. Augustine	Fla.	404
WFPA	Ft. Payne	Ala.	354
WFPG	Atlantic City	N .J.	517
WFPM	Fort Valley	Ga.	413
WFPR	Hammond	La.	457
WFRA	Franklin	Pa.	588
WFRC	Reidsville	N. C.	557
WFRL	Freeport	Ill.	428
WFRM	Coudersport	Pa.	587
WFRO	Fremont	Ohio	569
WFRP	Savannah	Ga.	416
WFRX	West Frankfort	Ill.	433
WFSC	Franklin	N. C.	552
WFST	Caribou	Me.	464
WFTC	Kinston	N. C.	555
WFTG	London	Ky.	452
WFTL	Fort Lauderdale	Fla.	397
WFTM	Maysville	Ky.	453
WFTR	Front Royal	Va.	644
WFTW	Ft. Walton Beach	Fla.	397
WFUL	Fulton	Ky.	450
WFUN	Huntsville	Ala.	355
WFUR	Grand Rapids	Mich.	481
WFVA	Fredericksburg	Va.	644
WFVG	Fuquay Springs	N. C.	552
WFYC	Alma	Mich.	477
WGAA	Cedartown	Ga.	411
WGAC	Augusta	Ga.	410
WGAD	Gadsden	Ala.	354
WGAF	Valdosta	Ga.	418
WGAI	Elizabeth City	N. C.	552
WGAL	Lancaster	Pa.	589
WGAN	Portland	Me.	465
WGAP	Maryville	Tenn.	611
WGAR	Cleveland	Ohio	566
WGAU	Athens	Ga.	409
WGAV	Amsterdam	N. Y.	524
WGAW	Gardner	Mass.	472
WGAY	Silver Spring	Md.	469
WGBA	Columbus	Ga.	412
WGBB	Freeport	N. Y.	526
WGBF	Evansville	Ind.	434
WGBG	Greensboro	N. C.	553
WGBI	Scranton	Pa.	595
WGBR	Goldsboro	N. C.	553
WGBS	Miami	Fla.	400
WGCB	Red Lion	Pa.	595
WGCD	Chester	S. C.	601
WGCM	Gulfport	Miss.	494
WGEA	Geneva	Ala.	354
WGEE	Indianapolis	Ind.	435
WGEM	Quincy	Ill.	432
WGES	Chicago	Ill.	427
WGET	Gettysburg	Pa.	588
WGEZ	Beloit	Wis.	662
WGFS	Covington	Ga.	412
WGGA	Gainesville	Ga.	413
WGGG	Gainesville	Fla.	398
WGGH	Marion	Ill.	430
WGGO	Salamanca	N. Y.	545
WGH	Norfolk-Newport News	Va.	646
WGHM	Skowhegan	Me.	466
WGHN	Grand Haven	Mich.	481
WGIG	Brunswick	Ga.	411
WGIL	Galesburg	Ill.	428
WGIR	Manchester	N. H.	517
WGIV	Charlotte	N. C.	550
WGKA	Atlanta	Ga.	409
WGL	Ft. Wayne	Ind.	434
WGLC	Centreville	Miss.	492
WGLI	Babylon	N. Y.	524
WGMA	Hollywood	Fla.	398
WGML	Hinesville	Ga.	414
WGMS	Washington	D. C.	393
WGN	Chicago	Ill.	427
WGNC	Gastonia	N. C.	552
WGNI	Wilmington	N. C.	560
WGNS	Murfreesboro	Tenn.	613
WGNY	Newburgh	N. Y.	528
WGOA	Winter Garden	Fla.	408
WGOL	Goldsboro	N. C.	553
WGOR	Georgetown	Ky.	450
WGOV	Valdosta	Ga.	418
WGPA	Bethlehem	Pa.	585
WGPC	Albany	Ga.	408
WGR	Buffalo	N. Y.	525
WGRA	Cairo	Ga.	411
WGRC	Louisville	Ky.	452
WGRD	Grand Rapids	Mich.	481
WGRM	Greenwood	Miss.	493
WGRO	Lake City	Fla.	399
WGRV	Greeneville	Tenn.	609
WGRY	Gary	Ind.	435
WGSA	Ephrata	Pa.	587
WGSM	Huntington	N. Y.	527
WGSR	Millen	Ga.	415
WGST	Atlanta	Ga.	409
WGSV	Guntersville	Ala.	354
WGSW	Greenwood	S. C.	603

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WGTA	Summerville	Ga.	417
WGTC	Greenville	N. C.	554
WGTL	Kannapolis	N. C.	555
WGTM	Wilson	N. C.	560
WGTN	Georgetown	S. C.	602
WGTO	Cypress Gardens	Fla.	396
WGUS	North Augusta	S. C.	604
WGUY	Bangor	Me.	463
WGVA	Geneva	N. Y.	527
WGVM	Greenville	Miss.	493
WGWC	Selma	Ala.	357
WGWR	Asheboro	N. C.	549
WGY	Schenectady	N. Y.	545
WGYV	Greenville	Ala.	354
WHAB	Baxley	Ga.	410
WHAI	Greenfield	Mass.	472
WHAK	Rogers City	Mich.	486
WHAL	Shelbyville	Tenn.	615
WHAM	Rochester	N. Y.	545
WHAN	Charleston	S. C.	600
WHAP	Hopewell	Va.	645
WHAR	Clarksburg	W. Va.	658
WHAS	Louisville	Ky.	452
WHAT	Philadelphia	Pa.	593
WHAV	Haverhill	Mass.	472
WHAW	Weston	W. Va.	661
WHAY	New Britain	Conn.	390
WHB	Kansas City	Mo.	503
WHBB	Selma	Ala.	357
WHBC	Canton	Ohio	565
WHBF	Rock Island	Ill.	432
WHBG	Harrisonburg	Va.	645
WHBI	Newark	N. J.	518
WHBL	Sheboygan	Wis.	667
WHBN	Harrodsburg	Ky.	451
WHBO	Tampa	Fla.	406
WHBQ	Memphis	Tenn.	612
WHBT	Harriman	Tenn.	609
WHBU	Anderson	Ind.	433
WHBY	Appleton	Wis.	662
WHCC	Waynesville	N. C.	559
WHCO	Sparta	Ill.	432
WHCU	Ithaca	N. Y.	527
WHDF	Houghton	Mich.	482
WHDH	Boston	Mass.	470
WHDL	Olean	N. Y.	543
WHDM	McKenzie	Tenn.	611
WHEB	Portsmouth	N. H.	517
WHEC	Rochester	N. Y.	545
WHED	Washington	N. C.	559
WHEE	Martinsville	Va.	645
WHEN	Syracuse	N. Y.	546
WHEP	Foley	Ala.	354
WHER	Memphis	Tenn.	612
WHEY	Millington	Tenn.	612
WHFB	Benton Harbor-St. Joseph	Mich.	477
WHFC	Chicago	Ill.	427
WHGB	Harrisburg	Pa.	588
WHGR	Houghton Lake	Mich.	482
WHHH	Warren	Ohio	571
WHHM	Memphis	Tenn.	612
WHHY	Montgomery	Ala.	356
WHIE	Griffin	Ga.	414
WHIL	Medford-Boston	Mass.	473
WHIM	Providence	R. I.	599
WHIN	Gallatin	Tenn.	609
WHIO	Dayton	Ohio	568
WHIP	Mooresville	N. C.	556
WHIR	Danville	Ky.	450
WHIS	Bluefield	W. Va.	658
WHIT	New Bern	N. C.	556
WHIY	Orlando	Fla.	402
WHIZ	Zanesville	Ohio	572
WHJB	Greensburg	Pa.	588
WHJC	Matewan	W. Va.	659
WHK	Cleveland	Ohio	566
WHKK	Akron	Ohio	563
WHKP	Hendersonville	N. C.	554
WHKY	Hickory	N. C.	554
WHLB	Virginia	Minn.	491
WHLD	Niagara Falls	N. Y.	543
WHLF	South Boston	Va.	649
WHLI	Hempstead	N. Y.	527
WHLL	Wheeling	W. Va.	661
WHLM	Bloomsburg	Pa.	585
WHLN	Harlan	Ky.	451
WHLP	Centerville	Tenn.	607
WHLS	Port Huron	Mich.	485
WHLT	Huntington	Ind.	435
WHMA	Anniston	Ala.	351
WHMI	Howell	Mich.	482
WHMP	Northampton	Mass.	473
WHMS	Charleston	W. Va.	658
WHNC	Henderson	N. C.	554
WHNY	McComb	Miss.	496
WHO	Des Moines	Iowa	441
WHOA	San Juan	P. R.	672
WHOC	Philadelphia	Pa.	497
WHOK	Lancaster	Ohio	569
WHOL	Allentown	Pa.	583
WHOM	New York	N. Y.	531
WHOO	Orlando	Fla.	402
WHOP	Hopkinsville	Ky.	451
WHOS	Decatur	Ala.	353
WHOT	Campbell	Ohio	563
WHOW	Clinton	Ill.	427
WHP	Harrisburg	Pa.	588
WHPB	Belton	S. C.	600
WHPE	High Point	N. C.	554
WHRT	Hartselle	Ala.	355
WHRV	Ann Arbor	Mich.	477
WHSC	Hartsville	S. C.	603
WHSM	Hayward	Wis.	663
WHSY	Hattiesburg	Miss.	494
WHTB	Talladega	Ala.	357
WHTC	Holland	Mich.	482
WHTG	Asbury Park	N. J.	517
WHTN	Huntington	W. Va.	659
WHUB	Cookeville	Tenn.	608
WHUC	Hudson	N. Y.	527
WHUM	Reading	Pa.	595
WHUN	Huntingdon	Pa.	589
WHVF	Wausau	Wis.	668
WHVH	Henderson	N. C.	554
WHVR	Hanover	Pa.	588
WHWB	Rutland	Vt.	641
WHXY	Bogalusa	La.	457
WHYE	Roanoke	Va.	648
WHYL	Carlisle	Pa.	586
WHYN	Springfield	Mass.	474
WHYS	Ocala	Fla.	402
WIAC	San Juan	P. R.	673
WIAM	Williamston	N. C.	560
WIBA	Madison	Wis.	663
WIBB	Macon	Ga.	414
WIBC	Indianapolis	Ind.	435

ation	City	State	Page
IBG	Philadelphia,	Pa.	593
IBM	Jackson,	Mich.	483
IBR	Baton Rouge,	La.	456
IBU	Poynette,	Wis.	666
IBV	Belleville,	Ill.	424
IBW	Topeka,	Kan.	448
IBX	Utica,	N. Y.	547
ICA	Ashtabula,	Ohio	563
ICC	Bridgeport,	Conn.	389
ICE	Providence,	R. I.	599
ICH	Norwich,	Conn.	391
ICK	Scranton,	Pa.	595
ICO	Salisbury,	Md.	469
ICU	Erie,	Pa.	588
ICY	Malone,	N. Y.	528
IDE	Biddeford,	Me.	464
IEL	Elizabethtown,	Ky.	450
IFM	Elkin,	N. C.	552
IGM	Medford,	Wis.	664
IIN	Atlanta,	Ga.	409
IKB	Iron River,	Mich.	483
IKC	Bogalusa,	La.	457
IKE	Newport,	Va.	641
IKY	Evansville,	Ind.	434
IL	St. Louis,	Mo.	506
ILA	Danville,	Va.	643
ILD	Boston,	Mass.	470
ILE	Cambridge,	Ohio	563
ILI	Willimantic,	Conn.	392
ILK	Wilkes-Barre,	Pa.	597
ILM	Wilmington,	Del.	393
ILO	Frank'ort,	Ind.	435
ILS	Lansing,	Mich.	484
ILZ	St. Petersburg Beach,	Fla.	404
IMA	Lima,	Ohio	569
IMO	Winder,	Ga.	418
IMS	Michigan City,	Ind.	437
INA	Charlottesville,	Va.	643
INC	Winchester,	Va.	650
IND	Chicago,	Ill.	427
INE	Buffalo,	N. Y.	525
INF	Manchester,	Conn.	390
ING	Dayton,	Ohio	568
INI	Murphysboro,	Ill.	431
INK	Fort Myers,	Fla.	397
INN	Louisville,	Ky.	452
INR	Binghamton,	N. Y.	524
INS	New York,	N. Y.	533
INT	Winter Haven,	Fla.	408
INX	Rockville,	Md.	468
INZ	Miami,	Fla.	400
IOD	Sanford,	Fla.	405
ION	Ionia,	Mich.	483
IOS	Tawas City,	Mich.	486
IOU	Kokomo,	Ind.	436
IP	Philadelphia,	Pa.	593
IPA	Annapolis,	Md.	466
IPC	Lake Wales,	Fla.	399
IPS	Ticonderoga,	N. Y.	547
IRA	Fort Pierce,	Fla.	397
IRB	Enterprise,	Ala.	353
IRC	Hickory,	N. C.	554
IRE	Indianapolis,	Ind.	436
IRJ	Humboldt,	Tenn.	609
IRK	West Palm Beach,	Fla.	407
IRL	Peoria,	Ill.	431
IRO	Ironton,	Ohio	569
IRY	Plattsburg,	N. Y.	544

Station	City	State	Page
WIS	Columbia,	S. C.	601
WISC	Madison,	Wis.	664
WISE	Asheville,	N. C.	549
WISH	Indianapolis,	Ind.	436
WISK	St. Paul,	Minn.	491
WISL	Shamokin,	Pa.	596
WISN	Milwaukee,	Wis.	665
WISO	Ponce,	P. R.	671
WISP	Kinston,	N. C.	555
WISR	Butler,	Pa.	586
WIST	Charlotte,	N. C.	550
WISV	Viroqua,	Wis.	668
WITA	San Juan,	P. R.	673
WITH	Baltimore,	Md.	467
WITT	Lewisburg,	Pa.	590
WITY	Danville,	Ill.	427
WITZ	Jasper,	Ind.	436
WIVI	Christiansted,	V. I.	673
WIVK	Knoxville,	Tenn.	610
WIVY	Jacksonville,	Fla.	398
WIZE	Springfield,	Ohio	571
WIZZ	Streator,	Ill.	433
WJAC	Johnstown,	Pa.	589
WJAG	Norfolk,	Neb.	512
WJAK	Jackson,	Tenn.	609
WJAM	Marion,	Ala.	355
WJAR	Providence,	R. I.	599
WJAT	Swainsboro,	Ga.	417
WJAX	Jacksonville,	Fla.	398
WJAY	Mullins,	S. C.	604
WJAZ	Albany,	Ga.	408
WJBB	Haleyville,	Ala.	354
WJBC	Bloomington,	Ill.	424
WJBD	Salem,	Ill.	432
WJBK	Detroit,	Mich.	479
WJBL	Holland,	Mich.	482
WJBO	Baton Rouge,	La.	457
WJBS	DeLand,	Fla.	396
WJBW	New Orleans,	La.	459
WJCD	Seymour,	Ind.	438
WJCM	Sebring,	Fla.	405
WJDA	Quincy,	Mass.	474
WJDB	Thomasville,	Ala.	358
WJDX	Jackson,	Miss.	494
WJDY	Salisbury,	Md.	469
WJEF	Grand Rapids,	Mich.	481
WJEH	Gallipolis,	Ohio	569
WJEJ	Hagerstown,	Md.	468
WJEM	Valdosta,	Ga.	418
WJER	Dover,	Ohio	568
WJET	Erie,	Pa.	588
WJHB	Talladega,	Ala.	358
WJHL	Johnson City,	Tenn.	610
WJHO	Opelika,	Ala.	356
WJIG	Tullahoma,	Tenn.	615
WJIM	Lansing,	Mich.	484
WJIV	Savannah,	Ga.	416
WJJC	Commerce,	Ga.	412
WJJD	Chicago,	Ill.	427
WJJL	Niagara Falls,	N. Y.	543
WJJM	Lewisburg,	Tenn.	611
WJLB	Detroit,	Mich.	479
WJLD	Birmingham,	Ala.	352
WJLK	Asbury Park,	N. J.	517
WJLS	Beckley,	W. Va.	657
WJMA	Orange,	Va.	647
WJMB	Brookhaven,	Miss.	492
WJMC	Rice Lake,	Wis.	667

Station	City	State	Page
WJMJ	Philadelphia,	Pa.	593
WJMO	Cleveland,	Ohio	567
WJMR	New Orleans,	La.	460
WJMS	Ironwood,	Mich.	483
WJMW	Athens,	Ala.	351
WJMX	Florence,	S. C.	602
WJNC	Jacksonville,	N. C.	554
WJNO	West Palm Beach,	Fla.	407
WJOB	Hammond,	Ind.	435
WJOC	Jamestown,	N. Y.	527
WJOE	Ward Ridge,	Fla.	407
WJOI	Florence,	Ala.	354
WJOL	Joliet,	Ill.	429
WJON	St. Cloud,	Minn.	490
WJOT	Lake City,	S. C.	603
WJOY	Burlington,	Vt.	641
WJPA	Washington,	Pa.	597
WJPD	Ishpeming,	Mich.	483
WJPF	Herrin,	Ill.	429
WJPG	Green Bay,	Wis.	663
WJPR	Greenville,	Miss.	493
WJPS	Evansville,	Ind.	434
WJQS	Jackson,	Miss.	494
WJR	Detroit,	Mich.	480
WJRD	Tuscaloosa,	Ala.	358
WJRI	Lenoir,	N. C.	555
WJSB	Crestview,	Fla.	396
WJTN	Jamestown,	N. Y.	528
WJUN	Mexico,	Pa.	591
WJVA	South Bend,	Ind.	438
WJW	Cleveland,	Ohio	567
WJWL	Georgetown,	Del.	393
WJWS	South Hill,	Va.	649
WJXN	Jackson,	Miss.	495
WJZM	Clarksville,	Tenn.	608
WKAB	Mobile,	Ala.	355
WKAI	Macomb,	Ill.	430
WKAL	Rome,	N. Y.	545
WKAM	Goshen,	Ind.	435
WKAN	Kankakee,	Ill.	429
WKAP	Allentown,	Pa.	584
WKAQ	Santurce,	P. R.	673
WKAT	Miami Beach,	Fla.	401
WKAY	Glasgow,	Ky.	450
WKAZ	Charleston,	W. Va.	658
WKBC	North Wilkesboro,	N. C.	557
WKBH	La Crosse,	Wis.	663
WKBI	St. Marys,	Pa.	595
WKBJ	Milan,	Tenn.	613
WKBL	Covington,	Tenn.	608
WKBN	Youngstown,	Ohio	572
WKBO	Harrisburg,	Pa.	589
WKBR	Manchester,	N. H.	517
WKBV	Richmond,	Ind.	438
WKBW	Buffalo,	N. Y.	525
WKBZ	Muskegon,	Mich.	485
WKCB	Berlin,	N. H.	516
WKCT	Bowling Green,	Ky.	449
WKDA	Nashville,	Tenn.	613
WKDK	Newberry,	S. C.	604
WKDL	Clarksdale,	Miss.	492
WKDN	Camden,	N. J.	518
WKDX	Hamlet,	N. C.	554
WKEI	Kewanee,	Ill.	429
WKEN	Dover,	Del.	393
WKEU	Griffin,	Ga.	414
WKEY	Covington,	Va.	643
WKGN	Knoxville,	Tenn.	610
WKHM	Jackson,	Mich.	484
WKIC	Hazard,	Ky.	451
WKID	Champaign-Urbana,	Ill.	425
WKIK	Leonardtown,	Md.	468
WKIN	Kingsport,	Tenn.	610
WKIP	Poughkeepsie,	N. Y.	544
WKIS	Orlando,	Fla.	402
WKIT	Garden City,	N. Y.	526
WKIX	Raleigh,	N. C.	557
WKJB	Mayaguez,	P. R.	671
WKJG	Ft. Wayne,	Ind.	435
WKKO	Cocoa,	Fla.	395
WKKS	Vanceburg,	Ky.	455
WKLA	Ludington,	Mich.	484
WKLC	St. Albans,	W. Va.	661
WKLE	Washington,	Ga.	418
WKLF	Clanton,	Ala.	352
WKLK	Cloquet,	Minn.	487
WKLM	Wilmington,	N. C.	560
WKLO	Louisville,	Ky.	452
WKLV	Blackstone,	Va.	643
WKLX	Paris,	Ky.	454
WKLY	Hartwell,	Ga.	414
WKLZ	Kalamazoo,	Mich.	484
WKMC	Roaring Spring,	Pa.	595
WKMF	Flint,	Mich.	480
WKMH	Detroit-Dearborn,	Mich.	479
WKMI	Kalamazoo,	Mich.	484
WKMT	Kings Mountain,	N. C.	555
WKNB	New Britain,	Conn.	391
WKNE	Keene,	N. H.	516
WKNX	Saginaw,	Mich.	486
WKNY	Kingston,	N. Y.	528
WKOA	Hopkinsville,	Ky.	451
WKOK	Sunbury,	Pa.	596
WKOP	Binghamton,	N. Y.	525
WKOV	Wellston,	Ohio	571
WKOW	Madison,	Wis.	664
WKOX	Framingham,	Mass.	472
WKOY	Bluefield,	W. Va.	658
WKOZ	Kosciusko,	Miss.	495
WKPA	New Kensington,	Pa.	591
WKPT	Kingsport,	Tenn.	610
WKRC	Cincinnati,	Ohio	565
WKRG	Mobile,	Ala.	355
WKRK	Murphy,	N. C.	556
WKRM	Columbia,	Tenn.	608
WKRO	Cairo,	Ill.	424
WKRS	Waukegan,	Ill.	433
WKRT	Cortland,	N. Y.	526
WKRZ	Oil City,	Pa.	591
WKSB	Milford,	Del.	393
WKSR	Pulaski,	Tenn.	614
WKST	New Castle,	Pa.	591
WKTC	Charlotte,	N. C.	551
WKTF	Warrenton,	Va.	650
WKTG	Thomasville,	Ga.	417
WKTL	Sheboygan,	Wis.	667
WKTQ	South Paris,	Me.	466
WKTX	Atlantic Beach,	Fla.	395
WKTY	La Crosse,	Wis.	663
WKUL	Cullman,	Ala.	353
WKVA	Lewistown,	Pa.	590
WKVM	San Juan,	P. R.	673
WKWF	Key West,	Fla.	399
WKWK	Wheeling,	W. Va.	661
WKXL	Concord,	N. H.	516
WKXV	Knoxville,	Tenn.	610

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KXY	Sarasota,	Fla.	405
KY	Oklahoma City,	Okla.	575
KYB	Paducah,	Ky.	454
KYR	Keyser,	W. Va.	659
KYW	Louisville,	Ky.	452
KZO	Kalamazoo,	Mich.	484
LAB	Gainesville,	Ga.	414
LAC	Nashville,	Tenn.	613
LAD	Danbury,	Conn.	390
LAF	Lafollette,	Tenn.	611
LAG	La Grange,	Ga.	414
LAK	Lakeland,	Fla.	399
LAM	Lewiston,	Me.	465
LAN	Lancaster,	Pa.	590
LAP	Lexington,	Ky.	451
LAQ	Rome,	Ga.	416
LAR	Athens,	Tenn.	607
LAS	Jacksonville,	N. C.	554
LAT	Conway,	S. C.	601
LAU	Laurel,	Miss.	495
LAV	Grand Rapids,	Mich.	482
LAY	Muscle Shoals,	Ala.	356
LBB	Carrollton,	Ga.	411
LBC	Muncie,	Ind.	437
LBE	Leesburg,	Fla.	400
LBG	Laurens,	S. C.	603
LBH	Mattoon,	Ill.	430
LBJ	Bowling Green,	Ky.	449
LBK	De Kalb,	Ill.	428
LBN	Lebanon,	Ky.	451
LBR	Lebanon,	Pa.	590
LBS	Birmingham,	Ala.	352
LBZ	Bangor,	Me.	463
LCK	Scottsville,	Ky.	455
LCM	Lancaster,	S. C.	603
LCO	Eustis,	Fla.	397
LCS	Baton Rouge,	La.	457
LCX	La Cross,	Wis.	663
LDB	Atlantic City,	N. J.	518
LDS	Jacksonville,	Ill.	429
LDY	Ladysmith,	Wis.	663
LEA	Hornell,	N. Y.	527
LEC	Sandusky,	Ohio	571
LEE	Richmond,	Va.	648
LEM	Emporium,	Pa.	587
LEO	Ponce,	P. R.	672
LET	Toccoa,	Ga.	417
LEU	Erie,	Pa.	588
LEW	Bad Axe,	Mich.	477
LFA	Lafayette,	Ga.	414
LFH	Little Falls,	N. Y.	528
LIB	New York,	N. Y.	535
LIK	Newport,	Tenn.	614
LIL	Lenoir City,	Tenn.	611
LIP	Kenosha,	Wis.	663
LIS	Old Saybrook,	Conn.	391
LIV	Livingston,	Tenn.	611
LLH	Lowell-Lawrence,	Mass.	473
LLY	Richmond,	Va.	647
LMJ	Jackson,	Ohio	569
LNA	Peekskill,	N. Y.	544
LNH	Laconia,	N. H.	517
LOA	Braddock,	Pa.	585
LOB	Portland,	Me.	465
LOC	Munfordville,	Ky.	453
LOE	Leaksville,	N. C.	555
LOF	Orlando,	Fla.	403
LOG	Logan,	W. Va.	659
LOH	Princeton,	W. Va.	660

Station	City	State	Page
WLOI	La Porte,	Ind.	436
WLOK	Memphis,	Tenn.	612
WLOL	Minneapolis,	Minn.	489
WLON	Lincolnton,	N. C.	555
WLOS	Asheville,	N. C.	549
WLOU	Louisville,	Ky.	452
WLOW	Norfolk,	Va.	646
WLOX	Biloxi-Gulfport,	Miss.	492
WLPM	Suffolk,	Va.	649
WLPO	La Salle,	Ill.	429
WLRP	New Albany,	Ind.	437
WLS	Chicago,	Ill.	427
WLSC	Leesville,	S. C.	603
WLSD	Big Stone Gap,	Va.	642
WLSE	Wallace,	N. C.	559
WLSH	Lansford,	Pa.	590
WLSI	Pikeville,	Ky.	454
WLSM	Louisville,	Miss.	496
WLSV	Wellsville,	N. Y.	549
WLTC	Gastonia,	N. C.	552
WLVA	Lynchburg,	Va.	645
WLW	Cincinnati,	Ohio	565
WLYC	Williamsport,	Pa.	597
WLYN	Lynn,	Mass.	473
WMAB	Munising,	Mich.	485
WMAF	Madison,	Fla.	400
WMAG	Forrest,	Miss.	493
WMAJ	State College,	Pa.	596
WMAK	Nashville,	Tenn.	613
WMAL	Washington,	D. C.	394
WMAM	Marinette,	Wis.	664
WMAN	Mansfield,	Ohio	570
WMAP	Monroe,	N. C.	556
WMAQ	Chicago,	Ill.	427
WMAS	Springfield,	Mass.	474
WMAX	Grand Rapids,	Mich.	482
WMAY	Springfield,	Ill.	433
WMAZ	Macon,	Ga.	415
WMBA	Ambridge,	Pa.	585
WMBC	Macon,	Miss.	496
WMBD	Peoria,	Ill.	431
WMBG	Richmond,	Va.	647
WMBH	Joplin,	Mo.	503
WMBL	Morehead City,	N. C.	556
WMBM	Miami Beach,	Fla.	401
WMBN	Petoskey,	Mich.	485
WMBO	Auburn,	N. Y.	524
WMBR	Jacksonville,	Fla.	398
WMBS	Uniontown,	Pa.	596
WMC	Memphis,	Tenn.	612
WMCA	New York,	N. Y.	537
WMCD	Welch,	W. Va.	661
WMCH	Church Hill,	Tenn.	608
WMCK	McKeesport,	Pa.	590
WMCP	Columbia,	Tenn.	608
WMCW	Harvard,	Ill.	429
WMDC	Hazlehurst,	Miss.	494
WMDD	Fajardo,	P. R.	671
WMDF	Mount Dora,	Fla.	402
WMDN	Midland,	Mich.	484
WMEG	Eau Gallie,	Fla.	397
WMEN	Tallahassee,	Fla.	405
WMET	Miami Beach,	Fla.	401
WMEV	Marion,	Va.	645
WMEX	Boston,	Mass.	470
WMFC	Monroeville,	Ala.	356
WMFD	Wilmington,	N. C.	560
WMFG	Hibbing,	Minn.	488

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Preferred

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Station	City	State	Page
WMFJ	Daytona Beach	Fla.	396
WMFR	High Point	N. C.	554
WMFS	Chattanooga	Tenn.	608
WMFT	Terre Haute	Ind.	439
WMGA	Moultrie	Ga.	415
WMGM	New York	N. Y.	539
WMGR	Bainbridge	Ga.	410
WMGW	Meadville	Pa.	591
WMGY	Montgomery	Ala.	356
WMIA	Arecibo	P. R.	671
WMIC	Monroe	Mich.	485
WMID	Atlantic City	N. J.	518
WMIE	Miami	Fla.	400
WMIK	Middlesboro	Ky.	453
WMIL	Milwaukee	Wis.	665
WMIN	St. Paul	Minn.	491
WMIQ	Iron Mountain	Mich.	483
WMIS	Natchez	Miss.	496
WMIX	Mt. Vernon	Ill.	431
WMJM	Cordele	Ga.	412
WMLF	Pineville	Ky.	454
WMLS	Sylacauga	Ala.	357
WMLT	Dublin	Ga.	413
WMMA	Miami	Fla.	401
WMMB	Melbourne	Fla.	400
WMMH	Marshall	N. C.	556
WMMM	Westport	Conn.	392
WMMN	Fairmont	W. Va.	659
WMMS	Bath	Me.	464
WMMT	McMinnville	Tenn.	612
WMMW	Meriden	Conn.	390
WMNA	Gretna	Va.	644
WMNB	North Adams	Mass.	473
WMNC	Morgantown	N. C.	556
WMNE	Menomonie	Wis.	664
WMNF	Richwood	W. Va.	660
WMNI	Columbus	Ohio	568
WMNS	Olean	N. Y.	543
WMOA	Marietta	Ohio	570
WMOD	Moundsville	W. Va.	660
WMOG	Brunswick	Ga.	411
WMOH	Hamilton	Ohio	569
WMOK	Metropolis	Ill.	430
WMON	Montgomery	W. Va.	659
WMOP	Ocala	Fla.	402
WMOR	Morehead	Ky.	453
WMOV	Ravenswood	W. Va.	660
WMOX	Meridian	Miss.	496
WMOZ	Mobile	Ala.	356
WMPA	Aberdeen	Miss.	492
WMPL	Hancock	Mich.	482
WMPM	Smithfield	N. C.	558
WMPS	Memphis	Tenn.	612
WMPT	South Williamsport	Pa.	596
WMRB	Greenville	S. C.	602
WMRC	Milford	Mass.	473
WMRE	Monroe	Ga.	415
WMRF	Lewistown	Pa.	590
WMRI	Marion	Ind.	437
WMRN	Marion	Ohio	570
WMRO	Aurora	Ill.	424
WMRP	Flint	Mich.	480
WMSA	Massena	N. Y.	528
WMSC	Columbia	S. C.	601
WMSJ	Sylva	N. C.	559
WMSL	Decatur	Ala.	353
WMSN	Raleigh	N. C.	557
WMSR	Manchester	Tenn.	611
WMST	Mt. Sterling	Ky.	453
WMT	Cedar Rapids	Iowa	440
WMTA	Central City	Ky.	449
WMTC	Vancleve	Ky.	455
WMTE	Manistee	Mich.	484
WMTL	Leitchfield	Ky.	451
WMTM	Moultrie	Ga.	415
WMTN	Morristown	Tenn.	613
WMTR	Morristown	N. J.	518
WMTS	Murfreesboro	Tenn.	613
WMUS	Muskegon	Mich.	485
WMUU	Greenville	S. C.	602
WMVA	Martinsville	Va.	645
WMVB	Millville	N. J.	518
WMVG	Milledgeville	Ga.	415
WMVO	Mt. Vernon	Ohio	570
WMYB	Myrtle Beach	S. C.	604
WMYN	Madison	N. C.	556
WMYR	Ft. Myers	Fla.	397
WNAB	Bridgeport	Conn.	389
WNAC	Boston	Mass.	471
WNAE	Warren	Pa.	597
WNAG	Grenada	Miss.	494
WNAH	Nashville	Tenn.	613
WNAK	Wilkes-Barre	Pa.	597
WNAM	Neenah	Wis.	666
WNAR	Norristown	Pa.	591
WNAT	Natchez	Miss.	496
WNAU	New Albany	Miss.	496
WNAV	Annapolis	Md.	466
WNAX	Yankton	S. D.	607
WNBF	Binghamton	N. Y.	525
WNBH	New Bedford	Mass.	473
WNBP	Newburyport	Mass.	473
WNBS	Murray	Ky.	453
WNBT	Wellsboro	Pa.	597
WNBZ	Saranac Lake	N. Y.	545
WNCA	Silver City	N. C.	558
WNCC	Barnsboro	Pa.	585
WNCO	Ashland	Ohio	563
WNDB	Daytona Beach	Fla.	396
WNDR	Syracuse	N. Y.	546
WNDU	South Bend	Ind.	438
WNEB	Worcester	Mass.	475
WNEG	Toccoa	Ga.	417
WNEL	Caguas	P. R.	671
WNER	Live Oak	Fla.	400
WNES	Central City	Ky.	449
WNEW	New York	N. Y.	541
WNEX	Macon	Ga.	415
WNGO	Mayfield	Ky.	453
WNHC	New Haven	Conn.	391
WNIA	Buffalo	N. Y.	525
WNIL	Niles	Mich.	485
WNJR	Newark	N. J.	518
WNKY	Neon	Ky.	453
WNLA	Indianola	Miss.	494
WNLC	New London	Conn.	391
WNLK	Norwalk	Conn.	391
WNMP	Evanston	Ill.	428
WNNC	Newton	N. C.	557
WNNJ	Newton	N. J.	519
WNNT	Warsaw	Va.	650
WNOE	New Orleans	La.	460
WNOG	Naples	Fla.	402
WNOK	Columbia	S. C.	601
WNOP	Newport	Ky.	453
WNOR	Norfolk	Va.	646

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WNOS	High Point	N. C.	554
WNOW	York	Pa.	598
WNOX	Knoxville	Tenn.	610
WNPT	Tuscaloosa	Ala.	358
WNRG	Grundy	Va.	644
WNRI	Woonsocket	R. I.	599
WNRV	Narrows	Va.	646
WNSL	Laurel	Miss.	495
WNSM	Valparaiso	Fla.	407
WNTA	Newark	N. J.	518
WNVA	Norton	Va.	646
WNXT	Portsmouth	Ohio	570
WOAI	San Antonio	Tex.	635
WOAP	Owosso	Mich.	485
WOAY	Oak Hill	W. Va.	660
WOBS	Jacksonville	Fla.	398
WOBT	Rhinelander	Wis.	667
WOC	Davenport	Iowa	441
WOCB	West Yarmouth	Mass.	475
WOCH	North Vernon	Ind.	438
WOHI	East Liverpool	Ohio	569
WOHO	Toledo	Ohio	571
WOHP	Bellefontaine	Ohio	563
WOHS	Shelby	N. C.	558
WOIA	Saline	Mich.	486
WOIC	Columbia	S. C.	601
WOKE	Oak Ridge	Tenn.	614
WOKJ	Jackson	Miss.	495
WOKK	Meridian	Miss.	496
WOKO	Albany	N. Y.	524
WOKY	Milwaukee	Wis.	665
WOKZ	Alton	Ill.	424
WOL	Washington	D. C.	394
WOLF	Syracuse	N. Y.	547
WOLS	Florence	S. C.	602
WOMI	Owensboro	Ky.	453
WOMT	Manitowoc	Wis.	664
WOND	Pleasantville	N. J.	519
WONE	Dayton	Ohio	568
WONG	Oneida	N. Y	543
WONN	Lakeland	Fla.	399
WONW	Defiance	Ohio	568
WOOD	Grand Rapids	Mich.	482
WOOF	Dothan	Ala.	353
WOOK	Washington	D. C.	394
WOOO	DeLand	Fla.	396
WOPA	Oak Park	Ill.	431
WOPI	Bristol	Tenn.	607
WOR	New York	N. Y.	539
WORA	Mayaguez	P. R.	671
WORC	Worcester	Mass.	475
WORD	Spartanburg	S. C.	604
WORK	York	Pa.	598
WORL	Boston	Mass.	471
WORM	Savannah	Tenn.	614
WORX	Madison	Ind.	437
WOSA	Wausau	Wis.	668
WOSC	Fulton	N. Y.	526
WOSH	Oshkosh	Wis.	666
WOTR	Corry	Pa.	587
WOTW	Nashua	N. H.	517
WOV	New York	N. Y.	541
WOW	Omaha	Neb.	513
WOWL	Florence	Ala.	354
WOWO	Ft. Wayne	Ind.	435
WOXF	Oxford	N. C.	557
WOZK	Ozark	Ala.	356
WPAB	Ponce	P. R.	672
WPAC	Patchogue	N. Y.	544
WPAD	Paducah	Ky.	454
WPAG	Ann Arbor	Mich.	477
WPAL	Charleston	S. C.	600
WPAM	Pottsville	Pa.	594
WPAQ	Mt. Airy	N. C.	556
WPAR	Parkersburg	W. Va.	660
WPAT	Paterson	N. J.	519
WPAW	Pawtucket	R. I.	598
WPAX	Thomasville	Ga.	417
WPAY	Portsmouth	Ohio	570
WPAZ	Pottstown	Pa.	594
WPBB	Jackson	Ala.	355
WPBC	Minneapolis	Minn.	489
WPCC	Clinton	S. C.	601
WPCF	Panama City	Fla.	403
WPCO	Mount Vernon	Ind.	437
WPCT	Putnam	Conn.	392
WPDM	Potsdam	N. Y.	544
WPDQ	Jacksonville	Fla.	398
WPDR	Portage	Wis.	666
WPDX	Clarksburg	W. Va.	658
WPEG	Jacksonville	Fla.	398
WPEL	Montrose	Pa.	591
WPEN	Philadelphia	Pa.	593
WPEO	Peoria	Ill.	432
WPEP	Taunton	Mass.	475
WPET	Greensboro	N. C.	554
WPFA	Pensacola	Fla.	404
WPFB	Middletown	Ohio	570
WPFD	Darlington	S. C.	601
WPFP	Park Falls	Wis.	666
WPGC	Washington	D. C.	394
WPGW	Portland	Ind.	438
WPHB	Philipsburg	Pa.	593
WPIC	Sharon	Pa.	596
WPID	Piedmont	Ala.	357
WPIK	Alexandria	Va.	642
WPIN	St. Petersburg	Fla.	404
WPIT	Pittsburgh	Pa.	594
WPKE	Pikeville	Ky.	454
WPKO	Waverly	Ohio	571
WPKY	Princeton	Ky.	454
WPLA	Plant City	Fla.	404
WPLH	Huntington	W. Va.	659
WPLM	Plymouth	Mass.	474
WPLY	Plymouth	Wis.	666
WPME	Punxsutawney	Pa.	594
WPMP	Pascagoula	Miss.	497
WPNC	Plymouth	N. C.	557
WPNF	Brevard	N. C.	550
WPNX	Phenix City	Ala.	357
WPOM	Pompano Beach	Fla.	404
WPON	Pontiac	Mich.	485
WPOP	Hartford	Conn.	390
WPOR	Portland	Me.	465
WPOW	New York	N. Y.	541
WPPA	Pottsville	Pa.	594
WPRA	Mayaguez	P. R.	671
WPRC	Lincoln	Ill.	429
WPRE	Prarie Du Chien	Wis.	666
WPRO	Providence	R. I.	598
WPRP	Ponce	P. R.	672
WPRS	Paris	Ill.	431
WPRT	Prestonsburg	Ky.	454
WPRW	Manassas	Va.	645
WPRY	Perry	Fla.	404
WPTF	Raleigh	N. C.	557

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WPTW	Piqua,	Ohio	570
WPTX	Lexington Park,	Md.	468
WPUV	Pulaski,	Va.	647
WPVA	Petersburg,	Va.	647
WPVL	Painesville,	Ohio	570
WQAM	Miami,	Fla.	401
WQBC	Vicksburg,	Miss.	497
WQIC	Meridian,	Miss.	496
WQIK	Jacksonville,	Fla.	398
WQOK	Greenville,	S. C.	602
WQSN	Charleston,	S. C.	601
WQUA	Moline,	Ill.	430
WQUB	Galesburg,	Ill.	429
WQXI	Atlanta,	Ga.	409
WQXQ	Ormond Beach,	Fla.	403
WQXR	New York,	N. Y.	543
WQXT	Palm Beach,	Fla.	403
WRAC	Racine,	Wis.	666
WRAD	Radford,	Va.	647
WRAG	Carrollton,	Ala.	352
WRAJ	Anna,	Ill.	424
WRAK	Williamsport,	Pa.	597
WRAL	Raleigh,	N. C.	557
WRAM	Monmouth,	Ill.	431
WRAP	Norfolk,	Va.	646
WRAW	Reading,	Pa.	595
WRAY	Princeton,	Ind.	438
WRBC	Jackson,	Miss.	495
WRBL	Columbus,	Ga.	412
WRBS	Tuscaloosa,	Ala.	358
WRC	Washington,	D. C.	394
WRCA	New York,	N. Y.	541
WRCD	Dalton,	Ga.	412
WRCO	Richland Center,	Wis.	667
WRCS	Ahoskie,	N. C.	549
WRCV	Philadelphia,	Pa.	593
WRDB	Reedsburg,	Wis.	666
WRDO	Augusta,	Me.	463
WRDW	Augusta,	Ga.	410
WREB	Holyoke,	Mass.	472
WREC	Memphis,	Tenn.	612
WREL	Lexington,	Va.	645
WREM	Remsen,	N. Y.	544
WREN	Topeka,	Kan.	448
WREV	Reidsville,	N. C.	557
WRFB	Tallahassee,	Fla.	405
WRFC	Athens,	Ga.	409
WRFD	Worthington,	Ohio	572
WRFS	Alexander City,	Ala.	351
WRGA	Rome,	Ga.	416
WRGR	Starke,	Fla.	405
WRGS	Rogersville,	Tenn.	614
WRHC	Jacksonville,	Fla.	399
WRHI	Rock Hill,	S. C.	604
WRIB	Providence,	R. I.	598
WRIC	Richlands,	Va.	647
WRIG	Wausau,	Wis.	668
WRIM	Pahokee,	Fla.	403
WRIO	Rio Piedras,	P. R.	672
WRIP	Rossville,	Ga.	416
WRIS	Roanoke,	Va.	649
WRIT	Milwaukee,	Wis.	665
WRIV	Riverhead,	N. Y.	544
WRJN	Racine,	Wis.	666
WRJW	Picayune,	Miss.	497
WRKD	Rockland,	Me.	465
WRKH	Rockwood,	Tenn.	614
WRLD	West Point,	Ga.	418
WRMA	Montgomery,	Ala.	356
WRMF	Titusville,	Fla.	407
WRMN	Elgin,	Ill.	428
WRNB	New Bern,	N. C.	556
WRNL	Richmond,	Va.	647
WROA	Gulfport,	Miss.	494
WROB	West Point,	Miss.	497
WROD	Daytona Beach,	Fla.	396
WROK	Rockford,	Ill.	432
WROM	Rome,	Ga.	416
WRON	Ronceverte,	W. Va.	661
WROS	Scottsboro,	Ala.	357
WROV	Roanoke,	Va.	649
WROW	Albany,	N. Y.	523
WROX	Clarksdale,	Miss.	492
WROY	Carmi,	Ill.	424
WRPB	Warner Robbins,	Ga.	418
WRR	Dallas,	Tex.	622
WRRF	Washington,	N. C.	559
WRRR	Rockford,	Ill.	432
WRRZ	Clinton,	N. C.	551
WRSA	Saratoga Springs,	N. Y.	545
WRSW	Warsaw,	Ind.	439
WRTA	Altoona,	Pa.	584
WRUF	Gainesville,	Fla.	398
WRUM	Rumford,	Me.	465
WRUN	Utica,	N. Y.	547
WRUS	Russellville,	Ky.	455
WRVA	Richmond,	Va.	648
WRVK	Renfro Valley,	Ky.	454
WRVM	Rochester,	N. Y.	545
WRWB	Kissimmee,	Fla.	399
WRWJ	Selma,	Ala.	357
WRXO	Roxboro,	N. C.	558
WSAC	Ft. Knox,	Ky.	450
WSAI	Cincinnati,	Ohio	565
WSAL	Logansport,	Ind.	437
WSAM	Saginaw,	Mich.	486
WSAN	Allentown,	Pa.	584
WSAR	Fall River,	Mass.	472
WSAT	Salisbury,	N. C.	558
WSAU	Wausau,	Wis.	668
WSAV	Savannah,	Ga.	416
WSAY	Rochester,	N. Y.	545
WSAZ	Huntington,	W. Va.	659
WSB	Atlanta,	Ga.	409
WSBA	York,	Pa.	598
WSBB	New Smyrna Beach,	Fla.	402
WSBC	Chicago,	Ill.	427
WSBS	Great Barrington,	Mass.	472
WSBT	South Bend,	Ind.	438
WSCR	Scranton,	Pa.	596
WSDB	Homestead,	Fla.	398
WSDR	Sterling,	Ill.	433
WSEN	Baldwinsville,	N. Y.	524
WSEV	Sevierville,	Tenn.	615
WSFB	Quitman,	Ga.	416
WSFC	Somerset,	Ky.	455
WSFT	Thomaston,	Ga.	417
WSGA	Savannah,	Ga.	416
WSGC	Elberton,	Ga.	413
WSGN	Birmingham,	Ala.	352
WSGW	Saginaw,	Mich.	486
WSIC	Statesville,	N. C.	559
WSID	Baltimore,	Md.	467
WSIG	Mount Jackson,	Va.	646

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WSIP	Paintsville	Ky.	454
WSIR	Winter Haven	Fla.	408
WSIV	Pekin	Ill.	431
WSIX	Nashville	Tenn.	613
WSIZ	Douglas	Ga.	413
WSJC	Magee	Miss.	496
WSJM	Saint Joseph	Mich.	486
WSJS	Winston-Salem	N. C.	560
WSKI	Montpelier	Vt.	641
WSKN	Saugerties	N. Y.	545
WSKP	Miami	Fla.	401
WSKY	Asheville	N. C.	549
WSLB	Ogdensburg	N. Y.	543
WSLI	Jackson	Miss.	495
WSLM	Salem	Ind.	438
WSLS	Roanoke	Va.	649
WSM	Nashville	Tenn.	614
WSMB	New Orleans	La.	460
WSME	Sanford	Me.	466
WSMI	Litchfield	Ill.	430
WSMN	Nashua	N. H.	517
WSMT	Sparta	Tenn.	615
WSNJ	Bridgeton	N. J.	518
WSNT	Sandersville	Ga.	416
WSNW	Seneca	S. C.	604
WSNY	Schenectady	N. Y.	546
WSOC	Charlotte	N. C.	551
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WSOO	Sault Ste. Marie	Mich.	486
WSOY	Decatur	Ill.	428
WSPA	Spartanburg	S. C.	605
WSPB	Sarasota	Fla.	405
WSPD	Toledo	Ohio	571
WSPN	Saratoga Springs	N. Y.	545
WSPR	Springfield	Mass.	474
WSPT	Stevens Point	Wis.	667
WSRA	Milton	Fla.	402
WSRC	Durham	N. C.	551
WSRO	Marlborough	Mass.	473
WSRS	Cleveland Heights	Ohio	567
WSRW	Hillsboro	Ohio	569
WSSB	Durham	N. C.	551
WSSC	Sumter	S. C.	605
WSSO	Starkville	Miss.	497
WSSV	Petersburg	Va.	647
WSTA	St. Thomas	V. I.	673
WSTC	Stamford	Conn.	392
WSTL	Eminence	Ky.	450
WSTN	St. Augustine	Fla.	404
WSTP	Salisbury	N. C.	558
WSTR	Sturgis	Mich.	486
WSTU	Stuart	Fla.	405
WSTV	Steubenville	Ohio	571
WSUB	Groton	Conn.	390
WSUH	Oxford	Miss.	497
WSUN	St. Petersburg	Fla.	404
WSUX	Seaford	Del.	393
WSUZ	Palatka	Fla.	403
WSVA	Harrisonburg	Va.	645
WSVS	Crewe	Va.	643
WSWN	Belle Glade	Fla.	395
WSWW	Platteville	Wis.	656
WSYB	Rutland	Vt.	642
WSYD	Mount Airy	N. C.	556
WSYL	Sylvania	Ga.	417
WSYR	Syracuse	N. Y.	547
WTAB	Tabor City	N. C.	559
WTAC	Flint	Mich.	480
WTAD	Quincy	Ill.	432
WTAG	Worcester	Mass.	475
WTAL	Tallahassee	Fla.	406
WTAN	Clearwater	Fla.	395
WTAO	Boston	Mass.	471
WTAQ	La Grange	Ill.	429
WTAR	Norfolk	Va.	646
WTAW	Bryan	Tex.	619
WTAX	Springfield	Ill.	433
WTAY	Robinson	Ill.	432
WTBC	Tuscaloosa	Ala.	358
WTBF	Troy	Ala.	358
WTBO	Cumberland	Md.	467
WTCB	Flomaton	Ala.	353
WTCH	Shawano	Wis.	667
WTCJ	Tell City	Ind.	438
WTCM	Traverse City	Mich.	486
WTCN	Minneapolis	Minn.	489
WTCO	Campbellsville	Ky.	449
WTCR	Ashland	Ky.	449
WTCS	Fairmont	W. Va.	659
WTCW	Whitesburg	Ky.	455
WTEL	Philadelphia	Pa.	593
WTHE	Spartanburg	S. C.	604
WTHI	Terre Haute	Ind.	439
WTHR	Panama City	Fla.	403
WTIC	Hartford	Conn.	390
WTIF	Tifton	Ga.	417
WTIG	Massillon	Ohio	570
WTIK	Durham	N. C.	551
WTIL	Mayaguez	P. R.	671
WTIM	Taylorville	Ill.	433
WTIP	Charleston	W. Va.	658
WTIV	Titusville	Pa.	596
WTIX	New Orleans	La.	460
WTJH	East Point	Ga.	413
WTJS	Jackson	Tenn.	610
WTKM	Hartford	Wis.	663
WTKO	Ithaca	N. Y.	527
WTLB	Utica	N. Y.	547
WTLG	Bowling Green	Ohio	563
WTLS	Tallassee	Ala.	358
WTMA	Charleston	S. C.	600
WTMC	Ocala	Fla.	402
WTMJ	Milwaukee	Wis.	665
WTMP	Tampa	Fla.	407
WTMT	Louisville	Ky.	452
WTNC	Thomasville	N. C.	559
WTND	Orangeburg	S. C.	604
WTNJ	Trenton	N. J.	519
WTNS	Coshocton	Ohio	568
WTNT	Tallahassee	Fla.	406
WTOB	Winston-Salem	N. C.	560
WTOC	Savannah	Ga.	417
WTOD	Toledo	Ohio	571
WTOE	Spruce Pine	N. C.	559
WTOL	Toledo	Ohio	571
WTON	Staunton	Va.	649
WTOP	Washington	D. C.	394
WTOR	Torrington	Conn.	392
WTOT	Marianna	Fla.	400
WTPR	Paris	Tenn.	614
WTPS	New Orleans	La.	460
WTRA	Latrobe	Pa.	590
WTRB	Ripley	Tenn.	614
WTRC	Elkhart	Ind.	434
WTRL	Bradenton	Fla.	395
WTRN	Tyrone	Pa.	596

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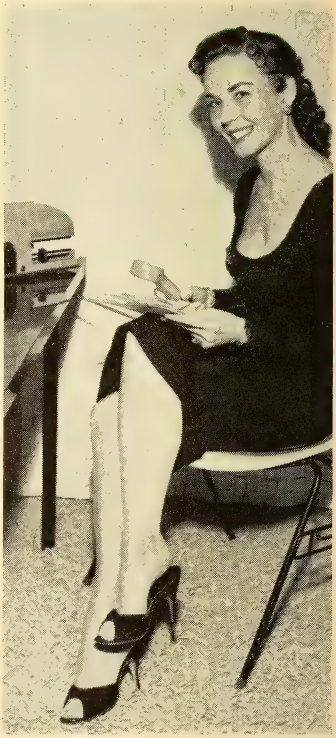
WTRO	Dyersburg	Tenn.	609
WTRP	La Grange	Ga.	414
WTRR	Sanford	Fla.	405
WTRU	Muskegon	Mich.	485
WTRW	Two Rivers	Wis.	667
WTRX	Bellaire-Wheeling	Ohio	563
WTRY	Troy	N. Y.	547
WTSA	Brattleboro	Vt.	641
WTSB	Lumberton	N. C.	555
WTSL	Hanover	N. H.	516
WTSN	Dover	N. H.	516
WTSP	St. Petersburg	Fla.	404
WTSV	Claremont	N. H.	516
WTTB	Vero Beach	Fla.	407
WTTH	Port Huron	Mich.	485
WTTL	Madisonville	Ky.	452
WTTM	Trenton	N. J.	519
WTTN	Watertown	Wis.	668
WTTR	Westminster	Md.	469
WTTS	Bloomington	Ind.	434
WTUC	Union City	Tenn.	615
WTUP	Tupelo	Miss.	497
WTUS	Tuskegee	Ala.	358
WTUX	Wilmington	Del.	393
WTVB	Coldwater	Mich.	479
WTVL	Waterville	Me.	466
WTVN	Columbus	Ohio	568
WTWA	Thomson	Ga.	417
WTWB	Auburndale	Fla.	395
WTWN	St. Johnsbury	Vt.	642
WTXL	West Springfield	Mass.	474
WTYC	Rock Hill	S. C.	604
WTYM	Springfield	Mass.	474
WTYN	Tryon	N. C.	559
WTYS	Marianna	Fla.	400
WULA	Eufaula	Ala.	353
WUSJ	Lockport	N. Y.	528
WUST	Washington	D. C.	394
WVAM	Altoona	Pa.	584
WVCG	Coral Gables	Fla.	395
WVCH	Chester	Pa.	586
WVEC	Hampton	Va.	644
WVET	Rochester	N. Y.	545
WVIM	Vicksburg	Miss.	497
WVIP	Mt. Kisco	N. Y.	528
WVJP	Caguas	P. R.	671
WVJS	Owensboro	Ky.	453
WVKO	Columbus	Ohio	568
WVLK	Lexington	Ky.	451
WVLN	Olney	Ill.	431
WVMC	Mount Carmel	Ill.	431
WVMI	Biloxi	Miss.	492
WVNA	Tuscumbia	Ala.	358
WVNJ	Newark	N. J.	518
WVOK	Birmingham	Ala.	352
WVOL	Nashville	Tenn.	614
WVOP	Vidalia	Ga.	418
WVOS	Liberty	N. Y.	528
WVOT	Wilson	N. C.	560
WVOW	Logan	W. Va.	659
WVPO	Stroudsburg	Pa.	596
WVSC	Somerset	Pa.	596
WVVW	Grafton-Fairmont	W. Va.	659
WWBC	Bay City	Mich.	477
WWBD	Bamberg	S. C.	600
WWBZ	Vineland	N. J.	519
WWCA	Gary	Ind.	435
WWCC	Bremen	Ga.	410
WWCO	Waterbury	Conn.	392
WWDC	Washington	D. C.	394
WWES	New Rochelle	N. Y.	528
WWEZ	New Orleans	La.	460
WWGP	Sanford	N. C.	558
WWGS	Tifton	Ga.	417
WWHG	Hornell	N. Y.	527
WWIL	Fort Lauderdale	Fla.	397
WWIN	Baltimore	Md.	467
WWIS	Black River Falls	Wis.	662
WWIT	Canton	N. C.	550
WWJ	Detroit	Mich.	480
WWJB	Brookville	Fla.	395
WWKY	Winchester	Ky.	455
WWL	New Orleans	La.	460
WWNC	Asheville	N. C.	549
WWNH	Rochester	N. H.	517
WWNS	Statesboro	Ga.	417
WWNY	Watertown	N. Y.	549
WWOD	Lynchburg	Va.	645
WWOK	Charlotte	N. C.	551
WWOL	Buffalo	N. Y.	525
WWON	Woonsocket	R. I.	599
WWNR	Beckley	W. Va.	657
WWPA	Williamsport	Pa.	597
WWPF	Palatka	Fla.	403
WWRI	West Warwick	R. I.	599
WWRL	New York	N. Y.	543
WWSC	Glens Falls	N. Y.	527
WWSR	St. Albans	Vt.	642
WWST	Wooster	Ohio	572
WWSW	Pittsburgh	Pa.	594
WWTB	Tampa	Fla.	407
WWVA	Wheeling	W. Va.	661
WWWB	Jasper	Ala.	355
WWWF	Fayette	Ala.	353
WWWR	Russellville	Ala.	357
WWWW	Rio Piedras	P. R.	672
WWXL	Manchester	Ky.	453
WWYO	Pineville	W. Va.	660
WXAL	Demopolis	Ala.	353
WXGI	Richmond	Va.	648
WXLI	Dublin	Ga.	413
WXLW	Indianapolis	Ind.	436
WXOK	Baton Rouge	La.	457
WXRF	Guayama	P. R.	671
WXXX	Hattiesburg	Miss.	494
WXYZ	Detroit	Mich.	480
WYCL	York	S. C.	605
WYDE	Birmingham	Ala.	352
WYLD	New Orleans	La.	460
WYMB	Manning	S. C.	603
WYNN	Florence	S. C.	602
WYOU	Newport News	Va.	646
WYRN	Louisburg	N. C.	555
WYSE	Lakeland	Fla.	399
WYSR	Franklin	Va.	644
WYTH	Madison	Ga.	415
WYTI	Rocky Mount	Va.	649
WYVE	Wytheville	Va.	650
WYZE	Atlanta	Ga.	410
WZIP	Cincinnati	Ohio	566
WZKY	Ahoskie	N. C.	549
WZOB	Ft. Payne	Ala.	354
WZOK	Jacksonville	Fla.	399
WZRO	Jacksonville Beach	Fla.	399
WZYX	Cowan	Tenn.	608

DEE-JAY Grapevine

WE SUPPLY THE GIFTS — YOU BUILD AUDIENCES!



Here you see a facsimile of the format of the *Dee-Jay Grapevine,* a publication begun in January, 1959, by Al Petker, the Contest Man, Beverly Hills, California.

It is dedicated to the Disc-Jockey, the "Dee-Jay," and it goes to more than 7500 of them each month. It is *their* paper. And you can make it *your* free medium in which you can exchange views, ideas and opinions — contest plans, boners, and even advertise — at no cost — for a new job or a new transmitter.

In its first month, the *Dee-Jay Grapevine* was so fantastically accepted that it tripled its circulation. Thus, in the "Contest Man's" office, we feel we have fulfilled a need.

We also feel that we fulfill a few other needs. We supply gifts whereby Dee-Jays build their audiences — build them for profit to themselves and their stations.

Dee-Jays might also feel a need for the young lady to our right, here. But that's something we can't fulfill. They're on their own as far as she is concerned. That's Miss Georgia Clancy, our Executive V.P. But she'll gladly correspond with you and fulfill all your needs in *Gifts For Listeners.*

Write her in care of Al Petker, The Contest Man, Beverly Hills, California.

Pop.: 3,345,000
Families: 864,000
Radio Homes: 819,000

Alabama

Stations in State: 106
TV Homes: 614,000
TV Stations: 11

WAVU—Albertville—1947

Frequency: 630 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Sand Mt. Bcstg. Service
Business-Studio Address.....P. O. Box 411
Tel.: 830.....Independent
Pres., Gen. Mgr.....Pat M. Courington
Comm. Prom. Mgr.....Bill Hagler
Chief Engineer.....James B. Hartling

WRFS—Alexander City—1947

Frequency: 1050 Kc.....Power: 1000 Watts
Owned-Operated By..Piedmont Service Corp.
Business-Studio Address .....138 Main St.
Tel.: Adams 4-2566.....KBS
Representative ....Sears & Ayers, Dixieland
General Mgr. .....Jim Whatley

WCTA—Andalusia—1946

Frequency: 920 Kc..Power: 5 Kw. d., 500 W. n.
Owned-Oper. By....Andalusia Bcstg. Co., Inc.
Address.....Sanford Rd., P. O. Box 29
Tel.: 1340.....KBS
Pres., Gen. Mgr.....J. Dige Bishop
Sales Comm. Mgr.....Donald Cooke
Program Director.....Jeanette Powell

WANA—Anniston—1954

Frequency: 1490 Kc.....Power: 250 Watts
Owned.....Gadsden Radio Co.
Address.....Box 509
Tel.: AD 7-1627.....KBS
Representative.....McGillvra, Inc.
Owner.....C. L. Graham
General Mgr.....Mac M. Thomas

WDNG—Anniston—1957

Frequency: 1450 Kc.....Power: 250 Watts
Owned By .....Southland Bcstg Co.
Address .....Box 1280
Tel: Adams 6-8291.....Independent
General Mgr. .....Ralph M. Allgood
Promotion Mgr. .....Jim Shackelford
Program Dir. .....Beatie R. Ferguson
Chief Engineer .....R. G. Olm

WHMA—Anniston—1938

Frequency: 1390 Kc...Pw: 5000 d.; 1000 Kw. n.
Owned-Operated By..Anniston Bcstg. Co., Inc.
Business-Studio Address.....Radio Bldg.
Tel.: AD 6-7545.....ABC
Newspaper Affil.....Anniston Star
Representative .....Walker-Rawalt Co.
President.....Harry M. Ayers
Gen.-Sta. Mgr.....Malcolm Street
Commercial Manager.....George Rutlege
Program Director.....Rosamond Ponder
Publicity Director.....E. Cody Hall
Sales Prom. Mgr.....Hall Wray
Chief Engineer.....James A. Hudson

WJMW—Athens—1948

Frequency: 730 Kc.....Power: 1000 Watts d.
Owned-Operated By...Athens Bcstg. Co., Inc.
Business-Studio Address .....P.O. Box 386
Tel.: 565.....Independent
Pres.-Gen. Mgr.....Homer F. Dunnavant
Program Dir.....Robt. V. Dunnavant
Chief Eng.....William G. Mitchell

WATM—Atmore—1949

Frequency: 1590 Kc.....Power: 5000 Watts
Owned-Operated By.....Southland Bcstg. Co.
Address.....P. O. Box 59
Tel.: 50.....Independent
Gen. Mgr., Ch. Eng.....T. C. Miniard
Comm. Mgr.....Julia Miniard
Program Director.....Jimmie Crews

WAUD—Auburn—1947

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Auburn Bcstg. Co.
Address .....Box 391
Tel.: 1240.....ABC
Pres., Gen.-Sta. Mgr.....Elmer G. Salter
Sales Prom. Mgr.....Bonn Sanders
Program Director.....Jean Jetton
Publicity Director.....Elmer Salter
Chief Engineer.....George Murphy

WBCA—Bay Minette—1957

Frequency: 1150 Kc.....Power: 1 Kw., d.
Owned.....SW Alabama Bcstg. Co., Inc.
Address .....Box 426
Tel.: 2281.....KBS
Newspaper Affiliation.....Baldwin Times
Representative .....Continental
President.....J. H. Faulkner
Gen. Mgr.....Jim Stewart
Prog. Dir.....Al Perkins
Chief Engineer.....R. A. Switzer

WAPI—Birmingham—1922

Frequency: 1070 Kc.....Power: 50,000 Watts
Oper. By.....Alabama Bcstg. Sys. Inc.
Address.....P. O. Box 2553
Tel.: FAirfax 3-6141.....ABC-NBC
Newspaper Affil.....Birmingham News
Representative.....Henry I. Christal
V.P., Gen. Mgr.....Charles F. Grisham
Program Director.....Ray A. Furr
Sales Dir.....Albert J. Gillen
Promotion Director.....James Chenoweth
Chief Engineer.....J. V. Sanderson

WBRC—Birmingham—1925

Frequency: 960 Kc.....Power: 5000 Watts
Owned-Oper. By.....WBRC, Inc.
Address .....1729 2nd Ave., N.
General Manager.....Lloyd Tait
Sales Manager.....W. O. Mogge

Merchandising Mgr.....Rena Webb
Nat. Sales Mgr.....G. O. Privett
Prog. Dir.....Fox Lightfoot
Chief Engineer.....Robert L. DuPriest

WCRT—Birmingham—1953

Frequency: 1260 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Chapman Radio-TV Co.
Business Address.....725 S. 22nd St.
Tel.: AL 2-3019.....ABC
General Commercial Manager..W. R. Kennedy
Sta. Prog. Dir.....G. K. Chapman
Publicity Director.....Frances Coyle
Chief Engineer.....Ben Nixon

WEDR—Birmingham—1949

Frequency: 1220 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Edwin H. Estes
Business Address.....1417 Fourth Ave. N.
Tel.: 4-0925.....KBS
Representative .....Dore
Owner..... Edwin H. Estes
Gen. Mgr.....Joe E. Osborn

WENN—Birmingham—1949

Frequency: 1450 Kc.....Power: 250 d.; n.
Owned By.....John McLendon & Assoc.
Business Address.....Box 1469
Tel.: HAmilton 5-344.....Independent
Representative.....John E. Pearson Co.
President, General Manager...John McLendon
Station Manager.....William Anderson
Commercial Manager.....Cy Steiner
Sales Promotion Manager.....Patsy Hartley
Program Director.....Erskine Faush
Chief Engineer.....Carl Martens

WEZB—Birmingham—1953

Frequency: 1320 Kc.....Power: 1 Kw. d.
Owned:.....Gene Newman Radio, Inc.
Address .....Dinkler-Tutwiler Hotel
Tel.: FA 2-4641.....Independent
Pres. Gen. Mgr.....Gene Newman
Commercial Mgr.....Gaines Allen
Chief Engineer.....V. Cicero

WJLD—Birmingham—1942

Frequency: 1400 Kc.....Power: 250 Watts
Owned By.....Johnston Bcstg. Co.
Business Address.....P.O. Box 5767
Tel.: FA 4-3466.....Independent
Representative .....Forjoe
President.....George Johnston, Jr.
Gen. Manager.....James Connolly
Program Director.....Mary Vail
Sales Prom., Comm. Mgr.....Otis Dodge
Pub. Dir.....Nell Pitts
Chief Engineer.....Cliff Goggans

WLBS—Birmingham—1947

Frequency: 900 Kc.....Power: 1000 Watts d.
Owned-Operated By.....WLBS, Inc.
Address.....710 S. 22nd St.
Tel.: FA 4-2541.....Independent
Representative .....Walker
Pres. .....Faye N. Puett
Gen., Comm. Mgr.....Bob Bingham
Pub. Dir.....W. L. Steadman
Program Dir.....Grady Puett
Chief Eng.....Gordon Bishop

WSGN—Birmingham—1927

Frequency: 610 Kc..Power: 5Kw. d., 1 Kw. n.
Owned.....Winston-Salem Broadcasting Co.
Address .....2320 7th Avenue South
Tel.: FA 2-3434.....Independent
Rep.....Venard, Rintoul & McConnell; Ayers
President.....James W. Coan
Gen. Mgr.....Ben K. McKinnon
Prog. Dir.....Horace D. Pumphrey
Chief Engineer.....Emmett J. Smith

WVOK—Birmingham—1947

Frequency: 690 Kc....Power: 50,000 Watts d.
Owned-Oper. By.....Voice of Dixie, Inc.
Address .....P. O. Box 2468
Tel.: ST 7-2601.....Independent
Representative .....Radio-TV Reps., Inc.
Pres., Gen., Sta. Mgr.....Iralee W. Benns
Comm., Sales Mgr., Prog., Pub. Dir..Ira Leslie
Chief Engineer.....R. G. Blaskow

WYDE—Birmingham—1946

Frequency: 850 Kc..Power: 10 Kw. d.; 1 Kw. n.
Owned-Oper By.....Bartell Broadcasters, Inc.
Address.....1901 Montgomery Hi-Way
Tel.: FAirfax 2-4511.....Independent
Representative .....Adam Young
President.....Gerald A. Bartell
General Manager.....Morton J. Wagner
Station Manager.....Tom Whitley
Program Director.....Dick Deason
Publicity Director.....Danny Martin
Chief Engineer.....James Gray

Owners of: WOKY, Milwaukee; WAKE, Atlanta; KCBQ, San Diego, Calif.; KYA, San Francisco.

WEBJ—Brewton—1947

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Brewton Bcstg. Co.
Business Address.....Brewton, Ala.
Tel.: 1000 .....KBS
Representative .....Dora-Clayton
Gen. Mgr. Chief Eng.....J. Wesley Gardner
Program Director.....Catherine C. Gardner

WRAG—Carrollton—1951

Frequency: 590 Kc.....Power: 1000 Watts d.
Owned-Oper. By....Pickens County Bcstg. Co.
Address.....Box 71
Tel.: 2364 .....KBS
Representative .....Continental
President.....R. E. Hook
General Mgr.....J. C. Sauceman

WKLF—Clanton—1947

Frequency: 980 Kc.....Power: 1000 Watts d.
Owned-Operated By..Southeastern Bcstg. Co.
Address.....P. O. Box 110
Tel.: 448.....KBS
Representative.....Continental Radio Sales
General Mgr.....L. L. Hudson
Program Director.....Helen Parrish

WFMH—Cullman—1949

Frequency: 1460 Kc.....Power: 5000 Watts
Owned-Operated By....The Voice of Cullman
Address.....206 Second Ave. West
Tel.: 910.....Independent
General Commercial Manager....B. C. Eddins
Program Director.....V. E. Waters

WKUL—Cullman—1946

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Hudson C. Millar, Jr.
Address.....Drawer 620
Tel.: 864.....KBS
Pres., Gen., Sta. Mgr.....Hudson C. Millar, Jr.
Program Director.....Charles Richard
Chief Eng.....Art Bachman

WAJF—Decatur—1953

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....J. B. Falt, Jr.
Business Address.....112 Grant St.
Tel.: Elgin 3-9231.....Independent
Station Representative.....Dixieland
Owner .....J. B. Falt, Jr.
Gen. Comm. Mgr.....E. Williford

WHOS—Decatur—1948

Frequency: 800 Kc.....Power: 1000 Watts d.
Owned.....John H. & Jeffie Jones
Address .....Box 1127
Tel.: EL 3-1810.....Independent
Representative.....T. F. Clark
General Station Manager.....Louis C. Blizzard
Commercial Manager.....Ross Hawkins
Program Director.....Mime Jones
Chief Engineer.....Ed. Buxton

WMSL—Decatur—1935

Frequency: 1400 Kc.....Power: 250 Watts
Owned.....Tennessee Valley Bcstg. Co.
Address.....701 Banks St.
Tel.: 802.....KBS-MBS
Representative .....Masla-Clark
Pres. Gen. Mgr.....Frank Whisenant
Program Director .....Elice Mullican
Chief Engineer .....Alvin Millwood

WXAL—Demopolis—1948

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By....Demopolis Bcstg. Co.
Address.....Radio Bldg., U.S. Hwy. 80
Tel.: 1400.....MBS-KBS
Pres. Gen. Mgr.....W. M. Jordan
Chief Engineer.....B. W. Collins

WAGF—Dothan—1933

Frequency: 1320 Kc.....Power: 1000 Watts
Owned-Operated By.....Dothan Bcstg. Co.
Address.....204½ E. Main Street
Pres., Gen. Mgr.....Frank Whisenant
Tel.: 2-9100 .....Independent
Representative.....Sears & Ayer
General Manager.....Julian C. Smith
Station Manager.....Fred C. Moseley

WDIG—Dothan—1947

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Houston Bcsters.
Business-Studio Address.....208 N. Oates St.
Tel.: 3-4100.....MBS
Representative.....Hil F. Best
Gen. Mgr.....Jess Swicegood
Prog. Dir. .....M. McGowen

WOOF—Dothan—1946

Frequency: 560 Kc.....Power: 5000 Watts d.
Owned-Oper. By.....The WOOF Trust
Business-Studio Address.....Columbia Hi-Way
Tel.: 3-0560 .....KBS
Representative .....Thomas F. Clark
General Manager.....R. A. Dowling
Program Director.....Truman Duckett
Chief Engineer.....Jim Rutledge

WIRB—Enterprise—1948

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By..The Wiregrass Bcstg. Co.
Address.....Dothan Highway
Tel.: Enterprise.....KBS
Gen. Mgr.....R. E. James
Comm. Mgr.....Fred S. Watson

WULA—Eufaula—1948

Frequency: 1240 Kc.....Power: 250 Watts
Owned By.....Dixie Radio Inc.
Address.....Box 301
Tel.: 744-5 .....MBS-KBS
Representative.....Bob Dore Assoc.
President.....Charles A. McClure
Station Commercial Manager.....Ray Butts
Sales Promotion Manager.....Johnny Lingo
Chief Engineer.....Jack Collinsworth

WBLO—Evergreen—1957

Frequency: 1470 Kc.....Power: 1000 Watts d.
Owned.....Clayton W. Mapoles
Address .....Box 187
Tel.: 500.....KBS
Sta. Program Dir.....J. M. Raines, Jr.
Chief Engineer.....James Street

WWWF—Fayette—1949

Frequency: 990 Kc.....Power: 1000 Watts d.
Owned-Operated By.Bankhead Bcstg. Co., Inc.
Address.....505 Temple Ave.
Tel.: Fayette .....KBS
Gen. Mgr.....Jack Black
Chief Engineer.....P. Slatton

WTCB—Flomaton—1955

Frequency: 990 Kc.....Power: 500 Watts d.
Owned.....Tri-City Broadcasting Co., Inc.
Address.....P. O. Box 386
Tel.: 246.....Independent
Representative .....Hil F. Best
President.....Andrew J. Lee
General Manager.....Ben Haskew
Commercial Manager.....Fred L. Higgins
Chief Engineer.....Hoyt Bonds

WJOI—Florence—1945

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By....Florence Bcstg. Co., Inc.
Address.....624 S. Chestnut
Tel.: AT 2-8121.....MBS-KBS
Pres., Comm. Mgr.....Joe T. Van Sandt
Prog. Dir.....G. Manush
Chief Engineer.....Paul Shannon

WOWL—Florence—1948

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....Radio Muscle Shoals
Business Address.....840 Cypress Mill Rd.
Tel.: AT 2-7711.....ABC
Representative.....Rambeau, Vance, Hopple
President.....Richard B. Biddle
General Mgr.....R. S. Walker, Sr.
Program Director.....Bill Wynne
Sales Prom. Public.....Pat Bradley
Chief Engineer.....Mel G. Hunt

WHEP—Foley—1953

Frequency: 1310 Kc.....Power: 1000 Watts d.
Owned-Oper. By.Southwest Ala. Bcstg. Co., Inc.
Address.....P. O. Drawer F
Tel.: WH 3-7131.....Independent
Newspaper Alliliation.....Baldwin Times
Representative .....Continental
President.....J. H. Faulkner
General Manager.....Jim Stewart

WFPA—Ft. Payne—1949

Frequency: 1400 Kc.....Power: 250 watts
Owned.....Gothberg Community Bdcstg.
Address .....Box 391
Tel.: 643.....Independent
Representative.....Hil F. Best
Pres.....George Gothberg
Gen. Mgr.....Ozelle Gothberg
Sta. Mgr.....W. D. Holderfield
Program Director.....Robert Pardua

WZOB—Ft. Payne—1950

Frequency: 1250 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Glenn M. Gravitt
Address.....P. O. Box 126
Tel.: 1250.....KBS
General Manager.....Glenn M. Gravitt
Comm. Mgr.....N. B. Haston
Program Dir.....Jack C. Dobbs
Chief Engineer.....Jess R. Moore

WCAS—Gadsden—1947

Frequency: 570 Kc.....Power: 5 Kw., d.
Owned-Oper. By.....Etowah Bdcstrs., Inc.
Address.....750 Forest Ave.
Tel.: LI 6-6301.....MBS
Representative.....Raimbeau, Vance, Hopple
Gen. Mgr.....E. F. MacLeod

WETO—Gadsden—1950

Frequency: 930 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Gadsden Radio Co.
Address.....722 S. 12th St.
Tel.: LIberty 6-9201.....KBS
Representative ..... McGillvra
Owner.....Cary L. Graham
General Mgr.....Mac Thomas
Program Director.....William Davis
Chief Engineer.....Calvin C. Williamson

WGAD—Gadsden—1947

Freq.: 1350 Kc.....Power: 5 Kw. D., 1 Kw. N.
Owned-Oper. By.....Coosa Bcstg. Co., Inc.
Address.....Box 351
Tel.: LI 6-1611.....ABC
Representative.....Walker-Rawalt-D. Clayton
President, General Manager.....Ed. Z. Carrell
Comm. Sales Prom. Mgr.....Jack Kirby
Prog. Public Dir.....Bob Main
Chief Engineer.....H. Williams

WGEA—Geneva—1952

Frequency: 1150 Kc.....Power: 1000 Watts d.
Owned .....Radio South Alabama, Inc.
Address .....P. O. Box S
Tel.: Murray 4-2271.....KBS
Representative..Cont. Radio Sales, D. Clayton
President .....Howard Pill
Gen. Mgr.....Emery Evans
Program, Pub. Dir.....Jimmy Helms

WGYV—Greenville—1948

Frequency: 1390 Kc.....Power: 1000 Kw., d.
Owned-Oper. By.....Greenville Bcstg. Corp.
Business Address.....P. O. Box 227
Tel.: 585.....KBS
Representative.....Sears and Ayer
Station Manager.....W. H. Miller

WGSV—Guntersville—1950

Frequency: 1270 Kc.....Power: 1000 Watts d.
Owned-Operated By....Guntersville Bcstg. Co.
Address.....P. O. Box 32
Tel.: JU 2-4131.....KBS
Representative .....Dora Clayton
President.....H. E. Moore
Gen. Comm. Ch. Eng.....Lavelle Jackson
Sales Promotion Manager.....Myles Leach

WJBB—Haleyville—1949

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By....Haleyville Bcstg. Co.
Address .....Box 191
Tel.: HU 6-3720.....MBS-KBS
Representative .....Dixieland
President.....W. P. Theilens
Gen. Sta. Mgr.....J. L. Slatton
Comm. Mgr.....Otis Williams
Program Director.....Pat Slatton
Chief Engineer.....Paul E. Kelly

WERH—Hamilton—1950

Frequency: 970 Kc.....Power: 5000 Watts d.
Owned-Oper. By.....Hugh J. Fite
Address .....P. O. Box 187
Tel.: 3481.....KBS
Representative.....Hill F. Best Co.
Pres. Gen. Mgr.....Kate F. Fite
Comm. Mgr.....Kermit Minga
Publ., Prog. Dir.....Edgar L. Clayton
Chief Engineer.....Johnnie Lott

WHRT—Hartselle—1956

Frequency: 860 Kc.....Power: 250 Watts; d.
Owned By.....Dorsey E. Newman
Address.....Radio Bldg.
Tel.: Spruce 3-7370.....Independent
Pres. Gen. Mgr.....D. G. Newman
Chief Engineer.....F. D. Bosser

WAAY—Huntsville—1947

Freq.: 1550 Kc....Power: 5000 W. d.; 500 W. n.
Owned By.....Smith Bcstg. Inc.
Business Address.....P. O. Box 986
Tel.: JEfferson 2-8471.....ABC
Representative .....Walker-Rawalt
President.....M. D. Smith III
General Station Manager.....M. D. Smith III
Program Director.....Dewey Webb
Chief Engineer.....Richard Esner

WBHP—Huntsville—1937

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Wilton H. Pollard
Bus.-Studio Address .....Fifth Avenue
Tel.: Huntsville .....KBS
Manager .....Fred Still
Program Dir.....Mary A. Wheatly

WEUP—Huntsville—1958

Frequency: 1600 Kc.....Power: 1000 Watts
Owned By.....Garrett Broadcasting
Business Address.....902 Oakwood Ave.
Tel.: JEfferson 6-8538.....Independent
President Station Manager.....Leroy Garrett
Program Director.....Viola Garrett
Chief Engineer.....Euple Palmer

WFUN—Huntsville—1946

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By....Huntsville Bcstg. Co., Inc.
Address.....410 W. Holmes
Tel.: JE 2-5641.....Independent
President.....J. B. Falt, Jr.
Sta. Mgr. Ch. Eng.....John Garrison

WPBB—Jackson—1950

Frequency: 1290.....Power: 1000 Watts d.
Owned-Operated By.....Jackson Bcstg. Co.
Address .....Jackson, Ala.
Tel.: 2413..... KBS
Representative.....Sears & Ayer
Pres., Gen. Mgr.....T. H. Gaillard, Jr.

WARF—Jasper—1956

Frequency: 1240 Kc.....Power: 250 Watts
Owned.....Walker County Bcstg. Co.
Address.....1409B 4th Ave.
President.....Hudson C. Millar, Jr.
General Manager.....Jim Atkins
Program Ch. Eng.....Wayne Sims
Promotion Dir.....B. Clark

WWWB—Jasper—1946

Frequency: 1360 Kc.....Power: 1 Kw. d.
Owned-Operated By.Bankhead Bcstg. Co., Inc.
Address.....Bankhead-Long Bldg.
Tel.: FU 4-3461.....KBS
Representative.....Hil F. Best
President.....W. W. Bankhead
Gen. Mgr.....William C. Edgemon
Program, Ch. Eng.....C. C. Watts, Jr.

WRLD—Lanett—1940

(See West Point, Ga.)

WJAM—Marion—1951

Frequency: 1310 Kc.....Power: 5000 Watts d.
Owned-Oper. By.....Neely Bcstg. Co.
Address .....Marion, Ala.
Tel.: MU 3-7111.....Independent
Representative .....Keller
President .....Elizabeth H. Neely
Gen. Mgr.....George B. Warren
Sta. Mgr. Chief Eng.....Lamar Mangham
Comm. Mgr.....Joe Richardson
Program Director.....Mrs. Lamar Mangham

WABB—Mobile—1948

Frequency: 1480 Kc.....Power: 5000 Watts
Owned-Oper. By..Northern Virginia Bcstg. Inc.
Business Address.....P. O. Box 1476
Tel.: GLendale 6-7686.....ABC
Representative .....Branham Co.
President .....C7 Blumenthal
General Manager.....Robert E. Cobbins
Program Director.....Tom Reeder
Chief Engineer.....Stephen J. Hart

WALA—Mobile—1930

Frequency: 1410 Kc.....Power: 5000 Watts
Owned-Operated By.....Pape TV Co., Inc.
Bus.-Studio Address.....210 Government St.
Tel.: HE 3-3754.....NBC
Representative .....H-R
President .....W. O. Pape
General Station Manager.....W. B. Pape
Commercial Manager.....Jim McNamara
Sales Promotion Publicity.....Chuck Thompson
Pgm. Dir. .....Dick McMullen
Chief Engineer.....Raymond Hurley

WKAB—Mobile—1947

Frequency: 840 Kc.....Power: 1000 Watts
Owned....Pursley Broadcasting Service, Inc.
Address.....525 Donald Street
Tel.: GR 7-6345.....Independent
Representative..Venard, Rintoul & McConnell
President .....John Hopkinson
Sta. Mgr.....George Hopkinson
Nat. Sales Mgr.....Quentin C. Sturm
Program Director.....J. T. Jackson

WKRG—Mobile—1946

Freq.: 710 Kc....Power: 1000 Kw. d.; 500 W. n.
Owned-Operated By.....WKRG-TV, Inc.
Address.....162 St. Louis St.
Tel.: HE 2-6789.....CBS
Newspaper Affiliation....Mobile Press Register
Representative .....Avery-Knodel
President.....Kenneth R. Giddens
Gen. Mgr.....W. S. Baskerville, Jr.

WMOZ—Mobile—1952

Frequency: 960 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Edwin H. Estes
Address.....St. Stephen Road
Tel.: GA 6-3456.....KBS
Representative.....John E. Pearson
Pres. Gen. Mgr.....Edwin H. Estes
Prog. Dir.....Dorothy F. Benjamin
Chief Engineer.....Vernon Floyd

WMFC—Monroeville—1952

Frequency: 1360 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Monroe Bdcstg. Co.
Address.....Monroeville, Ala.
Tel.: 1360.....KBS
Newspaper Affiliation.....Monroe Journal
Representative.....Keystone
President, General Manager....W. M. Stewart
Commercial Manager.....Al Goree
Chief Engineer.....Harold Harris

WAPX—Montgomery—1947

Frequency: 1600 Kc.....Power: 1000 Watts
Owned-Operated By.....Southland Bcstg. Co.
Business, Studio Address....116 Catoma St.
Tel.: AM 3-7569.....ABC-MBS
Representative.....Walker Co.
Pres., Gen., Sta. Mgr.....Thomas E. Martin
Commercial Mgr.....W. W. Hunt
Program Dir.....Lee Gooch
Chief Engineer.....David Morris

WBAM—Montgomery—1953

Frequency: 740 Kc.....Power: 50 Kw. d.
Owned.....Deep South Bcstg. Co.
Address.....Montgomery, Ala.
Tel.: AMherst 2-3851.....Independent
Representative.....Radio-TV Reps.
President, General Manager.....W. J. Brennan
Commercial Manager.....Felix Robinson, Jr.
Chief Engineer.....C. G. Brennan

WCOV—Montgomery—1939

Freq.: 1170 Kc.....Power: 10 Kw. d., 1 Kw. n.
Owned-Oper. By.....Southern Bcstg. Co.
Address.....Adrian Lane
Tel.: AMherst 5-3561.....CBS
Representative...Venard, Rintoul & McConnell
President.....Oscar P. Covington
General Manager.....Hugh M. Smith
Commercial Manager.....Charles Gardner
Program Director.....Wes Britt
Chief Engineer.....W. D. Weatherly

WHHY—Montgomery—1930

Freq.: 560 Kc.....Power: 5 Kw. d., 1 Kw. n.
Owned-Oper. By...Bcstg. Serv. of Montgomery
Business Address.....Box 1841
Tel.: AM 4-2288.....NBC
Representative.....Headley-Reed
Manager.....Robert Robinson
Program Mgr.....Tom Doron
Comm. Mgr.....Bill Stewart

WMGY—Montgomery—1946

Frequency: 800 Kc.....Power: 1000 Watts d.
Owned-Operated By...Radio Montgomery Inc.
Address.....358 N. Capitol Pkwy.
Tel.: AM 2-5245.....Independent
Rep.....Clark, Stars National
General Mgr.....L. D. Hargreaves
Commercial Mgr.....Joe Petranka

WRMA—Montgomery—1953

Frequency: 950 Kw....Power: 1000 Watts d.
Owned-Oper. By.....WRMA Bcstg. Co.
Business Address.....135 Commerce St.
Tel.: AM 4-6440.....Independent
Representative.....Everett-McKinney
Exec. V.P. & Gen. Mgr.....Gene Tibbett
Commercial Mgr.....Ed Creech
Chief Engineer.....C. E. Bryan

WLAY—Muscle Shoals—1933

Frequency: 1450 Kc.....Power: 250 Watts
Owned Oper. By...Latham, Watson & Thomas
Business Address.....Box 230, Sheffield
Tel.: EV 3-2525.....Independent
Rep.....Hil F. Best
Pres., Gen. Mgr.....John M. Latham
Sales Mgr.....Jerry Watson

WCRL—Oneonta—1952

Frequency: 1570 Kc.....Power: 250 Watts d.
Owned-Oper...Blount County Bcstg. Serv., Inc.
Address.....H'way 75
Tel.: CB 4-2289.....KBS
General Mgr.....L. D. Bentley, Jr.
Commercial Mgr.....Max G. Bynum
Program Dir.....Annette King

WJHO—Opelika—1940

Frequency: 1400 Kc.....Power: 250 Watts
Owned Oper. By...Opelika-Auburn Bcstg. Co.
Address.....1400 Auburn Road
Tel.: AU 1800.....MBS-KBS
Representative.....Indie Sales
Gen. Mgr., Ch. Eng.....John E. Smollon
Comm. Mgr.....Lurline M. Smollon
Program Director.....Gene Gray
Sales Prom. Mgr.....Bernard Barker
Publicity Dir.....Jimmy Kilpatrick

WAMI—Opp—1953

Frequency: 860 Kw.....Power: 1000 Watts d.
Owned-Oper. By.....Opp Bcstg. Co.
Business Address.....Box 169
Tel.: 659.....Independent
Gen. Mgr.....Bert F. Moore
Chief Engineer.....R. Page

WOZK—Ozark—1953

Frequency: 900 Kw.....Power: 1000 Watts d.
Owned-Oper. By.....Ozark Bcstg. Corp.
Address.....Box 742
Tel.: 655.....Independent
President.....Douglas Brown
General Mgr.....Howard Parrish, Jr.
Commercial Mgr.....Wade Sullivan
Program Dir.....Miriam B. Miller
Chief Eng.....H. Parrish, Jr.

WFHK—Pell City—1956

Frequency: 1430 Kc.....Power: 1Kw: d.

Owned By.....Clair Bcstg. System
Address .....P. O. Box 68
Tel.: Edgewood 8-2238.....Independent
President .....F. L. Gossett
Sta. Comm. Mgr.....F. Blackwood
Program Dir.....F. L. Kelley

WPNX—Phenix City—1952

Freq.: 1460 Kc...Power: 5000 W. d.; 1000 W. n.
Owned-Oper. By.....Community Bdcstg. Co.
Address.....P. O. Box 831
Tel.: CY 8-8787.....ABC
Representative .....Clark
President, General Manager....Roy M. Greene
Station Commercial Manager.....Sam W. Keel
Program Director.....J. Ralph Burgess
Chief Engineer.....Arnold White

WPID—Piedmont—1952

Frequency: 1280 Kw....Power: 1000 watts d.
Owned-Oper. By.....C. L. Graham
Address .....Atlanta Hwy.
Tel.: Piedmont .....KBS
President.....C. L. Graham
Gen. Comm. Mgr.....Hank Smith
Program Director.....Frances Howren

WAIP—Prichard—1954

Frequency: 1270 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Prichard Bcstg. Co.
Address.....74 Main St., P. O. Box 3065
Tel.: GL 2-2202.....Independent
Representative .....Walker-Rawalt
President.....G. V. Dismukes
General Station Manager.....Eugene Miller
Comm. Sales Prom. Mgr.....John C. Smith
Program Director.....Henry T. Bailey
Publicity Director.....Hubert Grant
Chief Engineer.....Jack H. Cowart

WELR—Roanoke—1949

Frequency: 1360 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Roanoke Bcstg. Co.
Address .....801 N. Main St.
Tel.: Roanoke .....KBS
Pres., Gen. Mgr.....J. W. Buttram
Chief Eng.....G. Worth Jordan

WWWR—Russellville—1949

Frequency: 920 Kc.....Power: 1000 Watts d.
Owned-Oper. By...Bankhead Bcstg. Co., Inc.
Address .....P. O. Box 47
Tel.: 647.....KBS
Rep.....Hil F. Best
President.....W. W. Bankhead
Gen. Mgr.....Hal Kirby
Publicity Dir.....Mable Hyde
Prog. Dir. Ch. Eng.....Jim Elliott

WCRI—Scottsboro—1950

Frequency: 1050 Kc.....Power: 250 Watts d.
Owned-Operated By.....Pat M. Courington
Address.....Lee Hwy., U.S. No. 72
Tel.: 123.....Independent
Gen. Mgr.....Jim Thompson
Program Director.....Larry Garner
Chief Engineer.....Charles Wann

WROS—Scottsboro—1952

Frequency: 1330 Kw...Power: 1000 Watts d.
Owned-Oper. By.....Rose M. Kirby
Business Address.....717 Scott St.
Tel.: 156 .....KBS
Gen., Com. Mgr.....Rose M. Kirby
Program Dir.....Jerry Gentle
Comm. Ch. Eng.....Bill Prickett, Jr.

WGWC—Selma—1946

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Dallas Broadcasters, Inc.
Address .....Box 686
Tel.: TR 4-6687.....CBS
Representative.....Hal Holman, Ayers
President.....Judge W. E. Farrar
Station Manager.....W. L. Rowland, Sr.
Commercial Manager.....R. L. Ware
Program Director.....Dorothy Herzog
Chief Eng.....Stanley Smith

WHBB—Selma—1935

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Selma Bcstg., Inc.
Business Address.....P. O. Box 26
Tel.: Selma .....KBS
Representative .....Dixieland
Pres., Gen. Mgr.....John F. Townshend

WRWJ—Selma—1956

Frequency: 1570 Kc.....Power: 1 Kw. d.
Owned.....Central Alabama Bcstg. Co.
Address.....Hotel Albert Bldg.
Tel.: TR 4-9062.....Independent
Representative .....Clark
Owned & Mgr.....Roland Jordan, Jr.
Comm. Mgr.....John Frasier

WFEB—Sylacauga—1945

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Alabama Bcstg. Co.
Address.....527 No. Broadway
Tel.: CHapel 5-3281.....MBS-KBS
President.....J. M. Forbes
Gen. Mgr.....G. W. Carr
Commercial Manager.....Paul Helms
Program Director.....Kit Carson
Chief Engineer.....Conrad Pickren

WMLS—Sylacauga—1948

Frequency: 1290 Kc.....Power: 1000 Watts d.
Owned-Oper. By..Marble City Bcstg. Co., Inc.
Business Address.....P. O. Box 511
Tel.: CH 5-4354.....Independent
Representative .....Best
Pres., Gen. Manager.....Curtis O. Liles
Commercial Manager.....Marion W. McEwen
Chief Engineer.....Walter Welch

WHTB—Talladega—1945

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By...Voice of Talladega, Inc.
Address.....Fort Lashley Ave.
Tel.: EMerson 2-2205.....KBS
Newspaper Affiliation...Talladega Daily Home
Representative .....Continental

General Mgr.....Cecil Hornady
Sta. Comm. Mgr.....David Karlbom
Chief Engineer.....Lamar Mangham

WJHB—Talladega—1956

Frequency: 1580 Kc.....Power: 1000 Watts d.
Owned.....Confederate Broadcasting Co., Inc.
Address.....104 West Battle Street
Tel.: EM 2-4965.....Independent
Representative..... McGillvra
Pres., General Mgr.....Ned Butler
Station Manager.....James Hemphill
Commercial Manager.....W. K. Johnston
Program Director.....Wallace Hobgood

WTLS—Tallassee—1954

Frequency: 1300 Kc.....Power: 1 Kw. d.
Owned.....Confederate Bcstg. Co.
Address .....Hwy 14
Tel.: 8535.....Independent
Gen. Mgr.....Ned Butler

WJDB—Thomasville—1956

Frequency: 630 Kc.....Power: 1000 Watts d.
Owned.....WJDB Radio Inc.
Address .....Box 757
Tel.: 3438.....KBS
Pres., Gen. Mgr.....Cecil Goodreau
Chief Engineer.....Virgil Moore

WTBF—Troy—1946

Freq.: 970 Kc.....Power: 5 Kw. d., 500 W., n.
Owned-Operated By.....Troy Bcstg. Corp.
Address .....College Drive
Tel.: 980.....MBS-KBS
Pres.....J. Roy Crow
Gen. Mgr.....Jess Jorden
Comm. Mgr.....Robert Tolbert
Prod. Mgr.....Asa Dudley
Ch. Eng.....Joe Gilchrist

WACT—Tuscaloosa—1958

Frequency: 1420 Kc.....Power: 5,000 Watts
Owned By.....New South Radio
Business Address.....P. O. Box 112
Tel.: PLaza 9-5786.....Independent
Station Representation.....Grant Webb
President.....F. E. Holladay
General Manager.....Joseph W. Carson
Station Manager.....A. N. Kitchens
Commercial Manager.....Jo Stephens
Program Director.....H. Hollman
Chief Engineer.....Boyd Cagel

WJRD—Tuscaloosa—1936

Freq.: 1150 Kc.....Power: 5 Kw. d., 1 Kw. n.
Owned-Oper. By.....Wilhelmina Echols
Business-Studio Address 2216½ Broad St.
Tel.: PL 4-4464.....Independent
Representative .....Dore
Owner .....Wilhelmina Echols
General Manager.....John C. Cooper Jr.
Station Manager.....Mercer L. King
Chief Engineer .....Percy Sexton

WNPT—Tuscaloosa—1951

Freq.: 1280 Kc...Power: 5000 Kw. d.: 500 W. n.
Owned-Oper. By.....W. Alabama Bdcstg. Co.
Address.....P. O. Box 487
Tel.: PL 8-3311.....ABC
Representative .....Rambeau
President, General Manager.....Ruth Harris
Commercial Mgr.....Lehman M. Mayer
Station Manager.....Joe Langston
Sales Promotion Manager.....Clyde Price
Program Director.....Herbert Rosenblum
Publicity Director.....James Allday
Chief Engineer.....William G. Harris

WRBS—Tuscaloosa—1958

Frequency: 790 Kc.....Power: 500 Watts; d.
Owned By.....Better Radio Sta. Co.
Address .....P. O. Box 33
Tel.: Plaza 2-0293.....Independent
Station Rep.....Walker-Rawalt
General Mgr.....Kermit E. Tullos
Station Mgr.....F. M. Rosemore
Commercial Mgr.....V. Banks
Promotion Mgr.....James Knox
Chief Engineer.....W. R. Pruitt

WTBC—Tuscaloosa—1946

Frequency: 1230 Kc.....Power: 250 Watts
Owned By.....Tuscaloosa Bcstg. Co.
Address.....Radio Center
Tel.: PL 8-5523.....MBS-KBS
Representative.....Sears & Ayer, Forjoe
General Station Manager.....Bert Bank
Comm. Mgr.....E. E. Manning, Jr.
Program Director.....Stan Siegal
Chief Engineer.....Alvin D. Sisk

WVNA—Tuscumbia—1955

Frequency: 1590 Kc.....Power: 5 Kw. d.
Owned-Oper. By.....Elton H. Darby
Address .....112 S. Main St.
Tel.: EV 3-2727.....Independent
Representative .....Masla
Gen. Manager.....Eulus O. Whitehead
Sales Manager.....Stanley Walters
Promotion Manager.....Jean Pollard

WTUS—Tuskegee—1952

Frequency: 580 Kc.....Power: 500 Watts d.
Owned-Oper. By.....Andalusia Bcstg.
Address.....Union Springs Road
Tel.: 580.....KBS
Representative.....Cont. Radio Sales
General Station Manager.....J. A. Bowers
Commercial Program Director.....Mac McNair
Sales Promotion Manager.....Don Mitchell
Publicity Director.....Bud Reynolds
Chief Engineer.....Oscar E. Lanman

WETU—Wetumpka—1954

Frequency: 1250 Kc.....Power: 1000 Watts
Owned.....Elmore Service Corp.
Address .....Rockford Road
Tel.: 7369.....KBS
Station Rep.....Sears & Ayers, Dixieland
President .....Lem Coley
General Mgr.....Ed Morgan
Sales Director.....James W. Whatley
Chief Engineer.....David Conley

Pop.: 221,000
Families: 64,000
Radio Homes: 63,000

Alaska

Stations in State: 13
TV Homes: 42,000
TV Stations: 5

KBYR—Anchorage—1948

Frequency: 1270 Kc.....Power: 1000 Watts
Owned-Oper By.....Radio Anchorage, Inc.
Business-Studio Address.....P. O. Box 1960
Tel.: 5-8211 .....Independent
Representative.....Pan-American Bcstg. Co.
President.....J. C. Gordon
General Manager.....E. Pournelle

KENI—Anchorage—1948

Frequency: 550 Kc.....Power: 5000 Watts
Owned-Oper. By.....Midnight Sun Bcstg. Co.
Address .....Box 1160
Tel.: 2-0301 .....MBS-ABN-NBC
Representative.....James Fletcher, Del Day
President.....Harry J. Hill
General Manager.....Alvin Bramstedt
Comm. Mgr.....Jim Lawson
Program Dir.....Ty Clark
Chief Engineer.....Charles Gray

KFQD—Anchorage—1924

Frequency: 730 Kc.....Power: 10,000 Watts
Owned.....Anchorage Boradcasters, Inc.
Address ..... Box 1040
Tel.: 2-4101 .....CBS
Representative.....Weed-Alaska R-TV Sales
President.....Ken A. Sheppard
Gen., Comm. Mgr.....Ernest Spink
Program Director.....Edward R. Mack
Chief Engineer.....William E. Duck

KLAM—Cordova—1954

Frequency: 1450 Kc.....Power: 250 Watts
Owned ....Northern Light Broadcasting Corp.
Address .....Box 278
Representative .....Del Day
Pres., Gen., Sta.....Charles L. Buck
Program Director.....Dona Buck

KFAR—Fairbanks—1939

Frequency: 660 Kc.....Power: 10,000 Watts
Owned-Operated By..Midnight Sun Bcstg. Co.
Business-Studio Address.....Box 910
Tel.: 2125 .....MBS-NBC-ABC
Representative .....Fletcher, Del Day
President.....Harry J. Hill
Manager .....Alvin O. Bramstedt
Comml. Mgr.....Ralph L. Crider

KFRB—Fairbanks—1948

Frequency: 900 Kc.....Power: 10,000 Watts
Owned-Oper. By..Fairbanks Radio Bcstrs, Inc.
Business Address.....556 2nd Ave.; Box 950
Tel.: 2155 .....CBS
Station Representative...National Time Sales
President.....J. Chester Gordon
General Manager.....E. "Doc" Pournelle
Station Mgr.....Richard H. Garvin
Commercial Manager.....Cathy Abbee
Program Director.....Elmer "Buck" Emery
Chief Engineer.....Richard Shoup

KINY—Juneau—1934

Frequency: 800 Kc.....Power: 5000 Watts
Owned-Operated By...Alaska Bcstg. System
Business Address.....231 S. Franklin St.
Tel.: 6-1800 .....CBS
Station Rep.....Alas. Radio TV Sales; Weed
President.....William J. Wagner
Station Manager.....Jerry McKinley
Sales Promotion Manager.....Frank Shannon
Program Director.....Richard Peter
Chief Engineer.....Franklin Butte

KJNO—Juneau—1952

Freq: 630 Kc. Power: 1000 Watts d.; 500 Watts n.
Owned-Operated By.....Baranof Bcstrs. Inc.
Address ..... Box 2231
Tel.: 6-3630 .....ABC-MBS-NBC
Representative .....Day, Fletcher
Pres., Gen. Mgr.....Joe Mangan
Program Director.....Dave Vincent
Publicity Director.....Dodie Wheeler
Chief Engineer.....Roderick Hughes

KABI—Ketchikan—1952

Freq.: 580 Kc...Power: 1 Kw. d., 500 Watts n.
Owned-Oper. By.....Midnight Sun Bcstg. Co.
Representative .....Day, Fletcher
President.....Harry J. Hill
Manager .....George Placentia

KTKN—Ketchikan—1942

Frequency: 930 Kc.....Power: 1000 Watts
Owned-Oper. By.....Robert C. Mehan
Address ..... Box 1308
Tel.: 2191 .....CBS
Representative .....Alaska Radio-TV Sales
Gen. Mgr.....Robert C. Mehan

KIBH—Seward—1949

Frequency: 1340 Kc.....Power: 250 watts
Owned-Operated By.....Seward Bcstg. Corp.
Address .....Box 575
Representative.....Alaska Radio-TV Sales
Pres. .....Robert Baumgartner
Sta. Mgr.....Donald Lowell
Comm. Mgr..... .....M. Gilliland

KIFW—Sitka—1949

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....Sitka Broadcasting
Business Address.....7th & Olive, Seattle
Tel.: SE 6333.....CBS
Representative.....Alaska Radio-TV Sales
Pres., Gen. Mgr.....William J. Wagner
Sta. Mgr., Ch. Engr.....Harry C. Lanz
Program Director.....Alvin B. Larson
Publicity Director.....Rex King

KSEW—Sitka—1954

Frequency: 1400 Kc.....Power: 260 Watts
Owned-Oper....Voice of Sheldon Jackson, Inc.
Address .....Box 258
Tel.: 67 .....Independent
Rep.....Midnight Sun Bcstg. Co.
President .....Brian Cleworth

Pop.: 1,215,000
Families: 339,000
Radio Homes: 330,000

Arizona

Stations in State: 47
TV Homes: 267,000
TV Stations: 9

KSUN—Bisbee—1933

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Carleton W. Morris
Address.....Drawer C, Lowell St.
Tel.: HE 2-2277.....MBS
Representative.....Ayres, Bob Dore
President.....C. W. Morris
General Station Manager.....Arlo Woolery
Program Director.....Jack Jaquay
Commercial Manager.....Eddie Evans
Sales Promotion Manager.....Jeanne Clear

KPIN—Casa Grande—1956

Frequency: 1260 Kc.....Power: 1000 Watts d.
Owned.....Pinal County Bcstg. Service
Address .....Box 66
Tel.: TE 6-7427.....Independent
Representative.....Fred Crawford, Jr.
President, General Manager...ohn W. Parham
Commercial Manager.....Ted Anson
Sales Promotion Manager.....Jim Ogle
Program, Publicity Director.....Bettie Parham
Chief Engineer.....John Griffith

KCLF—Clifton—1950

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Gila Bcstg. Co.
Address .....Box 1446
Tel.: UN 4-4114.....NBC
Gen. Mgr.....Paul Merrill
Sta. Mgr.....Tom Moore

KHCD—Clifton—1956

Frequency: 1450 Kc.....Power: 250 Watts
Owned.....Darwin Broadcasting Co.
Address.....P.O. Box 608
Tel.: UN 4-4185.....Independent
Representative.....Grant Webb
Sta. Mgr.....Chet Darwin
Prog. Dir.....Jack Campbell

KCKY—Coolidge—1948

Frequency: 1150 Kc.....Power: 1,000 Watts
Owned-Oper. By.....Gila Bcstg. Co., Inc.
Address .....Box 1438
Tel.: PA 3-5341.....CBS
Representative.....Hil F. Best
President.....Louis F. Long
General Maanger.....Bill Parady
Comm. Prog. Director.....Chuck Clemans
Chief Engineer.....Ron Tomion

KAWT—Douglas—1946

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Carlton W. Morris
Address .....Drawer 1118
Tel.: Douglas.....KBS
Representative .....Best
Sta. Mgr.....Ed Williams

KAPR—Douglas—1958

Frequency: 930 Kc.....Power: 1000 Watts
Owned By.....Copper State Enterprises
Business Address.....Gadsden Hotel
Tel.: EMpire 4-8403.....Independent
President .....David Harman
Gen. Mgr. Sales Prom.....H. H. Packard
Commercial Manager.....Earle Fulton
Program Director.....Lowell Huffman
Chief Engineer.....Henry Griffiths

KCLS—Flagstaff—1950

Freq.: 600 Kc.....Power: 5 Kw. d., 500 W. n.
Owned-Operated By.....Saunders Bcstg. Co.
Address .....Box 1677
Tel.: PRospect 4-2581.....NBC
Pres., Gen. Mgr.....Charles J. Saunders
Sta. Mgr.....Dorothy J. Saunders
Program Director.....Donn Brown
Sales Prom. Mgr.....Bill Mitchell
Chief Engineer.....Miles Shepherd

KVNA—Flagstaff—1950

Freq.: 690 Kc.....Power: 1 Kw. d., 500 W. n.
Owned-Oper. By..Frontier Television Co., Inc.
Address.....P. O. Box 2671
Tel.: AL 8-8181.....MBS
President.....John L. Hogg
Sta. Mgr.....Oliver G. Coburn
Comm., Prom. Mgr.....Anthony P. Scrivano
Prog. Dir.....Marlin A. Saline

KWJB—Globe—1938

Frequency: 1240 Kc.....Power: 250 Watts, d.
Owned-Operated By....Gila Bcstg. Co., Inc.
Address.....P. O. Box 2343
Tel.: GA 5-4483.....ABC-MBS
Representative .....Raymer
President.....L. F. Long
General Commercial Manager..U. E. Simonton
Program Director.....Lee Holiday
Publicity Director.....Tony Andretta
Chief Engineer.....Jimmy C. Weldon

KIKO—Globe-Miami—1958

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Willard Shoecraft
Address.....Copper Hills Motor Hotel
Tel.: GA 5-4471.....NBC
Representative .....Avery-Knodel
Gen. Sales Prom. Mgr.....Willard Shoecraft
Commercial Manager.....Darrell Tucker
Program Director.....Bob Early
Publicity Dir.....Don Stewart
Chief Engineer.....Frank C. Hancock

KDJI—Holbrook—1955

Frequency: 1270 Kc.....Power: 1000 W. d.
Owned-Oper. By.....H. J. Arnoldus
Address .....1041 West Hopi Drive
Tel.: 40.....KBS
Representative .....Moore
General Manager.....Herbert E. Jepko
Commercial Mgr.....Robert Kahle
Program Dir.....Douglas McDougal
Chief Engineer.....John Gamns

KAAA—Kingman—1949

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.Stonybrook Broadcasting Co.
Business Address.....P. O. Box 1208
Tel.: BL 462.....Independent
Representative.....Harlan G. Oakes
Pres., Gen. Mgr.....Wallace E. Stone
Comm. Mgr., Ch. Eng.....Bernard Wilson
Program Director.....John F. Holbrook
Publicity Director.....W. E. Stone

KTYL—Mesa—1946

Freq.: 1310 Kc....Power: 5 kw. d.: 500 w. n.
Owned-Oper. By...Greater Phoenix Bcstg. Co.
Address .....P. O. Box 231
Tel.: WO 4-4422.....Independent
President.....Sherwood R. Gordon
Man. Director.....George H. Bush
Station Manager.....Jack Harris
Comm. Manager.....Martin Welch
Publicity Director.....Bonnie Netherton
Chief Engineer.....Ben Smith

KNOG—Nogales—1948

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Carleton W. Morris
Address .....Box 1681
Tel.: ATwater 7-2882.....ABC-MBS-KBS
Representative .....Best, Oakes
President .....Carl Morris
General Manager.....Arlo Wooley
Station Chief Engineer.....Ralph Anderson
Publicity Director.....Len Pachman

KHAT—Phoenix—1958

Frequency: 1480 Kc.....Power: 500 Watts
Owned By.....KHAT Radio Inc.
Business Address.....337 W. Maryland
Tel.: CR 9-2321.....Independent
Station Representatives...Stars National, Grant
President, Chief Engineer.....Jeff Lapping
General Station Manager.....Ray Odom
Comm. Sales Prom. Mgr.....John S. Wise
Program Director.....Neil Leavitt
Publicity Director.....Jennie Ramsperger

KHEP—Phoenix—1956

Frequency: 1480 Kc....Power: 1000 Watts, d.
Owned.....Grand Canyon Bcstrs., Inc.
Address .....3883 N. 38th Ave.
Tel.: AP 8-5555.....Independent
President .....Rhinold Zwar
General Manager.....Frank Porter
Bus. Manager.....John Hocksema
Program Dir.....Gale Erbe
Publicity Dir.....Margie Erbe
Chief Engineer.....Don Bradley

KIFN—Phoenix—1949

Frequency: 860 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Western Bcstg. Co.
Address, 1975 S. Central.....Box 430
Tel.: AL 3-6155.....Independent
Station Representative.....Harlan Oakes, NTS
President.....Frank P. Redfield
General Station Manager.....John K. Redfield
Chief Engineer.....Jose O. Armendariz

KONI—Phoenix—1954

Frequency: 1400 Kc.....Power: 250 Watts
Owned.....Anjo Bdcstrs. & Telecstrs. Inc.
Address .....2300 N. Central Ave.
Tel.: AL 8-8044.....Independent
Pres. Gen. Mgr.....James T. Ownby
Station Mgr. .....Mary Jane Phillippi
Chief Engineer.....Joe Roder

KOOL—Phoenix—1947

Frequency: 960 Kc.....Power: 5000 Watts
Owned-Operated By.....KOOL Radio-TV Inc.
Business-Studio Address.....511 W. Adams
Tel.: AL 3-3121.....CBS
Representative.....AM Radio Sales
Board Chairman .....Gene Autry
Pres., Gen. Mgr.....Tom Chauncey
Station Manager.....Carlos Montano
Program Director.....Al McCoy
Chief Engineer.....Nelson Nichols

KBUZ—Phoenix—1958

Frequency: 1310 Kc..Power: 5000 Wts. d.; 5 n.
Owned By.....Greater Phoenix Bcstg. Co.
Address.....Sands Hotel, P. O. Box 5333
Tel.: BRidge 5-4466.....Independent
President.....Sherwood R. Gordon
General Manager.....George H. Bush
Commercial Manager.....William Dixon
Program Director.....Frank Kalil
Publicity Director.....Mary Bush
Chief Engineer.....Louis Sabo

KOY—Phoenix—1922

Frequency: 550 Kc..Power: 5 Kw. d., 1 Kw. N.
Owned-Oper. By.....KOY Bcstg. Co.
Address.....840 N. Central Ave.
Tel.: ALpine 8-8181.....ABC-MBS
Representative .....John Blair
Pres., Gen. Mgr.....John L. Hogg
Comm. Mgr.....James W. Ross
Program Dir.....Jack Williams
Chief Engineer.....Edward R. Janney

KPHO—Phoenix—1940

Frequency: 910 Kc.....Power: 5000 Watts
Owned.....Meredith Publishing Co.
Address.....631 No. 1st Ave.
Tel.: AL 8-4511.....Independent
Representative .....Katz
Gen. Mgr.....Richard B. Rawls
Station Mgr.....Gene Spry
Commercial Mgr.....John R. Crowley
Sales Prom. Mgr.....Jo Hitchcock

Owners of: KCMO, Kansas City, Mo.; WOW, Omaha, Neb.; WHEN, Syracuse, N. Y.; KRMG, Tulsa, Okla.

(See Page 498)

KRIZ—Phoenix—1950

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....Radio Phoenix
Address-Trans. Loc.....2345 Westward Blvd.
Tel.: AL 4-8436.....KBS
Representative.....Radio Reps. Inc.
Pres., Gen., Manager.....Richard B. Wheeler
Station, Commercial Manager...Sheldon Engel
Program Director.....Jim Kithcart

Publicity Director.....Andy Lane
Chief Engineer.....Bob Pond

KRUX—Phoenix—1947

Freq.: 1360 Kc....Power: 5000 Watts d., 500 n.
Owned-Oper. By.....Owsley Broadcasters
Bus.-Studio Address.....417 N. 1st St.
Tel.: AL 8-1551.....Independent
Representative .....McGavren-Quinn
President.....Don G. Owsley
Commercial Manager.....Ira Lavin
Program Director.....Lucky Lawrence
Chief Engineer.....Joe Brandt

KTAR—Phoenix—1922

Frequency: 620 Kc.....Power: 5000 Watts
Owned-Operated By.....KTAR Bcstg. Co.
Business Studio Address...1101 North Central
Tel.: AL 4-4161.....NBC
Representative .....Avery-Knodel
Chrman. of the Board.....John J. Louis
Pres., Gen. Mgr.....Richard O. Lewis
V.P. in Chg. Sales ..... Ray G. Smucker
Prog. Director.....Jack Willis
Chief Engineer.....Harold Haughawout

KUEQ—Phoenix—1958

Frequency: 740 Kc.....Power: 1 Kw., d.
Owned.....Q Bcstg. Co., Inc.
Address.....2960 E. Van Buren St.
Tel.: BR 5-7003.....Independent
Pres., Gen. Mgr.....Frank S. Barc, Jr.
Comm. Pub. Dir.....M. Z. Moore
Prog. Dir.....Bob McNulty
Chief Engineer.....Gene Boos

KNOT—Prescott—1957

Frequency: 1450 Kc.....Power: 250 Watts
Owned.....Thunderbird Bcstg. Corp.
Address.....Box 151, Hassayampa Hotel
Tel.: 1450.....Independent
Representative .....Masla, O'Connell
Pres., Gen. Mgr.....Roy L. Albertson, Jr.
Commercial Director.....Paul Inkmann
Program Director.....Harold L. Sanner
Chief Engineer.....P. E. Brown

KYCA—Prescott—1940

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Southwest Bcstg. Co.
Business-Studio Address.....East Gurley St.
Tel.: 244 .....NBC
Representative .....Avery-Knodel
Pres., Gen. Mgr.....Harold Ritter
Program Dir. Sales Prom.....W. Norman
Publicity Director.....Byron McCall
Chief Engineer.....George Eitel

KZOK—Prescott—1958

Frequency: 1340 Kc.....Power: 250 Watts
Owned By.....Northern Ariz. Aircasters
Address .....P. O. Box 1033
Tel.: 112.....KBS
President .....Dick Gilbert
General Mgr.....James Shepler
Commercial Mgr.....Gordon Sloan
Program, Prom. Mgr.....C. R. Allen

KGLU—Safford—1938

Frequency: 1480 Kc.....Power: 1000 Watts
Owned-Operated By.....Gila Bcstg. Co.
Business-Studio Address.....520 Main St.
Tel.: 15 .....MBS
Newspaper Affil. .Graham County Guardian
Representative.....Paul H. Raymer
President.....Louis F. Long
General Mgr.....Paul Merrill
Station, Commercial Manager.....Harl Barnett
Program Director.....Lester McBride
Chief Engineer.....Henry Hudson

KPOK—Scottsdale—1956

Frequency: 1440 Kc.....Power: 5 Kw.
Owned.....Scottsdale Bcstg. Co.
Address .....Box 182
Representative .....Forjoe
Pres., Gen. Mgr.....Dick Gilbert
Exec. V.P.....Saxie Dowell
Dir. Sales & Serv.....Irving S. Leon, Sr.

KVWM—Show Low—1957

Frequency: 1050 Kc.....Power: 250 Watts
Owned.....Peak Bcstg. Co.
Address .....Box 606
Tel.: 100.....Independent
Pres., Gen. Mgr.....S. J. Woodworth
Program Dir.....Dorothy L. Woodworth
Chief Engineer.....S. J. Woodworth

KHFH—Sierra Vista—1957

Frequency: 1420 Kc.....Power: 1000 Watts
Owned.....C. W. Morris
Address.....Box 472, Sierra Vista
Tel.: GLadstone 8-3379.....Independent
President.....Carleton W. Morris
General Manager.....Arlo Woolery
Station Manager.....John Bonnet, Jr.
Commercial Manager.....Eddie Evans
Sales Promotion Manager.....Gene Espinosa

KAIR—Tucson—1956

Frequency: 1490 Kc.....Power: 250 Watts
Owned By.....Griffith & McCauley
Business Address.....109 S. Scott
Tel.: MAin 4-0401.....Independent
Representative .....McGavren-Quinn
President, General Manager..Joe Du Mond, Sr.
Sta. Mgr., Prog. Dir.....Joe Du Mond, Jr.
Chief Engineer.....Paul Gomes

KCEE—Tucson—1958

Frequency: 790 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Assoc. Bcstrs. Inc.
Address .....Box 5803
Tel.: MA 2-7788.....Independent
President.....David S. Dribeck
General, Station Manager.....Ray Owen
Comm. Sales Prom. Mgr.....Jesse Veach
Chief Engineer.....Don Bateman

KCNA—Tucson—1946

Freq.: 580 Kc.....Power: 5 kw. d.; 500 w. n.
Owned-Operated By.....Catalina Bcstg. Co.

Business Address.....P. O. Box 2348
Tel.: MA 2-4664.....Independent
Representative .....Gill-Perna
Pres., Gen. Mgr.....Harry B. Chambers
Comm. Mgr.....W. F. Riley, Jr.
Pub. Dir.....Pat Palmer
Chief Engineer.....Eugene E. Stough

KEVT—Tucson—1953

Frequency: 690 Kw.....Power: 250 Watts d.
Owned-Oper. By.....Tucson Radio Inc.
Business Address.....57 W. Congress
Tel.: MA 4-5588.....Independent
Representative.....Oakes, Nat. Time Sls.
General Manager.....Peter Trowbridge
Comm. Mgr.....De Witt Wray
Program Dir.....Oscar H. Stevens
Sales Manager.....Arturo Aguilar

KMOP—Tucson—1957

Frequency: 1330 Kc.....Power: 500 Watts, d.
Owned.....Bam-Ray Bcstg. Co.
Address.....101 W. Drachman
Tel.: MA 3-6663.....Independent
Representative....Star National; W. S. Grant
Pres., Gen. Mgr.....Dick Jacobson
Exe. V.P. .....Howard Kalmenson
Commercial Mgr.....James Johnson
Program Dir.....Bob Wolfe
Publicity Dir.....Dorothy Gallagher
Chief Engineer.....Ray Holsclaw

KOLD—Tucson—1947

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Old Pueblo Bcstg. Co.
Business Address.....115 W. Drachman St.
Tel.: MA 4-2511.....CBS
Representative.....Natl. AM Radio Sales
President .....Tom Chancey
General, Station Manager.....E. S. Mittendorf
Commercial Manager.....Bernie Perlin
Sales Promotion Manager.....E. R. McKane
Program Director.....Ed Tucker
Chief Engineer.....Vern Cinmiyotti

KTKT—Tucson—1949

Frequency: 990 Kc.....Power: 10,000 W., d.
Owned-Operated By.....Copper State Bcstg.
Business-Studio Address.....Box 5585
Tel.: MAin 267-11.....Independent
Representative .....Forjoe
President, Gen. Mgr.....Thomas J. Wallace
Station Manager.....George Wallace
Chief Eng.....Nat Talpis

KTUC—Tucson—1929

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Tucson Bcstg. Co.
Address.....1511 E. 16th St.
Tel.: MA 2-3344.....MBS
Representative.....Radio TV Reps. Inc.
V.P., Gen., Sta. Mgr.....C. Van Haalten
Commercial Manager.....Robert Lebsock
Sales Prom. Mgr.....George Bradley
Program Director.....Robert Brown
Chief Engineer.....Robert Lebsock

KCUB—Tucson—1929

Frequency: 1290 Kc.....Power: 1000 Watts
Owned By.....Gordon Broadcasting Co.
Business Address.....219 W. Elm St.
Tel.: MAin 3-4323.....Independent
Station Representative.....Adam Young
President.....Sherwood R. Gordon
General Manager.....Gene Ackerley
Program Director.....Dick Venturino
Chief Engineer.....Ray H. Holsclaw

KVNC—Winslow—1952

Freq.: 1010 Kc.....Power: 1 Kw. d., 500 W. n.
Owned-Oper. By.....Gila Bdcstg. Co.
Address .....Box 373
Tel.: 1010.....ABC-MBS-KBS
Gen. Mgr.....Paul Merrill
Sta., Comm. Mgr.....Chuck Mizner
Program Dir.....Warner Stensland
Pub. Director.....Connie Mizner
Sales Prom. Ch. Eng.....Jerry Graham

KOFA—Yuma—1953

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....Broadcasters, Inc.
Address.....P. O. Box 1430
Tel.: SU 3-8341.....KBS
President .....Henry Schechert
General Manager.....Russ Wonnacott

KVOY—Yuma—1950

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....KYMA-YUMA, Inc.
Address.....P. O. Box 671
Tel.: SU 3-7841.....MBS
Representatives .....Radio-TV Reps.
Pres., Gen. Mgr.....William L. Lindsey
Station Manager.....Lee A. Newsome, Jr.
Commercial Manager.....John Ghiotto
Sales Prom. Mgr.....Lee A. Newsome, Jr.
Program Director.....Bob Nimmo
Chief Engineer.....Gary Raymond

KYUM—Yuma—1940

Frequency: 560 Kc.....Power: 1000 Watts
Owned-Operated By.....Yuma Bcstg. Co.
Business Address.....P.O. Box 352
Tel.: SU 3-3305.....NBC
Representative.....Paul H. Raymer
President.....R. O. Lewis
General Manager.....Leonard P. Burkland
Sales Promotion Manager....Rose Ann Pelger
Program Director.....Fred A. Pelger
Chief Engineer.....Maurice W. Higgins

Pop.: 1,929,000
Families: 548,000
Radio Homes: 541,000

Arkansas

Stations in State: 61
TV Homes: 362,000
TV Stations: 6

KVRC—Arkadelphia—1947

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By..Arkadelphia Bcstg. Co.
Business-Studios Address.....320 S. 3rd St.
Tel.: CHapel 6-4561.....KBS
Representative.....Hil F. Best
Gen., Sta. Mgr.....Bill Deaton
Chief Engineer.....John Riggle

KBTA—Batesville—1950

Frequency: 1340 Kc.....Power: 250 Watts
Owned.....White River Valley Bdcsts. Co.
Address .....Batesville, Ark.
Tel.: 1112.....KBS
Representative .....Best
Pres., Gen. Mgr.....J. F. Higginbottom
Sales Prom. Mgr.....Murray Schroyer

KBBA—Benton—1953

Frequency: 690 Kc.....Power: 250 Watts, d.
Owned-Oper. By.....Benton Bcstg. Service
Business Address.....Box 294
Tel.: SP 8-2690.....Independent
Tel.: SP 8-2690.....KBS
General Manager.....Lavelle Langley
Commercial Manager.....Preston Bridges
Program Director.....Jim Landers
Chief Engineer.....Preston Bridges

KTCN—Berryville—1958

Frequency: 1480 Kc.....Power: 1 Kw: d.
Owned By.....Ozark Radio-Equip. Co.
Address .....P. O. Box 191
Tel.: 385.....KBS
President .....T. W. Rogers
Gen., Comm. Mgr.....Mel Lymbery
Promotion Mgr.....Louise Lymbery
Chief Engineer.....Fred Ward

KLCN—Blytheville—1922

Frequency: 910 Kc.....Power: 5000 Watts d.
Owned-Operated By.....Harold L. Sudbury
Address.....Sudbury Bldg., Main St.
Tel.: POplar 2-2093.....Independent
Station Representative.....John E. Pearson
Gen., Sta. Mgr.....Harold L. Sudbury
Sales Prom., Pub. Dir.....J. T. Sudbury
Chief Engineer.....Joe Nearns

KLYR—Clarksville—1957

Frequency: 1360 Kc.....Power: 500 Watts
Owned By.....Clarksville Radio Broadcasters
Business Address.....P. O. Box 489
Tel.: PLeasant 4-3092.....Independent
Gen. Sta. Chg. Eng.....Roy Forrester
Comm. Sales Prom. Mgr.....Reece Adkison
Prog. Pub. Dir.....Wayne Bradley

KAMD—Camden—1946

Freq.: 910 Kc.....Power: 1 Kw. d., 500 W. n.
Owned-Operated By.....Camden Radio Inc.
Address .....P. O. Box 5859
Tel.: TE 6-5091.....MBS-KBS
President .....Walter E. Hussman
Gen., Comm. Mgr.....Donald Cathey
Prog. Dir.....Cal Carter
Chief Engineer.....J. W. Pope

KCON—Conway—1950

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Conway Bcstg. Co.
Address.....ASTC Campus
Tel.: 189.....KBS
Representative .....Best
Gen. Mgr.....James E. Clayton
Program Dir.....S. F. Morehead
Chief Engineer.....Edwin McClendon

KAGH—Crosett—1951

Frequency: 800 Kc.....Power: 250 Watts, d.
Owned-Operated By.....Julian Haas
Address .....900 Main
Tel.: FO 4-2181.....KBS
Representative .....Clyde Melville
Gen. Mgr.....Julian Haas
Chief Engineer.....Preston Derryberry

KDQN—De Queen—1956

Frequency: 1390 Kc.....Power: 500 Watts, d.
Owned.....R. G. McKeever
Address.....1923 S. Fourth St.
Tel.: JU 4-2446.....KBS
Representative.....Clyde Melville Co.
General, Station Manager...Glen D. Hammons
Program Director.....Jerry A. Hammons
Chief Engineer.....R. G. McKeever

KDMS—El Dorado—1950

Frequency: 1290 Kc.....Power: 5000 Watts d.
Owned-Oper. By.....El Dorado Bcstg. Co.
Address.....208 N. Cleveland
Tel.: UN 3-5121.....Independent
Representative .....Rambeau
General Manager.....J. A. West, Jr.
Commercial Manager.....Rodney Smith
Program Dir.....Bob Russel

KELD—El Dorado—1935

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By..Radio Enterprises, Inc.
Business-Studio Addres.....Radio Center Bldg.
Tel.: UN 3-6126.....ABC-KBS
Representative .....Walker-Rawalt
Pres., Gen. Mgr.....W. N. McKinney
Comm. Mgr.....J. R Duerson
Sales Prom., Prog. Dir.....Jerome Orr
Chief Engineer.....Troy B. Eddins

KFAY—Fayetteville—1957

Frequency: 1250 Kc.....Power: 500 Watts
Owned.....Stamps Radio Bcstg. Co.
Address .....Box 112

Tel.: Hillcrest 2-9859.....MBS
Station Representative.....Bob Dore
Gen. Mgr.....H. Weldon Stamps
Commercial Manager.....Chas. E. Sieferd
Program Director.....Joanne Herndon
Chief Engineer.....Richard Osborne

KHOG—Fayetteville—1946

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By...Fayetteville Bcstg. Co., Inc.
Business-Studio Address...103 West Mountain
Tel.: HI 2-2322.....Independent
Station Representative.....Walker-Rawalt
President .....Hayden McIlroy
Gen. Mgr.....Fred J. Stevenson
Comm. Sls. Prom. Mgr.....Ed. Gideon
Program, Publicity Director....Steve Starwyck
Chief Engineer.....Harold Lindsey

KXJK—Forrest City—1949

Frequency: 950 Kc.....Power: 5000 Watts, d.
Owned By.....Forrest City Bcstg. Co., Inc.
Address.....Natl. Bank Bldg.
Tel.: ME 3-1252.....KBS
Representative .....Burn-Smith
Gen., Sta. Mgr.....William Fogg
Sls., Comm. Mgr.....James Pearson
Chief Engineer.....Walter Smith, Jr.

KFPW—Fort Smith—1930

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....Tulsa Bcstg. Co.
Business Address.....Sta. B Box 98
Tel.: SU 3-4105.....CBS
Representative .....Avery-Knodel
Station Mgr.....Charles E. Jones

KFSA—Fort Smith—1947

Frequency: 950 Kc...Power: 1 Kc. d., 500 W. n.
Owned By.....Southwestern Operating Co.
Address.....920 Rogers Ave.
Tel.: SU 2-9125.....ABC, CBS, NBC
Newspaper Affiliation.....Times Record
Representative..Venard, Rintoul & McConnell
President.....Donald W. Reynolds
General Manager.....J. W. Slates
Comm., Sales Prom. Mgr...James E. Fesperman
Program Director.....Harry Freeman
Chief Engineer.....Robert W. Platt, Jr.

KTCS—Fort Smith—1956

Frequency: 1410 Kc.....Power: 500 Watts d.
Owned By.....H. Weldon Stamps
Business Andress.....4120 Towson Ave.
Tel.: SUnset 2-3049.....MBS-KBS
Station Representative.....Bob Dore
General Manager.....H. Welden Stamps
Sta. Prog. Dir.....Mrs. Evelyn Britt
Comm. Sales Prom. Mgr.....George Swanson
Chief Engineer.....Cecil Stamps

KWHN—Ft. Smith—1947

Frequency: 1320 Kc.....Power: 5000 Watts
Owned-Operated By...KWHN Bcstg. Co., Inc.
Address.....North 5th and Garrison
Tel.: SU 3-8967.....Independent
Representative .....Rambeau
General Manager.....J. H. Friedman
Station Mgr.....Glenn A. O'Neal
Chief Engineer.....Raymond Armstrong

KHOZ—Harrison—1946

Frequency: 900 Kc.....Power: 250 Watts, d.
Owned-Operated by....Harrison Bcstg. Corp.
Address .....P. O. Box 120
Tel.: EMpire 5-2301.....KBS
Station Representative.....Walker-Rawalt
Gen. Mgr. .....Robert S. Wheeler, Jr.
Sta., Comm. Mgr.....Everett Horton
Prom. Mgr.....Marc Williams
Chief Engineer.....Carl Martin

KFFA—Helena—1941

Frequency: 1360.....Power: 1,000 Watts
Owned-Operated By.....Helena Bcstg. Co.
Address .....215 York St.
Tel.: HI 4-2361.....MBS-KBS
Representative ..... Best
Geneard, Station Manager...Sam W. Anderson
Sales Prom. Mgr.....Katherine M. Kizer
Prog. Dir., Ch. Engr.....Earl Hodges
Publicity Dir.....Randolph Tardy

KXAR—Hope—1947

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Hope Bcstg. Co.
Address.....P. O. Box 138
Tel.: 7-3601.....KBS
Gen. Mgr.....L. B. Tooley
Comm. Mgr.....Wes Ninemire

KBHS—Hot Springs—1953

Frequency: 590 Kc.....Power: 5000 Watts d.
Owned-Oper. By.....Resort Bdcstg. Co., Inc.
Address.....113 Third St.
Tel.: NA 3-6661.....KBS
Sta. Rep. .....Clark
President.....A. M. McGregor
V.P., General Mgr.....Gene Kelley
Station, Sales Prom. Mgr.....Ed Appler
Program Director.....Forrest Eddy
Chief Engineer.....Clint Norman

KBLO—Hot Springs—1953

Frequency: 1470.....Power: 1000 Watts d.
Owned-Oper. By.....Hot Springs Bcstg., Inc.
Address .....1011 Central
Tel.: NA 3-2553.....MBS
Representative ..... Rambeau
Pres., Gen. Mgr.....C. J. "Gus" Dickson
Station Mgr.....Harry Ladas
Program Dir.....Jack R. Ridgeway
Publicity Dir.....Hank Sanders
Chief Engineer .....R. G. King

KWFC—Hot Springs—1941

Freq.: 1350 Kc.....Power: 1 Kw., d., 500 W. n.
Owned-Operated By.....Phoenix Co.
Business-Studio Address .....Box 1038
Tel.: NA 4-1225.....ABC
Representative..Venard, Rintoul & McConnell
President.....Harman I. Mosely II
Comm. Mgr.....T. Dickson
Chief Engineer.....C. Mathis

KBTM—Jonesboro—1930

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Patteson Brothers
Address .....WBTM Bldg.
Tel.: WE 5-5597.....MBS-KBS
General Manager.....Alan Patteson, Jr.
Sta. Mgr.....Clarence Adams
Chief Engineer.....Norman Bowman

KNEA—Jonesboro—1950

Frequency: 970 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Radio Jonesboro, Inc.
Address.....Citizens Bank Bldg.
Tel.: WE 2-8381.....Independent
Representative .....Gill-Perna
President .....Ernest Farabee
Gen., Sta. Mgr.....Harold Gregson
Comm. Mgr.....Bob Blackwood
Program Director.....Ed Goetze
Chief Eng.....Wesley Bell

KARK—Little Rock—1928

Frequency: 920 Kc.....Power: 5000 Watts
Owned-Oper. By..Arkansas Radio & Equip. Co.
Address.....10th & Spring Sts.
Tel.: FR 6-2481.....NBC
Representative .....Edward Petry
Exec V.P., Gen. Mgr.....T. K. Barton
V.P., Sta. Mgr.....Douglas Romine
Program Director.....Ernest M. Howard
Commercial Mgr.....Ernest Howard
Prom. Dir.....Shirley Kennedy

KGHI—Little Rock—1927

Freq.: 1250 Kc.....Power: 1 Kw. d., 500 w n.
Owned-Oper. By.....Radio Arkansas
Address .....P. O. Box 3099
Tel.: FR 2-0166.....KBS
Representative ..... Burn-Smith
Gen. Mgr.....Harold E. King
Station Mgr.....Alfred E. Shirley
Sales Prom. Mgr.....Winnifred Shanks
Program Dir.....Marvin Heffington
Publicity Dir.....Barbara Park
Chief Engineer.....Bill Gabbert

KLRA—Little Rock—1926

Freq.: 1010 Kc.....Power: 10 Kw. d., 5 Kw. n.
Owned-Operated By.....KLRA, Inc.
Business-Studio Address.....Box 550
Tel.: FRanklin 5-3206.....ABC
Representaitve.....Bob Dore; Clark Brown
President, General Manager.....Leonard Coe
Sta., Comm. Mgr.....Kermit F. Tracy
Program Director.....Hal Webber
Publicity Director.....Anne Lumpkin
Chief Engineer.....Art Beem

KOKY—Little Rock—1956

Frequency: 1440 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Ebony Radio
Address.....P. O. Box 1956
Tel.: FR 2-0391.....Independent
Representative.....John E. Pearson
Pres., Gen. Mgr.....John M. McLendon
Station Manager.....Ed Phelan
Commercial Manager.....Jim Loflin
Program Director.....Myron Turvey
Chief Engineer.....G. C. Tuley, Jr.

KTHS—Little Rock—1924

Frequency: 1090 Kc.....Power: 50,000 Watts
Owned-Oper.....Radio Bcstg., Inc.
Business-Studio Address.....P. O. Box 269
Newspaper Affil.....Shreveport Times
Tel.: FR 4-3764.....CBS
Representative .....Christal
President.....W. H. Bronson
Gen., Sta. Mgr.....B. G. Robertson
Comm. Manager.....A. C. Dowden
Sales Prom. Mgr.....R. Brown
Program Director.....George F. Moore
Chief Engineer.....Cecil L. Suitt

KVLC—Little Rock—1948

Frequency: 1050 Kc.....Power: 1000 Watts
Owned-Operated By...Southwestern Bcstg. Co.
Address.....319 West 2nd Street
Tel.: FR 5-5321.....Independent
Representative.....Richard O'Connell
Gen., Sta. Mgr.....Dale D. Mahurin
Program Director.....Charles R. Sims
Chief Engineer.....Ed H. Summers

KVMA—Magnolia—1948

Frequency: 630 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Magnolia Bcstg. Co.
Business-Studio Address..212 N. Jefferson St.
Tel.: 630.....MBS
Representative.....John E. Pearson
President.....Dr. J. F. Rushton
Gen. Mgr.....William M. Bigley
Comm. Mgr.....Norman Hunneycutt

KBOK—Malvern—1951

Frequency: 1310 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Malvern Bcstg. Co.
Address.....Highway 270 West
Tel.: 1800 .....KBS
Representative .....Devney, Melville
Pres., Gen. Mgr.....Kermit L. Richardson
Commercial Manager.....W. D. Stroud
Prog. Dir., Ch. Engr.....Robert Padgett
Publicity Director.....William R. Moore

KTML—Marked Tree—1956

Frequency: 1580 Kc.....Power: 250 Watts, d.
Owned By.....Poinsett Radio Bcstg. Co.
Address .....Box 17
Tel.: 1580 .....KBS
Station Representative.....Continental
Gen. Mgr.....Carlton Garner
Commercial Manager.....Leon Howard
Program Director.....Gail Johnson
Publicity Director.....Mack Howerton
Chief Engineer.....Jim Weston

KVSA—McGehee—1953

Frequency: 1220 Kw.....Power: 1000 Watts d.
Owned-Oper. By...S. E. Arkansas Bcstrs. Inc.
Address .....Box 1220
Tel.: CA 2-2400.....KBS

Representative .....Best
Pres., Gen. Mgr.....Abbott F. Kinney

KENA—Mena—1955

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....E. M. Hoge
Address.....S. Reine St.
Tel.: 944.....KBS
Representative.....Hil F. Best
General Mgr.....Larry Shephard
Comm. Mgr.....Bill Hughes
Ch. Eng.....O. D. Frederick

KHBM—Monticello—1956

Frequency: 1430 Kc.....Power: 1 Kw. d.
Owned-Operated By.....Baker Bcstg. Co.
Address .....Box 446
Tel.: 91 .....KBS
President.....J. R. Baker
Program Director.....Pat McGinnis
Publicity Director.....Evelyn H. Baker
Sales Promo. Mgr.....Bill Millwood
Chief Engineer.....John Bailey

KVOM—Morrilton—1952

Frequency: 800 Kw.....Power: 250 Watts d.
Owned-Oper. By.....Morrilton Bcstg. Co.
Address.....P. O. Box 541
Tel.: 506.....Independent
Gen. Mgr.....J. C. Willis
Comm Mgr.....Bill Harper
Prog. Director.....Hugh C. Jones

KTLO—Mountain Home—1953

Frequency: 1490 Kw.....Power: 250 Watts
Owned-Oper. By..Mountain Home Bcstg. Corp.
Address.....Hwy 5, N.
Tel.: 1490.....KBS
Representative .....Best
Pres., Gen. Mgr.....A. Stricklen
Commercial Mgr.....Bob Pratt

KNBY—Newport—1949

Frequency: 1280 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Newport Bcstg. Co.
Business Address.....Box 218
President .....Harold Sudbury
General, Station Manager.....Gene Howe
Program Director.....Jerry Grojean
Chief Engineer.....Anson Clark

KNLR—North Little Rock 1957

Frequency: 1380 Kc.....Power: 1 Kw.
Owned-Oper. By...Arkansas Valley Bcstg. Co.
Address.....16th & Main; Box 423
Tel.: FR 6-1997.....Independent
Representative.....W. S. Grant
Pres., Gen. Mgr.....Chester H. Pierce
Commercial Manager.....Philip Sklar
Program Director.....Ed Bailey
Publicity Director.....Rita Newsom
Chief Engineer.....Ken Copeland

KXLR—North Little Rock 1946

Frequency: 1150 Kc...Power: 5 Kw. d., 1 Kw. n.
Owned-Operated By.....Sanders Ark. Bcstg.
Address.....P. O. Box 89
Tel.: FR 2-2155.....Independent
Representative .....Stars National
President.....J. M. Sanders
General Manager.....George B. Faulder
Commercial Manager.....Jim Gatens
Program Director.....Hugh Brown
Chief Engineer.....V. O. Vandusen

KOSE—Osceola—1949

Frequency: 860 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Osceola Bcstg. Corp.
Business Address.....P. O. Box 311
Tel.: LO 3-2641.....KBS
Representative.....Cont. Radio Sales
President.....H. F. Ohlendorf
General, Station Manager.....Don Whitney
Program Director.....Edythe Bandy
Chief Engineer.....Harold Jones

KDRS—Paragould—1947

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Progressive Bcstg. Co.
Business Address.....Box 491
Tel.: CE 2-7627.....KBS
General Manager.....Ted Rand
Business Manager.....T. M. Self
Commercial Manager.....Doyne F. Bateman
Program Director.....Wilman Wheelis
Chief Engineer.....W. O. Driskell

KCLA—Pine Bluff—1947

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By...Radio Engineering Service
Business-Studio Address.....2900 W. 28th St.
Tel.: JE 5-1241.....Independent
Station Representative.....Hil Best
General Mgr.....Kenneth Kesterson
Commercial Manager.....Clyde Martin
Prog.; Ch. Eng.....Charles Penix

KOTN—Pine Bluff—1934

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By...Universal Bcstg. Corp
Address.....Simmons Bank Bldg.
Tel.: JE 4-8732.....MBS-KBS
Representative .....Walker
Pres., Gen. Mgr., Chief Engr.....B. J. Parrish
Comm. Mgr. .....J. Wallace
Program Director .....Hilda Matz
Pub. Director.....R. W. Etter

KPBA—Pine Bluff—1957

Frequency: 1590 Kc.....Power: 1 Kw. d.
Owned-Operated By.....Radio Pine Bluff
Address.....1607 W. 6th Ave.; Box 33
Tel.: JE 4-1523.....Independent
Representative .....Devney, Inc.
President.....W. L. Kent
Gen., Sta. Mgr.....Howard M. Peters

Program Director.....Howard Watson
Chief Engineer.....Robert M. Mador

KPOC—Pocahontas—1950

Frequency: 1420 Kc....Power: 1,000 Watts d.
Owned-Operated By...Pocahontas Radio, Inc.
Address.....P. O. Box 250
Tel.: TW 2-5234.....KBS
General Mgr.....Adrian L. White
Program Dir. .....Bill Nicholson
Sales Mgr.....Virgil Pace

KAMO—Rogers—1954

Ferquency: 1390 Kc.....Power: 1000 Watts
Owned .....KAMO, Inc.
Business Address...American Natl. Bank Bldg.
Tel.: MElrose 6-4611.....Independent
Station Rep. .....Walker
Pres., Gen. Mgr.....G. Don Thompson
Sta., Comm. Mgr.....W. E. Dacus
Program Director.....Charles A. Davis
Chief Engineer.....Bud Williams

KXRJ—Russellville—1947

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....The Valley Broadcasters
Address.....Second and Commerce
Tel.: 299, 123.....KBS
Gen., Sta. Mgr.....C. R. Horne
Comm. Mgr.....L. L. Bryan
Sales Prom. Mgr.....Don Sammons
Prog. Director.....Ora Mae Lee
Chief Engineer.....William C. McKenney

KWCB—Searcy—1951

Frequency: 1300 Kc.....Power: 1000 Watts d.
Owned By.....C. R. Horne
Address.....P. O. Box 95
Tel.: 1281.....KBS
Representative.....Hil F. Best
Comm. Mgr.....Don P. Jones
Chief Eng.....Roy K. Cole

KUOA—Siloam Springs—1923

Frequency: 1290 Kc.....Power: 5,000 Watts d.
Owned-Operated By.....Kuoa, Inc.
Business-Studio Address.....Siloam Springs
Tel.: 777.....MBS-KBS
President.....John E. Brown, Jr.
Gen. Mgr.....Cecil Smith
Program Director .....Ralph Kennedy, Jr.
Chief Engineer.....Cecil E. Smith

KBRS—Springdale—1949

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper...Northwest Ark. Bcstg. & TV Co.
Address.....P. O. Box 29
Tel.: 1-4675, 1-4676.....ABC-KBS
Newspaper Affiliation....Southwest American
Representative.....Hil F. Best
President.....Donald W. Reynolds
General Manager.....Phil H. Phillips
Commercial Manager.....Curtis C. Hornor, Jr.
Program Director.....Jim G. Wilkerson
Chief Engineer.....Virgil Smith

KWAK—Stuttgart—1948

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By....Stuttgart Bcstg. Corp.
Business Address .....Stuttgart
Tel.: WA 2-5212.....KBS
Representative.....C. K. Beaver Assoc.
President .....Beloit Taylor
Gen. Manager.....Melvin P. Spann
Station Mgr.....June S. Spann
Chief Engineer.....C. R. Sandine

KOSY—Texarkana—1951

Freq.: 790 Kc.....Power: 1 Kw. d., 500 w. n.
Owned-Operated By.....Gateway Bcstg. Co.
Address.....State Line Ave.
Representative .....Pearson
Gen. Manager .....Tom E. Dillahunty
Sales Manager .....Herman Cecil

KRLW—Walnut Ridge—1951

Frequency: 1320 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Lawrence Co. Bcstg. Co.
Address .....Walnut Ridge
Tel.: 980.....KBS
Gen. Mgr.....Wm. H. Cate

KWRF—Warren—1953

Frequency: 860 Kc.....Power: 250 Watts d.
Owned.....Weldon & Sledge
Address .....Box 480
Tel.: 353-354.....KBS
Representative .....Hil F. Best
Gen., Sta. Mgr.....Lee Reaves
Comm. Mgr.....H. M. Harris

KWYN—Wynne—1956

Frequency: 1400 Kc.....Power: 250 Watts
Owned.....E. Arkansas Bcstrs, Inc.
Address .....P. O. Box 225
Tel.: 1188.....KBS
Representative .....Continental
President .....J. L. Shaver, Jr.
Gen., Sta. Mgr.....Raymond O. Raley
Comm. Mgr.....Hiram Mayo
Prog., Ch. Eng.....Art Rogers

Pop.: 14,899,000
Families: 4,799,000
Radio Homes: 4,761,000

California

Stations in State: 183
TV Homes: 4,169,000
TV Stations: 36

KCNO—Alturas—1951

Frequency: 570 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Stulor Corp.
Address.....P. O. Box 1358
Tel.: 2531 .....Independent
Representative .....O'Connell Palmer
Pres., Gen. Mgr.....Stewart Wilbon
Sta. Mgr., Chief Engineer.....Dick Barrett

KAVR—Apple Valley—1954

Frequency: 960 Kc.....Power: 5 Kw. d.
Owned.....Apple Valley Bcstg. Co.
Address .....Apple Valley
Tel.: VI 7-7251.....Independent
Representative .....W. S. Grant
President.....Newton T. Bass
Managing Dir.....J. C. Thomas
Commercial Mgr.....Ken Barton
Program Director.....Lou Rossi
Chief Engineer.....Dean Kiner

KENL—Arcata—1956

Frequency: 1340 Kc.....Power: 250 Watts
Owned.....Humboldt Bcstrs.
Address .....KENL Bldg.
Tel.: VA 2-2941.....Independent
Representative .....W. S. Grant
Pres., Gen. Mgr.....Mel Marshall
Sta. Mgr.....Jerry Rhoades
Comm. Mgr.....Jim Vanglie
Program Director.....Roger Ferrier
Chief Engineer.....Harry Shelby

KAHI—Auburn—1957

Frequency: 950 Kc.....Power: 1000 Watts
Owned .....Placer County Bcstg.
Address .....Box 950
Tel.: TU 5-5636.....KBS
Representative .....Ayres
Pres.....Don C. Reeves
Gen. Mgr.....Gene Ragle
Sales Prom. Mgr.....Ray Lewis
Program Director.....Stan Cooper
Publicity Director.....Frank Benny
Chief Engineer.....Donnelly Reeves

KBIG—Avalon—1952

Frequency: 740 Kc.....Power: 10,000 Watts
Owned-Operated By.....John Poole Bcstg. Co.
Address....6540 Sunset Blvd., Los Angeles 28
Tel.: HO 3-3205.....Independent
Representative .....Weed
President, Gen. Mgr.....John Poole
Sta. Comm. Mgr.....Robert J. McAndrews
Oper. Program Dir.....Alan Lisser
Sales Prom. Publicity.....R. J. McAndrews
Chief Engineer.....Beull Dalton

KAFY—Bakersfield—1946

Frequency: 550 Kc.....Power: 1000 Watts
Owned.....Paschall, Tullis & Hearne
Address.....P.O. Box 6128
Tel.: Empire 6-4411.....Independent
Representative ..... McGavren-Quinn
Gen. Mgr.....Glenn D. Lockhart
Comm. Mgr.....Roy Licordell
Sales Promotion Manager.....Dick Brown
Program Director.....Al Anthony
Chief Engineer.....Bob Fee

KLYD—Bakersfield—1958

Frequency: 1350 Kc.....Power: 1000 Watts;d.
Owned By.....Urner Broadcasting Co.
Business Address.....1709 30th Street
Tel.: FAirview 7-4831.....Independent
Station Representative .....Grant
Gen. Sta. Mgr.....Edward E. Urner
Commercial Manager.....Dave Maxwell
Program Director.....Dan Speare
Sales Prom. Publ. Dir.....Mary L. Bender
Chief Engineer.....Vernon G. Tucker

KIKK—Bakersfield—1958

Frequency: 800 Kc.....Power: 250 Watts: d.
Owned By.....Valley Bcstg. Co.
Address .....910 Chester
Tel.: FAirview 7-4401.....Independent
Sta. Representative.....Bolling
President .....Dawkins Espy
General Mgr.....Donald MacLachlan
Program Dir.....Dan Gates

KBIS—Bakersfield—1950

Frequency: 970 Kc.....Power: 1000 Watts
Owned.....Eastern Electrosonic Industries
Studio Address.....2013 Chester Ave.
Tel.: FAirview 4 6093.....Independent
Representative .....Weed
Station Mgr.....Hal Brown

KERN—Bakersfield—1932

Frequency: 1410 Kc.....Power: 1000 Watts
Owned-Operated By...McClatchy Bdcstg. Co.
Business Address.....1535 17th St.
Tel.: FA 5-7475.....CBS
Representative.....Paul H. Raymer
President .....Eleanor McClatchy
Sta. Mgr.....Tom Flynn
Chief Engineer.....Don Gatz

KGEE—Bakersfield—1946

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....Marterto Corp.
Business-Studio Address....1415 17th Street
Tel.: FA 7-3587.....Independent
Representative .....Hollingbery
President .....Danny Thomas
Gen. Sta. Mgr.....C. Dexter Haymond
Comm. Mgr.....Jess Land
Program Director.....Thad Bulkeley
Sales Prom. Mgr.....Rick Terry
Publicity Director.....Dave Hildebran
Chief Engineer.....Ed. Andress

KMAP—Bakersfield—1955

Frequency: 1490 Kc.....Power: 250 Watts
Owned .....KMAP, Inc.
Address.....P.O. Box 693
Tel.: FA 7-3541.....MBS
Representative ..... Forjoe
Pres., Gen. Mgr.....Clifford E. Ball
Program Director.....Jack Shefrin

KPMC—Bakersfield—1932

Frequency: 1560 Kc.....Power: 10,000 Watts
Owned-Oper. By.....Pioneer Mercantile Co.
Address.....20th & N Sts.
Tel.: FA 7-8581.....ABC
Representative.....Headley-Reed
President.....F. G. R. Schamblin
Gen., Sta. Mgr.....L. A. Schamblin

Comm. Mgr.....Paul R. Biermann
Chief Eng.....Leo P. Jarvis

KPAS—Banning—1947

Frequency: 1490 Kc.....Power: 250 Watts
Owned.....Stevens Bcstg. Inc.
Address.....4425 W. Ramsey St.
Tel.: VI 9-4557.....Independent
Representative.....Grant Webb
Gen. Manager.....Edwin J. Stevens
Commercial Mgr.....Lewis F. Shank

KWTC—Barstow—1947

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.Mojave Valley Bcstg. Co.
Address .....Box 697
Tel.: 4001.....Independent
Representative ..... O'Connell
Pres., Gen. Mgr.....W. T. Brown
Sta. Prog. Dir.....R. F. Cruse
Commercial Mgr.....Wilma Walker
Sales Prom Mgr.....Jean McAdams
Chief Engineer.....Bill Schultz

KRE—Berkeley—1923

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By....Central Calif. Bcstrs., Inc
Address-Trans.....601 Ashby Avenue
Tel.: AS 3-7715.....Independent
Representative .....W. S. Grant
General Mgr.....Arthur Westlund
Sta. Mgr.....Don Hambly
Prog. Dir.....Les Avery
Chief Engineer.....Robert K. Morrison

KOWL—Bijou—1956

Frequency: 1490 Kc.....Power: 250 Watts
Owned.....Tahoe Broadcasters, Inc.
Address.....Box 756 Tahoe Valley
Tel.: KI 4-2400.....Independent
Representative .....Palmer
Pres., Gen. Mgr.....Ed. French
Sta. Comm. Mgr.....John J. Murphy
Program Director.....Terry Ward
Publicity Director.....Bea Paizs
Chief Engineer.....Keith Mealey

KIBS—Bishop—1953

Frequency: 1230 Kw.....Power: 250 Watts
Owned-Oper. By.....Inyo Bcstg. Co.
Address.....Box 757
Tel.: 4411.....KBS
Representative.....Broadcast Time Sales
Pres., Gen. Mgr., Pub. Dir.....J. Oliver
Commercial Mgr., Prom. Mgr...R. S. Deming

KYOR—Blythe—1947

Frequency: 1450 Kc.....Power: 250 Watts
Owned...Imperial Broadcasting Systems, Inc.
Address .....Box 668
Tel.: 2231.....ABC
Representative .....John E. Pearson
President, Gen. Mgr.....Frank K. Danzig
V.P., Gen. Sales Mgr.....A. Bartlett Ross, Jr.
Station Mgr.....Vic Lundberg
Commercial Mgr.....Sam Christie
Program Dir.....Lee Young
Chief Engineer.....Carl S. Johnson

KROP—Brawley—1946

Frequency: 1300 Kc....1000 Watts d., 500 n.
Owned-Oper. By.....Imperial Bcstg. System
Address .....6331 Hollywood Blvd.
Tel.: 1300.....ABC
Representative.....John E. Pearson Co.
Station Manager.....Ed Silvera
Program Dir.....Chap Rollins

KBLA—Burbank—1952

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Bdcstrs. of Burbank
Address.....11516 Oxnard St., N. Hollywood
Tel.: EL 2-1490.....Independent
Station Representative.....Grant Webb

KICO—Calexico—1947

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Charles R. Love
Address.....Barbara Worth Hotel, El Centro
Tel.: FI 2-0141.....CBS
Representative.....Broadcast Time Sales
Owner .....Charles R. Love
General Manager.....W. L. Gleeson

KTEE—Carmel—1957

Frequency: 1410 Kc.....Power: 500 Watts; d.
Owned By.....Seaside Electronic Assoc.
Address .....P. O. Box 2050
Tel.: MAyfair 4-1215.....Independent
Pres. Gen. Mgr.....Paul F. Hanson
Commercial Mgr.....Stanley F. Simpson
Promotion Mgr.....D. Metzger
Program Dir.....William Warren
Chief Engineer.....Joly Boynton

KHSL—Chico—1935

Frequency: 1290 Kc.....Power: 5000 Watts
Owned-Operated....Golden Empire Bcstg. Co.
Address .....Box 1041
Tel.: FIreside 2-0141.....CBS
Representative .....McGavren-Quinn
Pres., Gen. Mgr.....Mrs. Mickey McClune
Station Manager.....Charles H. Kinsley, Jr.
Commercial Mgr.....Brian Loughran
Program Dir.....Tim Armstrong
Sales, Public Dir.....Don Miller
Chief Engineer.....Russell Pope

KPAY—Chico—1949

Frequency: 1060 Kc.....Power: 10,000 Watts
Owned.....J. Ned. Richardson
Address.....P.O. Box 523
Tel.: FIreside 2-4211.....MBS
Representative .....Hollingberry
Gen. Mgr.....J. Ned Richardson
Comm. Mgr.....Robert Campbell
Sales Prom. Mgr.....Ned Tollinger
Chief Engineer.....William Pope

KCHV—Coachella—1954

Frequency: 970 Kc.....Power: 1 Kw., d.
Owner.....Coachella Valley Bcstg. Co.
Address .....Avenue 50

Tel.: EXpress 8-5534.....Independent
Representative.....Moore & Assoc.
Pres. .....Edward Gorges
Gen. Mgr.....I. E. Staples
Comm. Mgr.....Doug Caplette
Sales Prom. Mgr.....Bob Steward
Program Director.....Graham Alexander
Chief Eng.....Bill Buckingham

KBMX—Coalinga—1950

Frequency: 1470 Kc.....Power: 500 W. d.
Owned-Oper. By.....Sheldon Anderson
Address .....Box 1179
Tel.: 136.....KBS
Sta. Rep.....Grant Webb
Gen., Sta., Com. Mgr.....V. J. Stedry
Chief Engineer.....W. E. Long

KBUC—Corona—1948

Frequency: 1370 Kc.Power: 1 Kw. d., 500 W. n.
Owned .....Radio K-Buc, Inc.
Business Address.....Box 368
Tel.: RE 7-1370.....Independent
Representative .....Jones; Crennan
President .....James F. Hadlock
V.P., Gen. Mgr.....Naum Healy
Nat. Sales Mgr.....Gerald O. Jones
Program Dir.....Bob Lake
Sales Prom. Mgr.....Sally Linville
Publicity Dir.....Florence Archer
Chief Engineer.....Walter Rees

KCRE—Crescent City—1950

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Del Norte Bcstg. Co.
Address .....Box 248
Representative .....Ayres
Pres., Gen. Mgr., Sta. Mgr...Robert E. Grey
Business Mgr.....Peggy B. Gray

KCHJ—Delano—1951

Freq.: 1010 Kc.....Power: 5 Kw. d., 1 Kw. n.
Owned-Oper. By.....Charles Herman Johnes
Address.....P.O. Box 966
Tel.: 8676.....Independent
Representative.....Radio Spot Sales
Pres., Gen. Mgr.....Charles H. Johnes
Sta. Mgr.....Jean G. Johnes
Comm. Mgr.....Jim Turner
Program Dir.....Joe McFolin
Sales Prom. Mgr.....Bob Scott
Publicity Director.....Cec Vergano

KRDU—Dinuba—1946

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Radio Dinuba Co.
Business-Studio Address.....Box 157
Tel.: DI 500.....KBS
Representative...W. Ayres, Cont. Radio Sales
Pres., Gen., Sta. Mgr.....Egon A. Hofer
V.P.....Dave Hofer, Jr.

KDEO—El Cajon—1955

Frequency: 910 Kc.....Power: 1 Kw.
Owned-Operated By.....Dandy Bcstg. Corp.
Address....Town & Country Hotel, San Diego
Tel.: CY 8-8371.....ABC
Representative .....Bolling
President.....Robert E. Sharon
Station Manager.....Leonard W. Lundmark
Program Director.....Sam Babcock
Sales Prom. Mgr.....Tony Day
Publicity Director.....Donna Powers
Chief Engineer.....Ed Murphree

KAMP—El Centro—1958

Frequency: 1430 Kc.....Power: 1000 Watts
Owned By.....El Centro Radio, Inc.
Address .....Box 1018
Tel.: ELgin 2-2277.....Independent
Representative .....Harlan Oakes
Pres., Gen. Mgr.....A. E. Andreotti
Station Mgr.....Wm. H. Ellison
Commercial Mgr.....Chap Rollins
Program Dir.....Bob Weaver
Sales Prom. Mgr.....Bob Baker
Publicity Dir.....Kay Ogg
Chief Engineer.....Arch Thistle

KXO—El Centro—1927

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Valradio Inc.
Business Address.....Box 140
Tel.: EL 2-1230.....CBS-MBS-KBS
Representative.....Paul H. Raymer
Pres., Gen. Mgr.....Riley R. Gibson
Commercial Manager.....Marc Hanan
Program Director.....Tony Temple
Chief Engineer.....Maurice Hill

KOWN—Escondido—1958

Frequency: 1450 Kc.....Power: 250 Watts
Owned By.....Palomar Broadcasting Co.
Address .....1226 Hale Ave.
Tel.: SHerwood 5-5811.....Independent
Pres., Gen. Mgr.....Julie G. Owen
Commercial Mgr.....Thurston S. Holmes
Program Dir.....James H. Hill
Chief Engineer.....Joseph Dessert

KDAN—Eureka—1956

Frequency: 790 Kc.....Power: 5 Kw.
Owned.....W. H. Hansen
Address .....Box 903
Tel.: HI 2-0611.....Independent
Representative.....Bcst. Time Sales, Hall
Mgr.....W. H. Hansen
Comm. Mgr.....Earl Madray

KINS—Eureka—1958

Freq.: 980 Kc.....Power: 5 Kw., d., 500 W. n.
Owned-Oper. By.....Eureka Bcstg.
Address .....Box 1015
Tel.: HI 2-5744.....CBS
Representative .....Weed
Pres., Gen. Mgr.....Wendell Adams
Comm. Sta. Mgr.....Tim Crowley
Prog.-Publicity .....Doyle Seely
Chief Engineer.....Dean Elliott

KIEM—Eureka—1933

Frequency: 1480 Kc.....Power: 5000 Watts
Owned Opr. By....Redwood Bdcstg. Co., Inc.
Address.....6th at E. Sts.

Tel.: HI 3-1621.....MBS
Representative .....John Blair
President, Manager.....Wm. B. Smullin
General Manager.....J. Edwin Arnold
Commercial Mgr.....Robert Stach
Prom. Mgr.....B. Adams
Chief Engineer.....Don King

KDAC—Fort Bragg—1948

Frequency: 1230 Kc.....Power: 250 Watts
Owned.....Mendocino Coast Bcstg. Co.
Address .....Box 616
Tel.: YO 4-3251.....KBS
Owner .....Edward Mertle
General Manager.....Craig N. Smith
Sales Prom. Mgr.....Matthew V. Huber

KARM—Fresno—1938

Frequency: 1430 Kc.....Power: 5000 Watts
Owned-Oper. By.....H. & G. Harm
Address.....7535 N. Van Ness Ave.
Tel.: BA 24441 .....ABC
Representative .....Hollingbery
Pres. .....Hattie Harm
Gen. Mgr.....George Harm
Comm. Sale Prom. Mgr.....Gordon Jacobs
Program Director.....Bill Dallas
Publicity Director .....Don Felser
Chief Engineer.....Elbert Dean

KBIF—Fresno—1947

Frequency: 900 Kc.....Power: 1000 Watts, d.
Owned .....KBIF, Inc.
Address.....857 Van Ness Ave.
Tel.: AM 6-0791.....Independent
Representative .....Weed
Pres., Gen. Mgr.....David T. Harris
Program, Publicity Dir.....Jim Bailey
Chief Engineer.....Bob Love

KEAP—Fresno—1957

Frequency: 980 Kc.....Power: 500 W. d.
Owned By.....KEAP Broadcasting Co. Inc.
Address.....2344 S. Railroad Ave.
Tel.: AD 7-1871.....Independent
Representative .....McGavern-Quinn
Pres., Gen. Mgr.....Herbert J. Edelman
Chief Engineer.....Elbert Dean

KFRE—Fresno—1936

Frequency: 940 Kc.....Power: 50,000 Watts
Owned-Oper. By.....Triangle Publications
Business-Studio Address..T. W. Patterson Bldg.
Tel.: AM 8-6441.....CBS
Representative .....John Blair
Station Manager.....Robert F. Klein
Program Dir.....Robert Fulton
V. P. Eng.....Keith L. Mealey

KGST—Fresno—1949

Frequency: 1600 Kc.....Power: 1000 Watts d.
Owned-Operated By...Delle Broadcasting Co.
Address.....1244 'O' St.
Tel.: AM 6-9901.....KBS
Representative...Nat'l Time Sales, Hall, Gates
Gen. Mgr. .....Jeanne Bacher
Program Director.....Larry Walters
Chief Engineer.....A. Kasparian

KMAK—Fresno—1953

Frequency: 1340 Kw.....Power: 250 Watts
Owned-Oper. By.....McMahan Bcstg. Co.
Address.....2020 McKinley
Tel.: AM 6-9448.....Independent
Representative .....Forjoe
President.....R. O. McMahan
Gen., Sta. Mgr.....Coyle Chambers
Chief Engineer.....Ed Nickels

KMJ—Fresno—1925

Frequency: 580 Kc.....Power: 5000 Watts
Owned-Operated By.....McClatchy Bcstg. Co.
Business-Studio Address..1515 Van Ness Ave.
Tel.: AM 8-5771.....NBC
Representative.....Paul H. Raymer
Station Manager.....Ramsey G. Elliott
Sales Mgr.....Roy Swanson
Program Dir.....Jeff Nagle
Chief Engineer.....William Wallace

KYNO—Fresno—1947

Frequency: 1300 Kc.....Power: 1000 Watts
Owned-Oper. By.....Radio KYNO
Address.....2125 N. Barton Ave.
Tel.: CL 5-8383.....MBS
Representative .....Headley-Reed
General Manager .....Gene Chenault
Sta. Mgr.....Jim Carroll
Chief Engineer.....Bert Williamson

KPER—Gilroy—1957

Frequency: 1290.....Power: 500 Watts, d.
Owned.....Bernard & Jobbins Bcstg. Co.
Address.....615 Swanston Lane
Tel.: VI 2-3155.....KBS
Representative.....Lucas & Assoc.
General Manager.....Geo. F. Schaefer
Sales Prom. Mgr.....Ben Guiterrez
Program Director.....Jean Emard
Publicity Director.....Tom Carr
Chief Engineer.....Don Bernard

KIEV—Glendale—1933

Frequency: 870 Kc.....Power: 250 Watts
Owned-Operated By.....Cannon System, Ltd.
Address.....102 N. Glendale Ave.
Tel.: CI 1-1133.....Independent
President.....David H. Cannon
Station Mgr.....Cal Cannon

KNGS—Hanford—1948

Freq.: 620 Kc.....Power: 1 Kw., d.; 1 Kw., n.
Owned-Oper. By .....KNGS
Business Address.....P.O. Box 620
Tel.: LUdlow 2-0361.....Independent
Representative.....Hall Co., Oakes
Co-owners & Gen. Mgrs..E. Peck & A. J. Krisik
Comml. Pub. Dir.....Mel Vierra
Sales Promotion Mgr.....A. J. Scott
Prog. Chief Engineer.....Stan Vestal

KFWB—Hollywood—1925

Frequency: 980 Kc.....Power: 5000 Watts
Owned-Oper. By.....KFWB Bcstg.
Business-Studio Add....6419 Hollywood Blvd.
Tel.: HO 3-5151.....Independent
Representative .....Blair
Pres., Gen. Mgr.....Robert M. Purcell
Commercial Mgr.....Milton Klein
Prog. Dir.....Chuck Blore
Publicity Dir.....Blanche E. Butler
Chief Engineer.....Leonard Hayden

KDAY—Hollywood—1956

Frequency: 1580 Kc.....Power: 50 Watts; d.
Owned By.....Radio California, Inc.
Address .....1549 No. Vine St.
Tel.: HO 1-9981.....Independent
Representative .....McGavren-Quinn
President .....J. Elroy McCaw
Gen. Sta. Mgr.....Irving C. Phillips
Program Dir.....Jim Hawthorne
Publicity Dir.....John Gunn
Chief Engineer.....Bob Dye

KLAC—Hollywood—1924

Freq.: 570 Kc.....Power: 5 Kw. d.: 1 Kw. .n
Owned-Operated By...Hall Broadcasting Co.
Address.....6363 Sunset Blvd
Tel.: HO 2-7271.....Independent
Representative.....Adam J. Young
President.....M. W. Hall
V.P., Sta. Operations.....Felix Adams
Gen. Sales Manager.....Morton Sidley
Mdsg. Dir.....Armand La Pointe

KREO—Indio—1946

Frequency: 1400 Kc.....Power: 250 Watts
Owned....Imperial Broadcasting System, Inc.
Address .....Calhoun Dr.
Tel.: 7-3403.....ABN
Representative.....John E. Pearson
President, Gen. Mgr.....Frank K. Danzig
V.P., Gen. Sales Mgr.....A. Bartlett Ross, Jr.
Station Mgr.....Douglas Caplette
Commercial Mgr.....Bill Gibeau
Program Director.....Don Retz
Chief Engineer.....Cliff Lantz

KRKC—King City—1958

Frequency: 1570 Kc.....Power: 250 Watts; d.
Owned By.....Somoco Bcstg. Co.
Address .....P. O. Box 107
Tel.: 1070.....KBS
Pres. Ch. Eng.....James H. Rose
General Manager.....Howard E. Slagle
Commercial Mgr.....Hazel M. Rose
Program Dir.....Helen M. Slagle

KTYM—Inglewood—1958

Frequency: 1460 Kc.....Power: 1000 Watts
Owned By.....Trans-American Bcstg.
Address .....125 S. Grevillea Ave.
Tel.: ORegon 8-6400.....Independent
Representative .....Grant
Pres. Sta. Mgr.....Albert J. Williams

KAVL—Lancaster—1950

Freq.: 610 Kc.....Power: 1 Kw. d., 500 W. n.
Owned-Oper. By.....Antelope Bcstg. Co.
Address.....P. O. Box 1182
Tel.: WH 2-1121.....Independent
Station Representative..Broadcast Time Sales
President .....W. B. Carter
General Mgr.....H. L. Comstock
Chief Engineer.....Carl Pendergraft

KBVM—Lancaster—1956

Frequency: 1380 Kc.....Power: 1000 Watts
Owned.....Brocaw Broadcasting Co.
Address.....112 East Avenue "J"
Tel.: WH 2-8461.....Independent
Representative .....Weed
President .....Hal Brown
General Manager.....Jack J. Bankson
Sta. Comm. Mgr.....Frank Onstott
Program Director.....Geo. McCammon
Chief Engineer.....Geo. Patterson

KCVR—Lodi—1946

Frequency: 1570 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Lloyd Burlingham
Business Address.....P. O. Box 600
Tel.: EN 8-0628.....KBS
Station Representative.....Wm. Ayres
General Mgr.....Lloyd Burlingham
Station Mgr.....Dedah Corlett
Program Dir.....Harry Eden
Chief Engineer.....George Sampson

KNEZ—Lompoc—1958

Frequency: 960 Kc.....Power: 500 Watts
Owned By.....KNEZ, Inc.
Business Address.....P.O. Box 338
Tel.: Lompoc 2965.....KBS
Station Representative .....Ayres
President.....Thomas B. Friedman
Gen. Mgr., Ch. Eng.....Thomas J. Wallace, Jr.

KFOX—Long Beach—1924

Frequency: 1280 Kc.....Power: 1000 Watts
Owned-Oper. By.....KFOX Inc.
Address.....220 E. Anaheim Street
Tel.: HE 6-7281.....Independent
President .....Kenyon Brown
Gen. Mgr.....Jack de Mello
Chief Engineer.....Robert Garner

KGER—Long Beach—1926

Frequency: 1390 Kc.....Power: 5,000 Watts
Owned By...John Brown Schools of Calif., Inc.
Business-Studio Address.....3745 Atlantic
Tel.: GArfield 7-7907.....Independent
President .....Dr. John E. Brown
Gen., Sta., Comm. Mgr.....E. William George
Sales Prom. Mgr.....Cornelius Lee
Program Dir.....Irene Cook
Chief Engineer.....Luke Crumbaugh

KABC—Los Angeles—1929

Frequency: 790 Kc.....Power: 5000 Watts
Owned-Oper. By.....AB-PT, Inc.

Address.....1539 N. Vine St.
Tel.: NO 3-3311.....ABC
Representative .....Katz
President.....James G. Riddell
Gen. Comm. Mgr.....John N. Pace
Sales Prom. Mgr.....Roy Drushall
Pub. Directors....Virginia West; D. Nowinson
Program Director.....Dresser Dahlstead
Chief Engineer.....Ralph Denechaud

KFAC—Los Angeles—1931

Frequency: 1330 Kc.....Power: 5000 Watts
Owned-Oper. By..Los Angeles Bcstg. Co., Inc.
Bus.-Studio Address.....5773 Wilshire Blvd.
Tel.: WE 8-0161.....Independent
Representative .....Bolling
Pres.-Gen.-Sta. Mgr.....Calvin J. Smith
Publicity Dir.....Paul Price
Program Director.....Howard Rhines
Chief Engineer.....Ron Oakley

KFI—Los Angeles—1922

Frequency: 640 Kc.....Power: 50,000 Watts
Owned-Operated By..Earle C. Anthony, Inc.
Business-Studio Address..141 N. Vermont Ave.
Tel.: DU 2-2121.....NBC
Representative.....Henry I. Christal
Pres., Gen. Mgr.....Earle C. Anthony
Asst. to Pres.....Charles E. Hamilton
Program Director.....Pat Kelly
Publicity Director.....Ed Grigg
Co-Chief Engs...H. L. Blatterman, C. W. Mason

KGFJ—Los Angeles—1926

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Ben S. McGlashan
Business-Studio Address....6314 Sunset Blvd.
Tel.: HO 4-0201.....Independent
Represntative .....Star National
General, Station Manager....Thelma Kirchner
Sales Mgr.....Molly C. Low
Program Director.....Jim Randolph
Publicity Dir.....Tom Hawkins
Sales Prom. Mgr.....Juanita McCuroy
Chief Engineer.....Homer Obuchon

KHJ—Los Angeles—1922

Frequency: 930 Kc.....Power: 5,000 Watts
Owned-Oper. By.....RKO Teleradio Pictures
Address.....1313 N. Vine St., Hollywood
Tel.: HO 2-3133.....MBS
Representative .....H-R Reps.
Pres., Don Lee Div.....Willet H. Brown
Gen. Mgr. .....Norman Boggs
Comm. Mgr.....Terry Mann
Program Director.....A. J. LaFrano
Chief Engineer.....Robert Arne

KMPC—Los Angeles—1928

Freq.: 710 Kc.....Power: 50 Kw. d.; 10 Kw. n.
Owned-Oper. By.....Golden West Bcsters.
Address.....5939 Sunset Boulevard
Tel.: HOllywood 9-5341.....Independent
Representative.....AM Radio Sales
Ch. of Board.....Gene Autry
President.....Robert O. Reynolds
Gen. Sales Mgr.....Stanley Spero
Mgr., Sls. Prom.....John M. Asher
Prog. Dir.....Robert H. Forward
Publicity Dir.....john Dickson
Chief Engineer.....L. C. Sigmon

KNX—Los Angeles—1920

Frequency: 1070 Kc.....Power: 50,000 Watts
Owned By.....Columbia Bcstg. System, Inc.
Business-Studio Address....6121 Sunset Blvd.
Tel.: HO 9-1212.....CBS
Pres.....Arthur H. Hayes
Gen. Mgr.....Fred Ruegg
Commercial Mgr.....Gordon Mason
Prog. Dir.....Robert Sutton
Promotion Mgr.....Phil Hillman
Pub. Dir.....Lloyd Brownfield
Chief Engineer.....Ted Denton

KPOL—Los Angeles—1952

Frequency: 1540 Kc.....Power: 10,000 Watts
Owned-Oper. By....Coast Radio Bdcstg. Corp.
Address.....4628 Wilshire Blvd.
Tel.: WE 8-2345.....Independent
Representative .....Forjoe
President, Gen. Mgr.....Hugh R. Murchison
Station, Comm. Mgr.....Frederick Custer
Program, Sale, Prom. Mgr.....Robertson Scott
Chief Engineer.....Floyd Hall

KPOP—Los Angeles—1924

Frequency: 1020 Kc.....Power: 5,000 Watts
Owned-Operated By.....Storer Bcstg.
Business-Studio Add.....338 S. Western Ave.
Tel.: DU 8-2345.....Independent
Representative..Broadcast Time; Dora Clayton
General Manager.....Frank Burke, Jr.
Prog. Dir.....Clyde Cadwell
Comm. Manager .....Vern Lindblade
Ch. Eng.....Leonard Reeves

KRKD—Los Angeles—1927

Frequency: 1150 Kc...Power: 5000 d.; 1000 n.
Owned-Operated By.....Cont. Tele. Corp.
Business-Studio Address..1050 Montecito Drive
Tel.: CA 5-4116.....Independent
President .....Frank Oxarart
Gen. Mgr.....Jack Feldmann
Gen. Sales Rep.....Bob Fox
Sta. Mgr.....Joyce Evans
Prog. Dir.....Charles A. Clifton
Ch. Eng.....Ben Brown

KHOT—Madera—1956

Frequency: 1250 Kw....Power: 500 Watts, d.
Owner.....Bob L. Moran
Address .....Box 67
Tel.: OR 4-8501.....Independent
Representative .....Ayres
Mgr.....Bob L. Moran
Sales Mgr.....Don L. Edwards

KMYC—Marysville—1940

Frequency: 1410 Kc..Power: 5 Kw. d.; 1 Kw. n.
Owner-Oper..Marysville-Yuba City Bcstrs., Inc.
Business Address.....P. O. Box 631
Tel.: SH 2-2396.....MBS
Representative.....Hall & Gates

President.....H. E. Thomas
Gen.-Station Manager.....Joe D. Carroll
Comm. Mgr.....L. E. Walker
Program Director.....Ralph Swift
Publicty Dir.....James Parrish
Chief Engineer.....George "Ricks" Wyville

KWIP—Merced—1956

Frequency: 1580 Kc.....Power: 500 Watts, d.
Owned.....Joseph Gamble Stations, Inc.
Address .....Hotel Tioga
Tel.: RA 2-3838.....Independent
Representative .....McGavren-Quinn
Pres., Gen. Mgr.....Joseph E. Gamble
Sta. Mgr.....Jack Blake
Comm. Mgr.....Reg Streeter
Program Director.....Jerry O'Neill
Chief Engineer.....Mal Beavers

KYOS—Merced—1936

Frequency: 1480 Kc.....Power: 5000 Watts
Owned-Operated By.....KYOS, Inc.
Business Address.....1735 "L" St.
Tel.: RA 2-6251.....MBS
Representative .....Headley-Reed
Pres., Gen., Sta. Mgr.....Frank Flynn
Commercial Manager.....Donald Brandt
Program Director.....James R. Stoke
Chief Engineer.....Dwayne D. Caldwell

KBEE—Modesto—1951

Frequency: 970 Kc.....Power: 1000 Watts
Owned.....McClatchy Bcstg. Co.
Address.....14th & 1 Sts., P.O. Box 3131
Tel.: LA 3-7756.....Independent
Newspaper Affil.....McClatchy Newspaper
Representative.....Paul Raymer
President .....Eleanor McClatchy
Station Manager.....Hugh Shelley

KFIV—Modesto—1950

Frequency: 1360 Kc.....Power: 1000 Watts
Owned-Oper. By.....Modesto Bcstg.
Address .....Box 1360
Tel.: LA 4-1360.....ABC
President .....Ruth Finley
Gen. Mgr.....Ted Wolf
Comm. Manager.....Judd Sturtevant
Program Director.....Gene D'Accardo
Chief Engineer.....Mel Freedman

KTRB—Modesto—1933

Frequency: 860 Kc...Power: 10,000 d.; 1000 n.
Owned-Operated By.....KTRB Bcstg. Co., Inc.
Address .....P. O. Box 593
Tel.: LA 3-0737.....Independent
Representative .....McGavren-Quinn
Pres.-Gen.-Station Mgr....William H. Bates, Jr.
Comm., Sales Prom. Mgr.....Richard Brown
Program Dir.....Cal Purviance
Publicity Dir.....Chas. McEwen
Chief Engineer.....W. H. Bates

KIDD—Monterey—1955

Frequency: 630 Kc.....Power: 1 Kw.
Owned By.....Monterey Pen Bcstg. Inc.
Address.....546 Hartnell Plaza
Tel.: FRontier 2-8154.....Independent
Representative .....Hollingberry
President .....Robert Sherry
Gen. Sta. Mgr.....Al J. Madden
Sales Prom. Mgr.....Richard Maguire
Publicity Director.....Jack Hamilton
Chief Engineer.....Herman Stalberg

KMBY—Monterey—1947

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....KMBY Bcstg. Co.
Business Address.....468 Calle Principal
Tel.: FR 2-4541.....CBS
Station Representative .....Pearson
Pres., Gen., Sta. Mgr.....B. P. Timothy
Comm. Mgr.....James T. Timothy
Prog. Dir.....Florence Timothy
Publicity Director.....Jack Eliassen
Chief Engineer.....G. Hammond

KWSD—Mt. Shasta—1947

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By..Shasta Cascade Bcstg. Corp.
Address .....E. Alma St.
Tel.: WA 6-2124.....Independent
Representative.....Continental, McGavren
President .....Vernita Adler
Co-Owner .....Arthur Adler
Co-Owner .....David H. Rees

KVON—Napa—1947

Frequency: 1440 Kc.....Power: 500 Watts
Owned-Oper. By.....J. L. & A. M. Powell
Address .....Foster Rd.
Tel.: BAldwin 6-2023.....KBS
Representative.....J. Palmer & J. Pearson
Owner, Gen. Mgr., ...J. L. Powell
Sales Prom. Mgr.....Burke Riley
Program Director.....Jim Parker
Publicity Director.....Beryle Gonzales
Chief Engineer.....Don Brown

KSFE—Needles—1952

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Needles Bdcstg. Co.
Address.....P. O. Box C-2
Tel.: 1234.....KBS
Station Representative .....Continental
Owner, Mgr.....B. J. Fitzpatrick

KLX—Oakland—1922

Frequency: 910 Kc.....Power: 5000 Watts
Owned-Operated By....Tribune Building Co.
Business Address.....2150 Franklin St.
Tel.: TEmplebar 6-0910.....Independent
Newspaper Affiliation.....Oakland Tribune
Representative .....Weed
President.....J. R. Knowland, Jr
General Mgr.....Wilson K. Foster
Prog. Dir.....Bill Laws
Sales Prom. Mgr.....Jack MacDonald
Chief Eng. ....Roswell S. Smith

KROW—Oakland—1925

Frequency: 960 Kc.....Power: 1000 Watts
Owned-Operated By.....KROW, Inc.
Address.....464 19th St.

Tel.: TW 3-9600 ..... Independent
Newspaper Affil. ..... Coos Bay World
Representative ..... Raymer
President ..... Sheldon F. Sackett
General Manager ..... Jack Irvine
Comm. Mgr. ..... Robert Weinmann
Program Director ..... Ray Yeager
Chief Engineer ..... Fred Gwynn

KWBR—Oakland—1920

Frequency: 1310 Kc. ..... Power: 1000 Watts
Owned ..... E. N. Warner-1st Western Bk.
Business-Studio Address ..... 327 22nd St.
Tel.: HI 4-1212 ..... Independent
Station Rep. ..... Walker-Rawalt
Pres., Gen. Mgr. ..... E. N. Warner
Station Manager ..... F. Wellington Morse
Program Director ..... Lillian A. Barnett
Chief Engineer ..... Logan Z. Edwards

KUDE—Oceanside—1956

Frequency: 1320 Kc. ..... Power: 500 Watts
Owned ..... Dolph-Petty Bcstg.
Address ..... Box 779
Tel.: SA 2-8294 ..... Independent
Representative ..... Grant
President ..... Walter N. Nelskog
Gen. Prom. Mgr. ..... Darrell R. Anderson
Commercial Mgr. ..... Pat Walsh
Chief Engineer ..... Clye Bond

KASK—Ontario—1947

Frequency: 1510 Kc. ..... Power: 1000 Watts
Owned-Operated By .... The Daily Report Co.
Business-Studio Address ..... 222 East "B" St.
Tel.: YUkon 2 8888 ..... Independent
Representative ..... Hil F. Best
President ..... Mrs. Jerene A. Harnish
General Mgr. ..... Edward J. Jansen
Chief Engineer ..... Manual Barraza

KMOR—Oroville—1948

Frequency: 1340 Kc. ..... Power: 250 Watts
Owned-Operated By ..... Oroville Bcstrs.
Address ..... Arlin Rhine Dr.
Tel.: LE 3-0334 ..... Independent
President ..... Raymond D. Vargas
Sales, Prom. Mgr. ..... Harry Ebeling
Program Dir. ..... Vic Ives
Chief Engineer ..... W. F. Banks

KOXR—Oxnard—1955

Frequency: 910 Kc. ..... Power: 1 Kw., d.
Owned-Oper. By .. Oxnard Broadcasting Corp.
Address ..... 1280 So. Oxnard Blvd.
Tel.: HU 3-2303 ..... Independent
Representative ..... Tracy Moore
Pres., Chief Eng. ..... Paul R. Schneider
Station Mgr. ..... Charles A. Farmer
Comm., Sales Prom. Mgr. ..... J. Alan Rinehart

KUTY—Palmdale—1957

Frequency: 1470 Kc. ..... Power: 1 Kw.
Owned ..... Harold C. Singleton
Address ..... Box 5
Tel.: Windsor 7-3107 ..... Independent
Representative ..... W. S. Grant
General Mgr. ..... Wm. A. Hoffyzer
Sales Prom. ..... W. Lee Roddy
Program Director ..... Gordon Benson
Chief Engineer ..... Don Reitzke

KCMJ—Palm Springs—1946

Frequency: 1010 Kc. ..... 1 Kw., d.; 500 W., n.
Owned-Operated By ..... KCMJ, Inc.
Business Address ..... Box KK
Tel.: FA 5-2253 ..... CBS
Representative ..... Stanley
Pres., Gen. Mgr. ..... Robert D. Blashek
Sta., Comm. Mgr. ..... Norman W. Lofthus
Program Director ..... Arthur Sipherd
Chief Engineer ..... John Bush

KDES—Palm Springs—1956

Frequency: 920 Kc. ..... Power: 1000 Watts
Owned ..... Cameron Bcstg. Co.
Address ..... Box 2898
Tel.: FA 4-1212 ..... Independent
Newspaper Affiliation ..... Desert Sun
Representative ..... W. S. Grant
President ..... George Cameron
Gen. Sta. Mgr. ..... John Michel
Comm. Mgr. ..... Harry Voelker
Prog. Ch. Eng. ..... Cliff Miller

KPAL—Palm Springs—1954

Frequency: 1450 Kc. ..... Power: 250 Watts
Owner ..... KPAL Bcstg. Corp.
Address ..... Desert Inn Hotel
Tel.: 9171 ..... Independent
Rep. ..... Radio-TV Reps
Gen. Mgr. ..... Al Yallen

KIBE—Palo Alto—1949

Frequency: 1220 Kc. .... Power: 1,000 Watts d.
Owned-Oper. By ..... Sundial Bcstg. Corp.
Address ..... P.O. Box 1151
Tel.: DA 3-1341 ..... KBS
Rep. ..... Good Music Bcstrs.
General Mgr. ..... Edward Davis
Program Director ..... Martin Cantisano

KALI—Pasadena—1950

Frequency: 1430 Kc. ..... Power: 5000 W., d.
Owned ..... Tele-Broadcasters of Calif. Inc.
Address ..... 758 E. Colorado Blvd.
Tel.: RY 1-7148 ..... Independent
Representative ..... O'Connell; Crennan
President ..... H. Scott Kilgore
Gen. Mgr. ..... James Coyle
Chief Engineer ..... Willis Fritag

KWKW—Pasadena—1942

Frequency: 1300 Kc. ..... Power: 1000 Watts
Owned-Oper. By ... Southern Calif. Bcstg. Corp.
Address ..... 800 Sierra Madre Villa
Tel.: RY 1-6744 ..... Independent
Representative ..... Nat'l Time Sales
President ..... Marshall S. Neal
General Manager ..... William J. Beaton
Comm. Sales Prom. Mgr. ..... Dan Curtin
Prog., Publicity Dir. ..... Bob Griffin
Chief Engineer ..... Robert Fisher

KXLA—Pasadena—1941

Frequency: 1110 Kc.....Power: 10,000 Watts
Owned-Operated By.....Donald R. Cooke
Business.....1401 So. Oak Knell Ave.
Tel.: RY 1-6991.....Independent
Representative.....Bcst. Time Sales
President-Gen. Sta. Mgr.....Loyal K. King
Sales Prom. Mgr.....Armond Lamont
Chief Engineer.....Jack Reeder

KPRL—Paso Robles—1946

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....D. J. & Bernard Schwartz
Business-Studio Address.....32nd & Oak Sts.
Tel.: 204.....MBS-KBS
Representative.....W. S. Grant
Gen., Sta., Mgr., Chief Eng.....Dale Schwartz
Mdsg. Mgr.....Bernard Schwartz
Comm. Mgr.....Dorothy Schwartz

KAFP—Petaluma—1950

Frequency: 1490 Kc.....Power: 250 Watts
Owned.....Bcst. Assoc., Inc.
Address.....Box 590
Tel.: PO 3-1505.....KBS
Representative.....Broadcast Time Sales
President.....Shelby Oliver
Gen. Mgr.....Charlie Powers
Chief Engineer.....Ken Phillips

KATT—Pittsburg—1949

Frequency: 990 Kc.....Power: 5 Kw.
Owned-Operated By.....KECC, Inc.
Business.....235 Railroad Ave.
Tel.: HE 2-2964.....Independent
Representative.....W. S. Grant
Pres.....Les Malloy
V.P., Gen. Mgr.....Jack Grant

KWOW—Pomona—1947

Freq.: 1600 Kc.....Power: 1 Kw. d., 500 W. n.
Owned-Oper. By.....Valley Bdcstg. Co.
Business-Studio Address.....So. Mills & Olive
Tel.: LY 2-1293.....Independent
Representative.....W. S. Grant
General Mgr.....Dean H. Wickstrom
Comm., Prom. Mgr.....Jim Robertson
Chief Engineer.....Jim Flint

KTIP—Porterville—1947

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Ralph F. Miller
Business-Studio Address.....Box 1312
Tel.: SU 4-1450.....ABC
Representative.....O'Connell
Gen. Mgr., Owner.....Ralph F. Miller
Chief Engineer.....Bill White

KACY—Port Hueneme—1958

Frequency: 1520 Kc.....Power: 250 Watts
Owned By.....Coast Broadcasters
Business Address.....P. O. Box 1520, Oxnard
Tel.: HUnter 3-1520.....Independent
Representative.....Ayres
Gen. Mgr., Chief Eng.....Ted Meadows
Commercial Mgr.....John Baker
Program Dir.....Mel Hall
Merch. Dir.....Bob Jones

KBLF—Red Bluff—1946

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By....Tehama Broadcasting Co.
Address.....Box 431
Tel.: 880.....Independent
Representative.....Tracy Moore
President.....W. W. Boone
Station Mgr.....W. F. Baumgarten

KRDG—Redding—1956

Frequency: 1230 Kc.....Power: 250 Watts
Owned.....Redding Broadcasting Co.
Address.....1214 Locust Street
Tel.: CH 3-0343.....MBS
Representative.....Tracy Moore
Gen. Mgr., Chief Eng....Howard N. Martineau
Comm. Manager.....John Luck
Program Director.....Edith Martineau
Sales Prom. Mgr.....Joe LaLonde

KSDA—Redding—1954

Frequency: 1400 Kc.....Power: 250 Watts
Owner.....Van C. Newkirk
Address.....Box 1400
Tel.: CH 1-2626.....Independent
General Mgr.....P. Farrelle
Commercial Mgr.....Jerome Dreher
Prog. Dir.....Ronald S. Rose

KVCV—Redding—1939

Frequency: 600 Kc.....Power: 1000 Watts
Owned-Oper. By....Golden Empire Bcstg. Co.
Address.....Box 511
Tel.: CH 3-1515.....CBS
Representative.....McGavren-Quinn
Pres., Gen. Mgr.....Mrs. Hugh McClung
Station Manager.....Fred M. Stuelpnagel
Commercial Mgr.....H. E. McCarty
Program Dir.....Lyle Mathys
Sales Prom. Mgr.....Charles Hess
Publicity Dir.....Vince Lambert
Chief Engineer.....Russ Pope

KVIP—Redding—1957

Frequency: 540 Kc.....Power: 1 Kw.
Owned.....Shasta Bcstg. Corp.
Address.....Box 919
Tel.: CHestnut 1-5540.....Independent
Representative.....Hollingbery
Pres., Gen. Mgr.....George C. Flaherty
Sta. Mgr.....Ted Dooley
Chief Engineer.....Lynn Olson

KCAL—Redlands—1954

Frequency: 1410 Kc.....Power: 1000 Watts
Owner.....Southwest Bcstg. Co., Inc.
Address.....P. O. Box 390
Tel.: PYramid 3-2358.....ABC
Representative.....Pearson
President.....Dr. M. Corran
Gen., Sta. Mgr.....Homer Griffith
Commercial Mgr.....Earl Pollock
Prog., Chief Eng.....Dick Klitzing

KRCK—Ridgecrest—1956

Frequency: 1360 Kc.....Power: 1 Kw.
Owned.....Victor M. Farel
Address.....350 W. Ridgecrest Blvd.
Tel.: RI 8-4061.....Independent
Representative .....Pearson
Owner.....Victor M. Farel
General Manager.....Robert Gadbois
Commercial Manager.....Joe Gallagher
Program Director.....Norman Woodruff
Chief Engineer.....Maurice Hamm

KRKS—Ridgecrest—1956

Frequency: 1240 Kc.....Power: 250 Watts
Owned.....Gilson Broadcasting, Inc.
Address .....Box 696
Tel.: RI 8-9211.....KBS
President .....Leland Gillette
General Manager.....L. M. Laby
Sta. Mgr.....H. Carvalho
Chief Engineer.....Frank Carlson

KACE—Riverside—1957

Frequency: 1570.....Power: 1 Kw., d.
Owned.....KACE Radio, Inc.
Address.....7351 Lincoln Ave.
Tel.: OV 8-1570.....Independent
Representative.....Harlan G. Oakes
Pres., Gen. Mgr.....Ray Lapica
Asst. Mgr.....Hugh Wallace
Prog., Chief Eng.....Jack Wiseley
Publicity Dir.....Ollie Sherban

KPRO—Riverside—1941

Frequency: 1440 Kc.....Power: 1000 Watts
Owned....Imperial Broadcasting System, Inc.
Address.....3401 Russell Street
Tel.: OV 6-0260.....Independent
Rep.....O'Connell; Palmer; Everett-McKinney
President .....Frank Danzig
General Mgr.....Frank Crane
Station Mgr.....Jim Robinson
Program Dir.....Earl McRoberts
Chief Engineer.....David Matton

KCRA—Sacramento—1945

Freq.: 1320 Kc.....Power: 5 Kw. d., 1 Kw. n.
Owned-Oper. By.....KCRA, Inc.
Business Studio Address.....310 Tenth St.
Tel.: HIckory 4-7300.....NBC
Representative .....Petry
President-General Mgr.....Ewing C. Kelly
Comm. Mgr.....Raymond J. Smith
Sta. Mgr.....Fred C. Beckwith
Prog. Dir.....Bill Baldwin
Sales Prom. Mgr.....Ted Hardy
Chief Engineer.....W. Herbert Hartman

KFBK—Sacramento—1922

Frequency: 1530 Kc.....Power: 50,000 Watts
Owned-Operated By...McClatchy Bcstg. Co.
Business Studio Address Twenty-First & Q
Tel.: GI 2-5011.....ABC
Newspaper Affiliation..McClatchy Newspapers
Representative.....Paul H. Raymer
President .....Eleanor McClatchy
Station Manager.....Frank Devaney
Sales Mgr.....A. C. Williams
Program Manager.....James McBride
Chief Engineer.....Stam Sronce

KGMS—Sacramento—1952

Frequency: 1380 Kc.....Power: 1000 Watts
Owned-Oper. By....Capitol Radio Enterprises
Address.....13th & H. Sts.
Tel.: GI 1-3133.....MBS
Representative .....Forjoe Co.
General Manager.....Irving J. Schwartz
Station Manager.....J. Matranga
Comm. Mgr.....Steve George
Sales Prom. Mgr.....William Esterley
Program Director.....Jack Nelson
Chief Engineer.....Bob LaRue

KROY—Sacramento—1937

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....KROY, Inc.
Business-Studio Address.....1010 11th St.
Tel.: GI 3-2525.....CBS
Representative ....Hollingbery
President.....Robert D. Dunn
Gen., Sta. Mgr.....A. J. Richards
Prog., Sales Prom. Mgr.....Dick Hill
Chief Engineer.....Bill Overhauser

KXOA—Sacramento—1945

Frequency: 1470 Kc.....Power: 1000 Watts
Owned-Oper. By.....Cal-Val Radio
Business Address.....Box 3094
Tel.: WA 5-2717.....Independent
Representative .....McGavren, Quinn
President.....Riley R. Gibson
General Mgr.....Howard Haman
Prog. Dir.....Jack Lawson
Chief Engineer.....Ewald Berger

KDON—Salinas—1935

Frequency: 1460 Kc.....Power: 5000 Watts
Owned-Oper. By.....KDON, Inc.
Business Address.....933 N. Main St.
Tel.: HA 2-6464.....Independent
Representative .....Pearson
Pres., Gen. Mgr.....Richard Bott
Comm., Sales Prom. Mgr.....W. J. Bott
Program Director.....Shirley Bott
Publicity Director.....Edith Bott
Chief Engineer.....Ralph Clich

KSBW—Salinas—1947

Frequency: 1380 Kc.....Power: 5000 Watts
Owned-Oper. By..Salinas Valley Bcstg. Corp.
Business Address.....238 John St.
Tel.: HA 2-7484.....MBS
Representative .....McGavren-Quinn
Pres., Gen. Mgr.....John C. Cohan
Sta., Comm. Mgr.....W. M. Oates
Sales Prom. Mgr.....Clarke Bradley
Prog. Dir.....Bob Funnell
Chief Engineer.....Bill Hargan

KCKC—San Bernardinos—1947

Frequency: 1350 Kc.....Power: 500 Watts
Owned-Oper. By.....M. V. W. Radio Corp.

Business Address.....770 Mill St.
Tel.: TU 8-0245.....Independent
Representative.....W. S. Grant; Moore
President.....Raymond T. McKenzie
Station Mgr.....Clair A. Weidenaar
Commercial Mgr.....Lee Batch
Program Dir.....Al Daneri
Sales Prom. Mgr.....Eugene Dryden
Chief Engineer.....James Blaine

KFXM—San Bernardino—1929

Frequency: 590 Kc.....Power: 1000 Watts
Owned.....KFXM Broadcasting Co.
Address.....512 Fifth Street
Tel.: TU 9-3636.....Independent
Representative .....McGavren-Quinn
Sales Prom. Mgr.....Norman Keats
Prog. Dir., Chief Engineer.....Lyle Kilgore

KITO—San Bernardino—1947

Frequency: 1290 Kc.....Power: 5000 Watts
Owned By.....Roff, Lerner & Feldman
Address.....Box 889
Tel.: Glenview 8-8183.....MBS, KBS
Representative .....Hollingbery
President.....Marshall S. Neal
Ex. V.P.....William Beaton
Station Mgr.....Willard R. Hasbrook
Comm. Sales Prom. Mgr.....Joe Klaas
Program Director.....Frank Russell

KRNO—San Bernardino—1948

Frequency: 1240 Kc.....Power: 250 Watts
Owned.....Western Empire Broadcasters, Inc.
Address.....990 Colton Ave
Tel.: TU 8-0771.....Independent
Representative .....Bolling
Pres., Gen. Mgr.....Norman H. Rogers
Sta. Mgr., Chief Eng.....George W. Brock
Sls. Prom., Comm. Mgr.....John Staples
Program Director.....Chuck Palmer
Publicity Director.....John Quimby

KCBQ—San Diego—1946

Freq.: 1170 Kc.....Power: 50 Kw. d; 5 Kw. n.
Owned-Oper. By.....KCBQ, Inc.
Business Address.....7th Ave. at Ash
Tel.: BE 2-7161.....Independent
Representative .....Young
Pres., Mgr. Dir.....Lee Bartell
Program Director.....Allen Heacock
Publicity Director.....James Neill
Chief Engineer.....Morris Jones

Owners of: WOKY, Milwaukee; WAKE, Atlanta; WYDE, Birmingham, KYA, San Francisco.

KFMB—San Diego—1941

Frequency: 540 Kc.....Power: 5 Kw.
Owned By.....Marietta Broadcasting Inc.
Bus.-Studio Address.....1405 Fifth Ave.
Tel.: BE 2-2114.....CBS
Representative .....Petry
President .....Jack Wrather
V.P., Gen. Mgr.....George Whitney
Gen. Sales Mgr.....Donald R. Eveks
Program Director.....Dom French
Promotion Dir.....Dan Bellus
Chief Engineer.....Charles Abel

KFSD—San Diego—1925

Frequency: 600 Kc.....Power: 5000 Watts
Owned-Operated By.....KFSD, Inc.
Business Address.....P.O. Box 628
Tel.: CO 2-2421.....NBC
Representative .....Katz Agency
President.....James G. Rogers
Exec V.P., Gen. Mgr.....W. E. Goetze
Prog. Dir.....Lee Ellis
Comm. Sales Prom.....Ray Baker
Publicity Director.....Frank Reynolds
Chief Engineer.....Leroy Bellwood

KGB—San Diego—1922

Frequency: 1360 Kc.....Power: 1000 Watts
Owned-Operated By.....KGB, Inc.
Address.....1017 First Ave.
Tel.: BE 3-6151.....MBS
Representative .....H-R
President.....Marion R. Harris
Vice-Pres., Sales Mgr...Leonard W. Lundmark
Program Director.....Robert S. Regan
Chief Engineer.....Norman Duncan

KSDO—San Diego—1947

Freq.: 1130 Kc.....Power: 5000 Wts. d.
Owned-Operated By...San Diego Bcstg. Co.
Bus -Studio Address..304 U.S. Natl. Bank Bldg.
Tel.: BE 2-2041.....Independent
Representative .....McGavren-Quinn
President.....C. A. Smith
Gen. Mgr.....Wilson Edwards
Sta. Mgr., Chief Eng.....Vern Milton
Comm. Mgr.....Peter McMahan
Program Director.....Alfred Hunter
Publicity Director.....Ruth Fair

KSON—San Diego—1946

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper By.....Broadmoor Bcstg. Corp.
Address.....U.S. Grant Hotel
Tel.: BE 3-3131.....Independent
Representative .....Headley-Reed
President.....Jack O. Gross
General Manager.....L. Gross
Business Mgr.....Era Lewis
Comm. Mgr.....Joseph Wolfman
Sales Prom. Mgr.....Bruce Parker
Program Director.....Ted Porter
Publicity Director.....Ted Beebe
Chief Engineer.....Jack Rabell

KGIL—San Fernando—1947

Frequency: 1260 Kc.....Power: 1000 Watts
Owned-Oper. By....Pierce Brooks Bcstg. Corp.
Address.....13325 Van Nuys Blvd.
Tel.: STanley 7-3467.....Independent
Representative .....Branham
President.....P. P. Brooks
Gen., Sta. Mgr.....Howard P. Gray
Program Dir.....Jean Baker
Comm. Mgr.....Harold B. Arkoff
Chief Engineer.....Jay Rice

KCBS—San Francisco—1921

Frequency: 740 Kc.....Power: 50,000 Watts
Owned-Operated By..... CBS

Address.....Sheraton Palace Hotel
Tel.: YU 2-7000.....CBS
Representative .....CBS Radio Spot Sales
President (CBS).....Frank Stanton
President (CBS Radio).....Arthur Hull Hayes
Gen., Sta. Mgr.....Maurie E. Webster
Sales Manager.....Seymour Whitelaw
Program Director.....Pede Worth
Sales Prom. Public.....Evelyn Clark
Chief Engineer.....Alan Cormack

KFRC—San Francisco—1924

Frequency: 610 Kc.....Power: 5000 Watts
Owned-Oper. By.....RKO Teleradio Pictures
Business Address.....415 Bush St.
Tel.: YUkon 2-9200.....MBS
Representative .....H-R
President.....Thomas F. O'Neil
Gen., Sta. Mgr.....Wendell B. Campbell
Commercial Manager.....William E. Nichols
Sales Prom. Mgr.-Pub. Dir.....Dink Templeton
Program Director.....Mel Venter
Chief Engineer.....E. G. Underwood

KGO—San Francisco—1924

Frequency: 810 Kc.....Power: 50,000 Watts
Owned-Oper. By.....ABC-PT
Business Address.....277 Golden Gate Ave.
Tel.: UNderhill 3-0077.....ABC
Representative .....John Blair
V.P., Gen. Mgr.....John H. Mitchell
Exec. Mgr., Dir. Sales.....Allan Gilman
Sales Prom. Mgr., Pub. Dir..George T. Rodman
Program Director.....Edward Smith
Chief Engineer.....Harry N. Jacobs

KJBS—San Francisco—1924

Frequency: 1100 Kc.....Power: 1000 Watts
Owned-Operated By.....KJBS Bcstrs.
Business Studio Address.....1470 Pine St.
Tel.: OR 3-4148.....Independent
Representative .....McGavren-Quinn
Gen. Mgr.....Robert Kindred
Comm. Mgr.....Stanley G. Breyer
Merchand. Dir.....Carol Walker
Prog., Pub. Dir.....Charles F. Pendleton
Chief Engineer.....Roger Roberts

KNBC—San Francisco—1922

Frequency: 680 Kc.....Power: 50,000 Watts
Owned-Operated By .....National Bcstg. Co.
Address.....420 Taylor St.
Tel.: GR 4-8700.....NBC
Representative.....NBC Spot Sales
President (NBC).....Robert Kintner
Gen., Sta. Mgr.....George W. Fuerst
Comm. Mgr.....Richard H. Gravett
Program Director.....Jack Wagner
Publicity Director, Prom. Mgr...Jane Morrison
Chief Engineer.....J. W. Baker

KOBY—San Francisco—1956

Frequency: 1550 Kc.....Power: 10 Kw.
Owned-Oper. By....Mid-America Bdcstrs., Inc.
Address.....340 Mason St.
Tel: YUkon 2-9771.....Independent
Representative .....Petry
Pres., Gen. Mgr.....David M. Segal
Station Mgr.....Joe Miller
Sales Prom. Mgr.....Jerry Friedman
Program Director.....Bobby Beers
Chief Engineer.....Veikko West

KSAN—San Francisco—1922

Frequency: 1450 Kc.....Power: 250 Watts
Owned.....Golden Gate Broadcasting Corp.
Address.....1111 Market Street
Tel.: MA 1-8171.....Independent
Representative..Stars National, J. E. Pearson
President.....Sherwood H. Patterson
General Manager.....Norwood Patterson
Station Manager.....Dawn Patterson
Comm. Mgr.....Buddy Niles
Program Director.....Shirley O'Hara
Publicity Dir.....John Wilks
Chief Engineer.....John Robb

KSAY—San Francisco—1957

Frequency: 1010 Kc.....Power: 10 Kw.
Owned.....KSAY Broadcasting Co.
Address.....1550 California St.
Tel.: PRospect 6-6337.....Independent
Representative .....Hollingbery
Pres., Chief Eng.....Grant Wrathall
General Mgr.....Clair G. Haiverson
Commercial Mgr.....Stanley G. Breyer
Program Dir.....Robert Byrne
Sales Prom. Mgr.....Hal H. Hoffman

KSFO—San Francisco—1925

Freq.: 560 Kc.....Power: 5 Kw. d., 1 Kw. n.
Owned By.....Golden West Bcsters.
Business Address.....950 California St.
Tel.: YU 2-5500.....Independent
Representative .....AM Radio Sales
President.....Robert Reynolds
Gen. Mgr.....William D. Shaw
Sales Asst. Gen. Mgr.....Bert S. West
Adv. & Prom. Mgr.....John M. Asher
Pub. Dir., Sales Prom. Mgr.....P. Ryan
Dir. of Engineering.....Loyd C. Sigmon

KYA—San Francisco—1926

Freq.: 1260 Kc.....Power: 5 Kw. d., 1 Kw. n.
Owned.....Golden State Broadcasting, Inc.
Business Address.....1 Nob Hill Circle
Tel.: DO 2-2536.....Independent
Representative .....Adam Young
President .....Lee Bartell
Gen. Mgr.....Morton J. Wagner
Comm. Mgr.....Ronald J. Kahn
Sales Prom. Publicity.....Robert Anderson
Program Director.....William C. Jones
Chief Engineer.....Paul Beck

Owners of: WOKY, Milwaukee; WAKE, Atlanta; KCBQ, San Diego, Calif.; WYDE, Birmingham, Ala.

KEEN—San Jose—1947

Frequency: 1370 Kc..Power: 5 Kw. d.; 1 Kw. n.
Owned-Operated By.....United Bcstg. Co.
Business Studio Address.....Hotel De Anza
Tel.: CY 4-0344.....Independent

Representative .....Hollingbery
President.....George M. Mardikian
Gen. Mgr.....Floyd Farr
Commercial Mgr.....Robert J. Blum
Sales Prom. Mgr.....Phil Philley
Publicity Director.....Ray Hollingsworth
Prog. Dir., Chief Eng.....George Snell

KLOK—San Jose—1946

Freq.: 1170 Kc....Power: 10 Kw. d., 1 Kw. n.
Owned-Oper. By.....Radio KLOK, Inc.
Business Address.....P. O. Box 327B
Tel.: CY 5-7313.....Independent
Representative .....O'Connell; Pickens
President.....E. L. Barker
Gen., Sta. Mgr.....R. E. Ryan
Program Director.....Ruth P. Fish
Chief Engineer.....Bill Cunningham

KSJO—San Jose—1946

Freq.: 1590 Kc.....Power: 1 Kw. d., 500 w. n.
Owned-Operated By...Santa Clara Bcstg. Co.
Business Address.....P. O. Box 995
Tel.: CY 3-0803.....Independent
Representative .....Pearson
Pres., Gen. Mgr.....Norman Paul
Comm. Sales Prom. Mgr.....Earle Russell
Prog. Dir.....Frank Darien
Publicity Dir.....Barbara Waitzman
Chief Engineer.....Ernest McDaniel

KXRX—San Jose—1948

Frequency: 1500 Kc.....Power: 1000 Watts
Owned-Operated By.....San Jose Bcstg. Co.
Address .....Box 167
Tel.: CY 2-5080.....Independent
Representative .....McGavren-Quinn
Pres., Gen. Mgr.....Joe E. Levitt
Program Director.....Frank G. Kilpatrick
Publicity Director.....Helen McDonald
Chief Engineer.....Jack Duemler

KATY—San Luis Obispo—1949

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....KATY Inc.
Address.....P. O. Box 700
Tel.: LI 3-1340.....Independent
Representative .....Meeker, Moore
Pres., Gen., Sta., Comm. Mgr....M. F. Marquardt
V.P.....G. O. Porter
Prog. Dir.....Clay Coldwell

KVEC—San Luis Obispo—1937

Frequency: 920 Kc..Power: 1 Kw. d., 500 w. n.
Owned By.....John C. Cohan
Address .....Motel Inn
Tel.: LI 3-0920.....MBS
Representative .....McGavren-Quinn
Pres., Gen. Mgr.....John C. Cohan
Sta., Comm. Mgr.....Bob Brown
Program Director.....Don Barnett
Chief Engineer.....Charlie Mitchell

KOFY—San Mateo—1946

Frequency: 1050 Kc.....Power: 1000 Watts d.
Owned-Oper. By..Intercontinental Bcstg. Corp.
Address.....212 Hillsdale Mall
Tel.: Fireside 5-9030.....Independent
Representative .....Charles Bernard
President .....Frank Oxarat
V.P., General Mgr.....John McRae
Station Mgr.....Sherman A. Kusin
Sales Mgr.....Jack W. Stahle
Program Dir.....Jack G. Carnegie
Merchandising Mgr.....Arthur Abell
Chief Engineer.....Carl Rollitt

KTIM—San Rafael—1947

Frequency: 1510 Kc.....Power: 1000 Watts
Owned-Operated By...Marin Bcstg. Co., Inc.
Business Address.....1040 B Street
Tel.: GL 3-6880.....Independent
Newspaper Affil....S. R. Independent Journal
Representative .....Hil F. Best
President.....Roy A. Brown
Gen. Mgr., Chief Eng.....Hugh Turner

KWIZ—Santa Ana—1926

Frequency: 1480 Kc.....Power: 1000 Watts
Owned.....Voice of the Orange Empire Inc.
Business Address.....105 E. 5th St.
Tel.: KI 7-5581.....Independent
Representative .....Grant
Pres., Gen Mgr.....Ernest L. Spencer
Exec. V.P.....Ben Paschall
Comm. Sta. Mgr.....W. J. Taylor
Program Director.....Ed Nix
Chief Engineer.....Roy Morriss

KDB—Santa Barbara—1921

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....KDB Broadcasting Co.
Business-Studio-Transmitter .....Radio Square
Tel.: WO 4131.....Independent
Representative .....McGavren-Quinn
General Mgr.....Jim Harford
Sales Manager.....Len Menard
Program Director.....Claire Behan

KIST—Santa Barbara—1946

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Western States Radio
Business-Studio Address.....Balboa Bldg.
Tel.: WO 3981.....Independent
Representative.....George P. Hollingbery
Pres., Gen. Mgr.....Karl A. Rembe
Commercial Mgr.....James S. Blomfield
Program Dir.....Richard Logran
Publicity Dir.....Robert Olson
Chief Engineer.....Raymond Kubly

KTMS—Santa Barbara—1937

Frequency: 1250 Kc.....Power: 1000 Watts
Owned-Oper. By..Santa Barbara News-Press
Business-Studio Address..de la Guerra Plaza
Tel.: WO 3911.....ABC-MBS
Representative.....Paul H. Raymer
President.....Thomas M. Storke
Vice-President.....Charles A. Storke
Gen. Mgr.....Joe Benes

KSCO—Santa Cruz—1947

Frequency: 1080 Kc.....Power: 1000 d.; 500 n.

Owned-Operated By.....Radio Santa Cruz
Business Address.....P. O. Box 1080
Tel.: GR 5-1080.....Independent
Representative .....BTS
Gen. Mgr., Chief Eng.....Charles V. Berlin

KCOY—Santa Maria—1946

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Arenze B'casters
Business-Studio Address.....801 So. B'way
Tel.: WA 5-2233.....Independent
Representative..... Best, McGavren-Quinn
Pres., Gen., Sta. Mgr.....James H. Ranger
Prog. Dir.....Bill Sinclair
Sales Mgr.....Ed L. Zuchelli

KSMA—Santa Maria—1945

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By....J. Hagerman, J. I. Groom
Address.....510 W. Morrison
Tel.: 5-2582.....Independent
Sta. Rep.....Tracy Moore
Managers..James M. Hagerman, John I. Groom

KSPA—Santa Paula—1948

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....KSPA Radio
Business-Studio Address.....110 Middle Rd.
Tel.: JAckson 5-6395.....Independent
General Manager.....Frank James

KSRO—Santa Rosa—1935

Frequency: 1350 Kc.....Power: 1000 Watts
Owned-Oper. By.....Finley Bcstg. Co.
Business Address.....P.O. Box 1597
Tel.: LI 5-3313.....Independent
Representative .....McGavren-Quinn
President.....E. L. Finley
General Manager.....Frank W. McLaurin
Pub. Dir.....Greg Prichard
Sales Prom. Mgr.....Paul Corbin
Prog. Dir..... Al E. Pearson
Chief Engineer.....Hilmar Cann

KROG—Sonora—1949

Frequency: 1450 Kc.....Power: 250 Watts
Owned.....John & Charlotte Robbins
Address .....Box 967
Tel.: JE 2-7426.....KBS
Representative .....W. S. Grant
Station Mgr.....John F. Leonard

KJOY—Stockton—1947

Frequency: 1280 Kc.....Power: 1000 Watts
Owned-Oper. By..Joseph Gamble Stations. Inc.
Business-Studio Address.....Hotel Stockton
Tel.: HO 4-7313.....Independent
Representative .....McGavren
President.....J. E. Gamble
Gen., Sta., Comm. Mgr.....Ort Lofthus
Prog. Dir.....Paul Wagner
Chief Engineer.....James Tracewell

KRAK—Stockton-Sacramento 1925

Frequency: 1140 Kc.....Power: 5000 Watts
Owned.....Golden Valley Bcstg. Co., Inc
Address.....Hotel Wolf, Stockton
Tel.: HO 4-4551.....Independent
Representative .....Headley-Reed
Pres., Co-Owner.....Gene Chenault
Gen. Mgr , Co-Owner.....Alan Torbet
Station Mgr.....Bob Murray
Sales Prom. Mgr.....Jacqueline Burton
Program Dir.....Bob Brannon

KSTN—Stockton—1949

Frequency: 1420 Kc.....Power: 1000 Watts
Owned-Operated By...San Joaquin Bcstg. Co.
Business Address.....Clark Hotel
Tel.: HOward 4-7338.....Independent
Representative .....Hollingbery
President.....Knox La Rue
Station Manager.....Jay Watson
Program Director.....Ellis Lind
Chief Engineer.....Lynn Johnson

KWG—Stockton—1922

Frequency: 1230 Kc.....Power: 250 Watts
Owned By.....KWG Broadcasting Co.
Address.....Weber & E. Sts.
Tel.: HO 5-5728.....ABC-MBS
Representative .....Bolling Co.
President.....O. R. Reichenbach
Gen. Sta. Mgr.....Bob McVay
Comm. Mgr.....Bill O'Hara
Sales Prom. Mgr.....Bob Wise
Program Director.....Bob Mulroy
Publicity Director.....Jerry Weaver
Chief Engineer.....Bob Sampson

KSUE—Susanville—1948

Frequency: 1240 Kc.....Power: 250 Watts
Owned By.....Radio Station KSUE
Business Address.....P.O. Box 501
Tel.: 2020.....KBS
Representative .....Tracy Moore
Pres., Gen. Mgr.....James E. McKahan
Program Director..... Ernest W. Moffett
Chief Engineer.....Harold C. Houston

KTKR—Taft—1948

Frequency: 1310 Kc.....Power: 500 Watts d.
Owned-Oper. By.....L. & G. Mann
Business Address.....P.O. Box "WW"
Tel.: ROger 5-6101.....KBS
Pres., Gen. Mgr.....Kenneth Aitken
Comm. Mgr.....Jack Smith
Prog. Dir .....Daisy Mae Sherman
Sales Prom. Mgr.....Ralph Chenhall
Chief Engineer.....K. Aitken

KCOK—Tulare—1945

Frequency: 1270 Kc.....Power: 1000 Watts
Owned-Oper. By.....KCOK, Inc.
Business Address.....P. O. Box 119
Tel.: MU 6-2866.....MBS
Representative .....Pearson
Pres., Gen. Mgr.....Keith Munger
Comm. Sales Prom. Mgr.....Dene Simpson
Program Director.....Mike Kirmeyer
Chief Engineer.....Russ Schwamb

KGEN—Tulare—1957

Frequency: 1370 Kc.....Power: 1 Kw.
Owned By.....R Street Corp.
Address .....Box 444
Tel.: MUrdock 6-4306.....KBS
Representative .....Forjoe
President.....R. O. McMahan
Sta. Mgr.....Denman Whitney

KTUR—Turlock—1949

Frequency: 1390 Kc.....Power: 1000 Watts
Owned-Operated By.....Turlock Bcstg. Corp.
Address.....P. O. Box 1390
Tel.: ME 2-1390.....KBS
Representative .....O'Connell
President .....Wallace Lindskoog
Gen., Sta., Comm., Sls. Mgr.....H. A. McMillen
Program Director.....B. McMillen
Chief Engineer.....Maxon Sayre

KUKI—Ukiah—1950

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....M. E. Sims
Address.....P. O. Box 638
Tel.: HO 2-4771.....Independent
Representative .....Grant
Gen., Comm. Mgr.....John Franklin
Sls. Promotion Mgr.....Phil Trine
Program Dir.....Lyle Jones
Publicity Director.....Frank Lay
Chief Engineer.....John Franklin

KNBA—Vallejo—1947

Frequency: 1190 Kc.....Power: 250 Watts d.
Owned.....M. Elizabeth Ashbacker-Gunberg
Business Address.....Box 142
Tel.: MI 4-8944.....Independent
Representative .....Hall
Station Manager.....Robert M. Bruce
Commercial Manager.....Fred Russell
Sales Prom. Mgr.....J. Hannon
Program Director.....R. Morgan
Publicity Director.....H. Engebretson
Chief Engineer.....William Roberts

KUDU—Ventura—1948

Frequency: 1590 Kc.....Power 1000 Watts
Owned.....Tri-Counties Public Service
Business Address.....Box 1411
Tel.: MIller 2-2125.....Independent
Representative .....McGavren-Quinn
President .....Ed Hallor
Station Manager.....John McCormick
Program Director.....Jim Williams
Chief Engineer.....Dick Johnston

KVEN—Ventura—1948

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Coast Ventura Co.
Address .....Box 1611
Tel.: MI 3-8675.....MBS
Representative .....Grant Webb
President .....Carroll Hauser
Gen. Mgr., Sta. Mgr.....Sid Held
Commercial Mgr.....Les Leslie
Sales Prom. Mgr.....John Strobel
Publicity Director.....Mike Thomas
Program-Chief Eng.....Fred Hall

KONG—Visalia—1949

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Airwaves, Inc.
Address.....Box 1429
Tel.: RE 4-5811.....Independent
Representative .....Headley-Reed
President.....Harry E. Layman
Gen. Mgr .....Glenn Newell

KWSO—Wasco—1950

Frequency: 1050 Kc.....Power: 1000 Watts d.
Owned-Operated By...Maple Leaf Bcstg. Co.
Address.....P. O. Box 366
Tel.: PL 8-6425.....KBS
Representative.....Bcst. Time Sales
President.....E. J. Peters
Station Mgr.....Robert T. Bann
Program Dir.....Norm Berg
Chief Engineer.....Herbert J. Ratzlaff

KOMY—Watsonville—1937

Frequency: 1340 Kc.....Power: 250 Watts
Owned By.....F. T. Crennan
Business Address.....40 Atkinson Lane
Tel.: PArkway 4-5644.....Independent
Representative.....W. S. Grant
President.....F. T. Crennan
Prog., Chief Eng.....Merle Rossman

KSYC—Yreka—1947

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.Siskiyou Cty. Bcstg. Co., Inc.
Address.....Lawrence Lane, S. Oregon St.
Tel.: VI 2-4158.....ABC
Representative.....T. Moore
President.....E. G. Milbourne
General Manager.....D. C. Hollinger
Sta., Comm. Manager.....Holt C. Wardrip
Program Director.....Wesley Meyers
Chief Engineer.....W. R. Maginnis

KAGR—Yuba City—1953

Frequency: 1450 Kc.....Power: 100 Watts
Owner.....James E. Jaeger
Address .....Box 247
Tel.: SH 3-7343.....KBS
Representative .....Scott
President .....James E. Jaeger
Gen. Mgr., Chief Eng.....James E. Walley
Program Director.....Jeri Doeden

KUBA—Yuba City—1947

Freq.: 1600 Kc.....Power: 1Kw., d., 500 w. n.
Owned-Operated By..Peachbowl Bcstrs., Inc.
Bus. Add...Hotel Marysville, Marysville, Cal.
Tel.: SH 3-7309.....Independent
Representative.....Ayres; Continental
Pres., Co-Owner.....C. V. Ullon
Gen. Mgr., Co-Owner.....Roger R. Hunt
Comm. Mgr.....Lloyd Klemp
Prog. Dir.....Erika E. Ryan
Pub. Dir.....Donald D. Brown
Chief Engineer.....Orval M. Pond

Pop.: 1,729,000
Families: 523,000
Radio Homes: 484,000

Colorado

Stations in State: 56
TV Homes: 408,000
TV Stations: 9

KGIW—Alamosa—1929—KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....D. L. & Katholeen Allen
Address ..... Alamosa
Tel.: 26.....MBS KBS
Rep. ..... Avery-Knodel
Gen. Sta., Ch. Eng.....D. L. Allen
Comm. Manager.....Katholeen Allen
Program Director.....Kyle McClaugherty
Pub., Sales Prom. Mgr.....Dave Melton

KBOL—Boulder—1946

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By....Boulder Radio KBOL, Inc.
Address .....Box 146
Tel.: HI 2-2242.....Independent
Station Rep.....Holman
Pres., Gen. Mgr.....Russel Shaffer
Sales Manager.....Gene Palm
Program Dir.....Fred Hobbs
Chief Engineer.....Blair Dobbins

KHIL—Brighton—1956

Frequency: 800 Kc.....Power: 500 Watts
Owned By.....John H. Babcock
Business Address.....Box 357
Tel.: ATlas 8-0956.....Denver
President .....John Babcock
Station Mgr.....George Wilson
Commercial Mgr.....Hal Peirce
Program Dir.....Sandra Sarkees

KRLN—Canon City—1946

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Royal Gorge Bcstrs., Inc.
Business-Studio Address.....Box 858
Tel.: CAnon City.....KBS
Pres.-Gen.-Sta. Mgr.....Ray M. Beckner
Chief Engineer.....Ed Wood

KPIK—Colorado Springs—1957

Frequency: 1580 Kc.....Power: 5 Kw. d.
Owned.....Western Bcstg. Co.
Address.....120 E. Platte, Box 2422
Tel.: ME 4-1503.....Independent
Representative .....Charles Bernard
Gen. Mgr.....Ralph Cercy
Sls. Mgr.....Jay Drennan

KRDO—Colorado Springs—1947

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By....Pikes Peak Bcstg. Co.
Business-Studio Address.....399 S. 8th St.
Tel.: ME 2-1515.....Independent
Representative .....John E. Pearson
Pres., Gen., Sta. Mgr.....Harry W. Hoth
Chief Engineer.....C. Upton

KVOR—Colorado Springs—1924

Frequency: 1300 Kc.....Power: 1000 Watts
Owned-Oper. By.....Dunbar Bcstg.
Address.....512 So. Tejon
Tel.: ME 2-3536.....CBS
Representative .....Venard
Pres., Gen. Mgr .....Charles A. Dunbar
Prog. Dir.....William Myers
Sales Prom. Mgr.....Russell R. Chapman
Program Director.....Ron Cook
Chief Engineer.....Sheridan Gilbert

KWBY—Colorado Springs—1955

Frequency: 740 Kc.....Power: 250 Watts, d.
Owned-Oper. By....Music Broadcasting Corp.
Address .....Box 764
Tel.: ME 4-5511.....Independent
Representative.....Radio-TV Reps., Inc.
President.....John L. Buchanan
Station Manager.....Jack C. Wallace
Prog. Dir.....George Salem
Chief Engineer.....Kenneth Metzger

KYSN—Colorado Springs—1956

Freq.: 1460 Kc...Power: 1000 W. d., 500 W. n.
Owned-Operated By....General Brcstg. Corp.
Address.....P.O. Box 762
Tel.: MElrose 3-2608.....MBS, KBS
Representative .....Avery-Knodel
President.....Kenneth E. Palmer
Commercial Manager.....Wayne Costner
Sales Promotion Mgr.....Robert Donner, Jr.
Program Director.....Pat Brown
Publicity Director.....Janet Morrissey
Chief Engineer.....Harold Clemens

KVFC—Cortez—1956

Frequency: 740 Kc.....Power: 1 Kw.
Owned-Oper. By.....KVFC, Inc.
Address .....Box 1718
Tel.: LO 5-3463.....KBS
Representative .....Best
Gen., Sta. Mgr.....Jack Hawkins
Comm. Mgr.....George Fender
Chief Engineer.....Jim Hawkins

KRAI—Craig—1948

Frequency: 550 Kc...Power: 1 Kw. d., 500 W. n
Owned-Oper. By.....Northwestern Bcstg. Co.
Address .....P. O. Box 65
Tel.: TA 4-6574.....KBS
Representative .....Grant Webb
President .....George Cory
Station Mgr.....Dick Bonderud
Treasurer .....Kenneth Stone
Network Dir.....LeRoy Okerlund

KDTA—Delta—1955

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By...Monarch Broadcasting Co.
Address.....P. O. Box 752
Tel.: 140.....Independent

Pres., Gen., Sta. Mgr.....D. E. Towne
Comm. Mgr.....D. W. Blair
Prog. Dir.....Rose Mary Towne

KDEN—Denver—1956

Frequency: 1340 Kc.....Power: 250 Watts
Owned.....KDEN Broadcasting Co.
Address.....1601 West Jewell Ave.
Tel.: WE 5-3525.....Independent
Representative .....Breen & Ward
Pres., Sta. Mgr.....E. E. Koepke
General Manager.....Frank E. Amole, Jr.
Comm. Mgr.....Wally Geiger
Sales Prom. Mgr.....Tom Moore
Program Dir.....Lloyd Knight
Chief Engineer.....Walt Wilson

KFML—Denver—1956

Frequency: 1390 Kc.....Power: 1000 Watts d.
Owned-Oper. By....."Note" Bcstg. Co.
Address.....262 Fillmore St.
Tel.: East 2-7893.....Independent
Representative.....Good Music Broadcasters
President.....E. A. Bancker, Jr.
Gen. Mgr.....A. L. Robertson
Comm. Mgr.....Timothy O'Connor
Sales Prom. Mgr., Pub. Dir.....Dave Downs
Program Dir.....Dick Stevens
Ch. Eng.....H. H. Johnson

KFSC—Denver—1954

Frequency: 1220 Kc.....Power: 1 Kw.
Owned.....Francisco V. Sanchez
Address.....3340 Lafayette St.
Tel.: AC 2-8935.....Independent
Representative....Oakes, National Time Sales
President .....F. V. Sanchez
Gen. Mgr.....Levi Beall
Comm. Mgr.....Joseph E. Flynn

KHOW—Denver—1925

Frequency: 630 Kc.....Power: 5000 Watts
Owned-Oper. By...Western Brcstg. Enterprises
Address.....Petroleum Club Bldg.
Tel.: AMherst 6-2611.....ABC
Representative.....Peters, Griffin, Woodward
President.....Robert L. Howsam
General Manager.....Robert S. Hix
Comm. Mgr. .....John J. McEniry
Program Dir.....Harvey Ellsworth
Publicity Dir.....Matt McEniry
Chief Engineer.....Fred Everett

KIMM—Denver—1923

Frequency: 950 kc.....Power: 5 kw.
Owned .....KIMN, Inc.
Address.....5350 W. 20th Ave.
Tel.: BE 7-2734.....Independent
Station Representative.....Avery-Knodel, Inc.
Gen. Mgr.....George B. Morgan
Nat. Sales Mgr.....Kenneth E. Palmer
Commercial Manager.....Dan Markham
Chief Engineer.....George Vogel

KLIR—Denver—1953

Frequency: 990 Kw.....Power: 1000 Watts d.
Owned-Oper. By.....G. B. Anderson
Address.....6535 W. Jewell
Tel.: WA 2-1189.....KBS
Representative .....Best, Biddick
Owner-Gen., Mgr.....G. B. Anderson
Commercial Mgr.....L. L. Tracy
Bus. Mgr. .....H. G. Kincaid
Chief Engineer.....D. M. Smith

KLZ—Denver—1922

Frequency: 560 Kc.....Power: 5000 Watts
Owned .....Time, Inc.
Business-Studio Address.....131 Speer Blvd.
Tel.: MA 3-4271.....CBS
Representative .....Katz
President.....Hugh B. Terry
Sta. Mgr., Sales Dir.....Lee Fondren
Sales Prom. Mgr.....Quintin McCredie
Program Coordinator.....Charles Roberts
Pub. Dir.....Al Shepard
Chief Engineer.....Harvey E. Wehrman

KMYR—Denver—1941

Frequency: 710 Kc.....Power: 5000 Watts
Owned-Operated By.....Empire Bcstg. Inc.
Address.....814 14th St.
Tel.: AMherst 6-3706.....Independent
Representative .....Adam Young
President.....Don W. Burden
General Manager.....Charles Crabtree
Commercial Manager.....Charles Vais
Program Director.....Gene Price
Chief Engineer.....Joe Finch

KOA—Denver—1924

Frequency: 850 Kc.....Power: 50,000 Watts
Owned-Operated By.....Metropolitan TV Co.
Address.....1625 California St.
Tel.: MAin 3-6211.....NBC
Representative .....Christal
Pres., Gen. Mgr.....William W. Grant
Station Mgr.....Ralph Radetsky
Sales Prom., Pub. Dir.....Orville Rennie
Program Director.....George S. Truesdell
Chief Engineer.....Sid Davidson

KOSI—Denver—1954

Freq.: 1430 Kc.....Power: 5 Kw. d.; 500 W. n.
Owned-Oper. By.....Mid-America Bcstg. Co.
Address .....Box 98
Tel.: EM 6-2695.....Independent
Representative .....Petry
Pres., Gen. Mgr.....David M. Segal
Station Mgr.....Vernon Wickre
Program Director.....Sam Blessing
Chief Engineer.....Jim McLellan

KTLN—Denver—1948

Frequency: 1280 Kc.....Power: 5 Kw.
Owned-Operated By.....Radio-Denver, Inc.
Address.....431 W. Colfax
Tel.: AC 2-4811.....Independent
Representative .....John Blair
Pres., Gen. Mgr.....Richard B. Wheeler
Sales Promotion Mgr.....Betty R. Salzman
Program Director.....George Singer
Chief Engineer.....Norman Peterson

KDGO—Durango—1958

Frequency: 1240 Kc.....Power: 250 Watts
Owned By.....Basin Bcstg. Co.
Address.....3112 Main Ave.
Tel.: CHerry 7-1407.....MBS
Pres., Gen. Mgr.....Henry M. Lomg
Chief Engineer.....W. H. Boulden

KIUP—Durango—1935

Freq.: 930 Kc.....Power: 5 Kw. d., 1 Kw. n.
Owned-Operated By.....San Juan Bcstg. Co.
Address.....P. O. Box 641
Tel.: 117 .....KBS
Representative .....Holman Co., McGuire
President .....J. A. Segerberg
Gen., Sta. Mgr.....R. E. O'Brien
Sales Prom. Mgr.....Al Gare
Program Director.....Herb Jobes
Comm. Mgr.....Lindsey Becker
Publicity Director.....Frank Toomey
Chief Engineer.....Lou Shaw

KGMC—Englewood—1952

Frequency: 1150 Kc.....Power: 1000 Watts d.
Owned By.....MacLee Radio, Inc.
Address.....3355 S. Broadway
Tel.: SU 1-4481.....Independent
Represntative.....Radio TV Reps.
Pres., Publ. Dir.....Robert B. McWilliams
V.P., Comm. Mgr.....Lee Mehlig
Chief Engineer.....D. F. White

KCOL—Ft. Collins—1947

Frequency: 1410 Kc.....Power: 1000 Watts
Owned-Oper. By....Northern Colo. Bcstg. Co.
Address.....P.O. Box 547
Tel.: HU 2-5991.....MBS
Representative .....Devney
President .....Herb Hollister
Station Manager.....Ellis Atteberry
Comm. Manager.....Orm Sherwood
Program Director.....Kent Miller
Chief Engineer.....Harry Winter

KFTM—Fort Morgan—1948

Frequency: 1400 Kc.....Power: 250 Watts, d.
Owned-Oper. By..Morgan County Bcstg. Corp.
Address.....P. O. Box 431
Tel.: UN 7-5674.....KBS
Pres., Gen., Sta. Mgr.....R. H. Dolph
Comm. Mgr.....Lloyd Walker
Sales Prom. Mgr.....Sam Kerr
Program Dir.....J. Dawson Jelinek
Chief Engineer.....James W. Doggett

KGLN—Glenwood Spgs.—1950

Frequency: 980 Kc.....Power: 1000 Watts, d.
Owned-Oper. By.....KGLN, Inc.
Address.....P. O. Box C
Tel.: WH 5-6501.....MBS
Representative .....Holman
President.....Rex Howell
Gen. Mgr.....Jerry Fitch
Program Director.....Marcie Fitch
Chief Engineer.....Al Maggard

KGOL—Golden—1956

Frequency: 1250 Kc.....Power: 1 Kw.
Owned.....Golden Radio, Inc.
Address .....Box 202
Tel.: CR 9-3378.....Independent
President .....Bill Finch
V.P. & Prog. Dir.....Conrad F. Schader
Comm. Mgr.....Frank Schader

KEXO—Grand Junction—1948

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By..Voice of Western Colo., Inc.
Address.....2508 North Ave.
Tel.: CH 3-1230.....Independent
Representative.....Harlan Oakes
President.....D. Spencer Grow
Vice Pres., Gen. Manager....Abbott Tessman

KREX—Grand Junction—1926

Freq.: 920 Kc.....Power: 5 Kw., d.; 500 W. n.
Owned-Oper. By....Western Slope Bcstg. Co.
Business-Studio Address.....Box 30
Tel.: CH 2-5000.....MBS
Representative .....Hal Holman
Pres., Gen. Mgr.....Rex Howell
Sta., Comm. Mgr.....Robert McMahan
Chief Engineer.....James Meyer

KSTR—Grand Junction—1957

Frequency: 620 Kc.....Power: 5 Kw., d.
Owned.....Mountain States Bcstg. Corp.
Address .....Box 1110
Tel.: CH 3-1722.....Independent
Representative.....W. S. Grant
President, Gen. Mgr.....E. Anson Thomas
Comm., Sales Prom. Mgr.....Roy Hawkins
Program Director.....Ralph Seeley
Publicity Director.....Bill Orr
Chief Engineer.....Charles C. Hay

KFKA—Greeley—1921

Frequency: 1310 Kc.....Power: 1000 Watts
Owned-Oper. By....Mid-Western Radio Corp.
Business-Studio Address.....620—8th Ave.
Tel.: ELgin 2-4421.....Independent
Newspaper Affil....Record-Spockman, Denver
Representative .....Hal Holman
President.....H. E. Green
Gen. Mgr., Pub. Dir.....Ralph H. Green
Comm. Mgr.....Virginia Sears
Program Dir.....June Groves
Chief Engineer.....Harry Brewer

KYOU—Greeley—1948

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Meroco Bcstg. Co.
Address .....2424 Stuart Ave.
Tel.: EI 2-0262.....MBS, KBS
Representative .....Continental
President, Comm. Mgr.....Elwood H. Meyer
Gen. Mgr., Prom. Mgr.....Everett Shupe
Prog., Pub. Dir.....Donald Dilley
Chief Eng.....Roland Reed

KBNZ—La Junta—1937

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Otero Broadcasting Co.
Address .....117 W. Third St.
Tel.: 985.....MBS, KBS
Representative .....Indie Sales
President.....M. S. Morrison
General Manager.....Fred Abernathy
Comm. Mgr., Prog. Dir.....John A. Doenges
Sales Promotion Mgr.....Zack Hernandez
Publicity Director.....Nick Alger

KLAK—Lakewood—1955

Frequency: 1600 Kc.....Power: 1000 Watts
Owned-Oper....Lakewood Bcstg Service, Inc.
Address.....1315 Oak St.
Tel.: BE 3-5525.....Independent
Representative .....Charles Bernard
Pres., Gen., Sta. Mgr.....Maurice J. DaVolt
Business Manager.....Julia W. DaVolt
Program Director.....Edythe G. Sweeney

KLMR—Lamar—1948

Freq.: 920 Kc....Power: 1000 W. d., 500 W. n.
Owned-Oper. By.....SE Colorado Bcstg. Co.
Address .....P. O. Box 632
Tel.: 804.....MBS-KBS
Representative .....Continental
President.....Ralph Eaton
Gen., Sta. Mgr.....Dennis Behan
Sales Mgr.....William Jack
Pub., Prog. Director.....William Adams
Chief Engineer.....Jack Connally

KLVC—Leadville—1951

Frequency: 1230 Kc.....Power: 250 Watts
Owned.....Raymond Tex Roberts
Address.....520 W. 6th St.
Tel.: 880 .....KBS
President.....Raymond T. Roberts
Sta. Mgr., Chief Eng.....Kent Roberts
Commercial Manager.....Margaret Dice
Program Director.....Bill Jacobson

KUDY—Littleton—1957

Frequency: 1510 Kc.....Power: 1000 Watts
Owned By.....Skyline Broadcasting, Inc.
Address.....140 Woodlawn Center
Tel.: PYramid 4-4211.....Independent
Representative.....W. S. Grant
Pres., Gen. Mgr.....Dean D. Jarvis
Comm., Publ. Dir.....Ted Haas
Program Dir.....Tony Larson
Sales Prom. Mgr.....Ken Brothers
Chief Engineer.....Walt Wilson

KLMO—Longmont—1949

Frequency: 1050 Kc.....Power: 250 Watts d.
Owned By.....Radio Longmont, Inc.
Address .....Box 799
Tel.: PRospect 6-2323.....Independent
President .....Judson Rosebush
Gen. Sta. Mgr.....Larry Dietz
Program Dir.....F. L. Dwyer
Chief Engineer.....Henry Ankeny

KLOV—Loveland—1955

Frequency: 1570 Kc.....Power: 250 Watts
Owned-Oper. By.....Vogel & Smock
Address.....1440 E. 6th St.
Tel.: NO 7-3950.....KBS
General Mgr.....William R. Vogel
Program Director.....Charles Gerrard
Comm Mgr.....William O. Corrick
Publicity Director.....Gregg Guinan
Chief Engineer.....Tom Burgess

KCMS—Manitou Spring—1956

Frequency: 1490 Kc.....Power: 100 Watts
Owned By.....Garden of Gods Bcstg. Co.
Address .....Box 592
Tel.: MUlberry 5-5776.....Independent
Pres., Chief Eng.....C. M. Edmonds
Commercial Mgr.....Cecil Seavy
Program Dir.....Mrs. C. M. Edmonds

KSLV—Monte Vista—1954

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Colorado Network
Business Address.....109 Adams St.
Tel.: 554 .....KBS
Representative .....Bolling
President.....George O. Cory
Gen., Sta. Mgr.....D. Lee DeMoss
Commercial Manager.....Darrell Leach
Program Director.....Bill McLellan
Chief Engineer.....Jack Barlow

KUBC—Montrose—1947

Freq.: 580 Kc.....Power: 5 Kw. d.; 1 Kw. n.
Owned-Operated By..Uncompaghre Bcstg. Co.
Business-Studio Address.....P. O. Box 279
Tel.: CHerry 9-4546.....KBS
Representative .....Bolling
President.....Dr. Ross C. McCafferty
Gen. Sta. Mgr.....George O. Cory
Commercial Mgr.....Leo Bendon
Sales Prom. Mgr.....Russell Bible
Program Dir.....Ed DeJulio
Publicity Dir.....Don Gallardo
Chief Engineer.....Norman Price

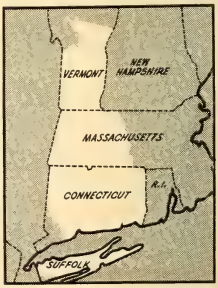
KCSJ—Pueblo—1947

Frequency: 590 Kc.....Power: 1000 Watts
Owned-Oper. By.....Star Bcstg. Co.
Address.....2226 TV Lane
Tel.: LI 4-5782.....Independent
Representative .....John E. Pearson
Station Mgr.....Cliff Hendrix
Comm. Mgr.....Howard Myers
Chief Engineer.....Marion Cunningham

KDZA—Pueblo—1947

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Pueblo Radio Co.
Address .....3011 Elizabeth
Tel.: LI 4-5646.....KBS
Representative .....Devney
Pres., Gen. Mgr., Chief Eng.....D. B. Crouch
Comm. Prog. Dir.....William H. Beck

WTIC MEANS GREATEST COVERAGE TOP PERSONALITIES ADULT ACCEPTANCE DEDICATED SERVICE IN RICH, RICH SOUTHERN NEW ENGLAND



WTIC 50,000 watts

HARTFORD 15, CONNECTICUT Tel: JAckson 5-0801

REPRESENTED NATIONALLY BY HENRY I. CHRISTAL COMPANY

KFEL—Pueblo—1956

Frequency: 970 Kc.....Power: 1000 Watts
Owned .....KFEL, Inc.
Address.....4411 Goodnight Ave.
Tel.: LI 2-6884.....Independent
Representative.....Continental, W. S. Grant
Owner, Mgr.....Frank Donald Hall
Chief Eng., Asst. Mgr.....John T. Roscos
Sales Mgr.....J. M. Johns

KGHF—Pueblo—1928 —

Frequency: 1350 Kc...Power: 5000 d.; 1000 n.
Owned-Operated By.....Gifford Phillips
Address .....Box 293
Tel.: LI 2-5570.....ABC-MBS
Representative.....Gill-Perna, Inc., IMN
President .....Gifford Phillips
General Manager.....John C. Lee
Oper. Dir.....Robert D. Ellis
Program Director.....Ross Adkins
Chief Engineer.....Roy Gallagher

KAVI—Rocky Ford—1955

Frequency: 1320 Kc.....Power: 1000 Watts d.
Owned ...Arkansas Valley Broadcasting Co.
Address.....P. O. Box 632
Tel.: 248.....Independent
Representative.....John E. Pearson, McGuire
President .....Ray Williams
Station Mgr.....R. M. Cardwell
Commercial Mgr.....Lorraine C. Spaid
Program Dir.....Bill Howard
Chief Engineer.....Dale Redlingschafer

KVRH—Salida—1948

Frequency: 1340 Kc.....Power: 250 Watts
Owned By.....Loveland Broadcasters
Address.....P. O. Box 166
Tel.: 1494 .....KBS
Station, Sales Prom. Mgr.....Bill Corrick
Commercial Mgr.....Jim Hill
Program Dir.....Paul Williamson
Publicity Dir.....Mildred Graver
Chief Engineer.....Fred Conklin

KGEK—Sterling—1925

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Elmer G. Beehler
Address .....Fleming Road
Tel.: LA 2-1607.....KBS
Pres., Chief Eng.....E. G. Beehler
Sta., Comm. Mgr.....Al Ross
Program Dir.....Al Casey

KOLR—Sterling—1955

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By..Sterling Broadcasting Corp.
Address .....114 Main St.
Tel.: LA 2-1740.....MBS
Representative .....Hal Holman
President .....Eugene Dodd
General Mgr.....Kerm Kath
Sta. Comm. Mgr.....Robert J. Duffy
Chief Engineer.....J. Duffy

KCRT—Trinidad—1946

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....KCRT, Inc.
Address.....100 Fisher Drive; Box 772
Tel.: VI 6-3212.....MBS, KBS
Representative .....Indie Sales
Pres., Gen. Mgr.....E. M. Cooper
Sales Promotion Mgr.....Mrs. Francis Hayes
Program Director.....Pete Deluca
Chief Engineer.....E. M. Cooper

KFLJ—Walsenburg—1957

Frequency: 1380 Kc.....Power: 1 Kw., d.
Owned.....Floyd Jeter, Pres.
Address .....Box 593
Tel.: 111.....Independent
Gen. Mgr.....Floyd Jeteil
Prog. Dir.....Lee Jeter
Chief Engineer.....Johnny Figal

Pop.: 2,425,000
Families: 724,000
Radio Homes: 706,000

Connecticut

Stations in State: 30
TV Homes: 658,000
TV Stations: 9

WADS—Ansonia-Derby—1956

Freq.: 690 Kc.....Power: 500 Watts d.
Owned By.....Valley Broadcasting Co.
Address.....290 Main St.
Tel.: RE 5-4606.....Independent
Representative ..... Walker
Pres., Gen., Sta. Mgr.....Sydney E. Byrnes
Sales Prom. Mgr.....Larry Brand
Program Director.....Wes Hobby
Publicity Director.....Barbara Criscvolo
Chief Engineer.....Lisle Dorrian

WICC—Bridgeport—1926

Freq.: 600 Kc.....Power: 1 Kw. d., 500 W. n.
Owned-Oper. By.....Conn.-N. Y. Broadcasters
Address .....Box 9140
Tel.: AM 8-1601.....Independent
Representative .....Adam Young
Pres., Gen. Mgr.....Philip Merryman
Commercial Manager.....Manning Slater
Sales Prom. Mgr.....Cameron Mackenzie
Program Director.....Frank Delfino
Chief Engineer.....Pat Uliano

WNAB—Bridgeport—1941

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....WNAB, Inc.
Business-Studio Address.....991 Broad St.
Tel.: ED 3-3112.....ABC-MBS
Representative .....McGavren-Quinn
President .....Harold Thomas

Station Mgr.....John Ellinger
Prog. Director.....Harry Luke
Sales Prom. Manager.....Vin Lawford
Chief Engineer.....Norman Howard

WBIS—Bristol—1948

Frequency: 1440 Kc.....Power: 500 Watts
Owned-Oper. By.....The Bristol Bcstg. Corp.
Business-Studio Address.....183 Main St.
Tel.: LU 3-9265.....Independent
Representative.....Rambeau, Vance, Hopple
President .....Eric Hatch
Gen., Sales Prom. Mgr...Richard C. Kilbourn
Program Director.....Joseph Barbarette
Publicity Director.....Mary Lou Jankoski
Chief Engineer.....Justin Tarnowski

WLAD—Danbury—1947

Frequency: 800 Kc.....Power: 250 Watts d.
Owned-Operated By....Berkshire Bcstg. Corp.
Business-Studio Address.....207 Main St.
Tel.: PI 8-3565.....Independent
Representative .....Indie Sales
President.....John P. Previdi
Gen., Comm. Mgr.....Sol Robinson
Program Director.....Paul Baker
Chief Engineer.....Rudi Cehak

WSUB—Groton—1958

Frequency: 980 Kc.....Power: 1000 Watts
Owned By..Lawrence A. Reilly, Jas. L. Spates
Business Address.....119 Bridge St.
Tel.: Hilltop 5-2494.....Independent
Representative .....Walker-Rawalt
Gen. Mgr., Prog. Dir.....Lawrence A. Reilly
Commercial Manager.....Warren F. Haas
Chief Engineer.....James L. Spates

WCCC—Hartford—1947

Frequency: 1290 Kc.....Power: 500 Watts, d.
Owned-Oper. By:
Greater Hartford Bcstg. Co. Inc.
Address.....338 Asylum St.
Tel.: JA 5-6648.....Independent
Station Rep. .....Walker
President.....William M. Savitt
Sec't, Treas.....M. Savitt
Sta., Comm. Mgr.....R. H. Klein
Sales Prom. Mgr.....Everett Seltzer
Program Director.....Jack Brooks
Publicity Director.....Milt Berkowitz
Chief Engineer.....Michael Cookish

WDRC—Hartford—1922

Frequency: 1360 Kc.....Power: 5000 Watts
Owned-Oper. By..The Connecticut Bcstg. Co.
Business-Studio Address..869 Blue Hills Ave.
Tel.: CH 2-5596.....CBS
Representative.....Paul H. Raymer
President.....Franklin M. Doolittle
General Manager.....Walter B. Haase
V.P., Sales.....William F. Malo
Program, Sales Prom. Mgr.....C. Parker
V.P., Public. Dir.....Harvey Olson
Chief Engineer.....Henry M. Broderick, Jr.

WPOP—Hartford—1935

Frequency: 1410 Kc.....Power: 5,000 Watts
Owned.....Tele-Broadcasters of Conn., Inc.
Business-Studio Address.....600 Asylum Ave.
Tel.: JA 7-9131.....MBS-ABC
Representative .....Adam Young
Pres., Gen. Mgr.....H. Scott Killgore
Commercial Mgr.....Phillip Zoppi

WTIC—Hartford—1925

Frequency: 1080 Kc.....Power: 50,000 Watts
Owned-Oper. By.....Travelers Bcstg. Service
Business-Studio Address.....26 Grove St.
Tel.: JA 5-0801.....NBC
Representative .....Christal
President.....Paul W. Morency
V.P., Gen. Mgr.....Walter C. Johnson
General Sales Mgr.....Robert S. Tyrol
Promotion Mgr.....Eugene J. Muriaty
Program Mgr.....Paul E. Lucas
V.P., Pub. Relations.....Bernard L. Mullins
Plant Mgr., Chief Engr.....Herman D. Taylor
(See Page 388)

WINF—Manchester—1958

Frequency: 1230 Kc.....Power: 250 Watts
Owned By.....Manchester Broadcasting Co.
Business Address.....P.O. Box 946
Tel.: Mitchell 3-2491.....Independent
Gen., Comm. Mgr.....John Deme
Operations Mgr.....Joe Girand
Publicity Director.....Robert W. Andrews
Chief Engineer.....Henry L. Roberts

WMMW—Meriden—1947

Frequency: 1470 Kc.....Power: 1000 Watts, d.
Owned .....Silver City Crystal Company
Address.....99 Colony St.
Tel.: BE 5-5747.....Independent
Representative .....Thomas F. Clark
President ..... C. A. Schultz
General Manager.....G. A. Kruttschnitt
Commercial Manager.....Jack Durkin
Program Director.....Les Fox
Chief Engineer.....John Roache

WCNX—Middletown—1948

Frequency: 1150 Kc.....Power: 500 Watts
Owned-Oper. By.....Middlesex Bcstg. Co.
Business-Studio Address.....460 Main St.
Tel.: 7-2565 .....ABC
Representative .....Devney, Nona Kirby
Managing Dirs.....R. J., W. J. O'Brien
Station Mgr.....Bill Glynn

WHAY—New Britain—1949

Frequency: 910 Kc..... Power: 5000 Watts
Owned-Operated By..Central Conn. Bcstg. Co.
Business Address.....22 Grove Hill
Tel.: BA 3-2721.....Independent
Representative .....Pearson; Kirby
President .....Patrick Goode
General Mgr.....Aldo DeDominicis
Sta., Comm. Mgr.....Charles Bell
Program Director.....Gene Orland

Pub. Dir. ..... Carole Ginsburg
Chief Engineer ..... Hillis W. Holt

WKNB—New Britain—1956

Frequency: 840 Kc. ... Power: 1000 Watts d.
Owned ..... New Brit. Bcstg., Subsid. of NBC
Address ..... 1422 New Britain Ave.
Tel.: AD 3-8551 ..... Independent
Representative .... McGavren-Quinn; Wheeler
V.P., Gen. Mgr. ..... Peter B. Kenney
Program Director ..... Robert W. Bray
Sales Prom. Mgr. ..... Gustave Nathan
Publicity Dir. ..... Howard Wry
Chief Engineer ..... John Shipley

WAVZ—New Haven—1947

Frequency: 1300 Kc. ..... Power: 1000 Watts
Owned-Operated By ..... WAVZ Bcstg. Corp.
Business-Studio Address ..... 152 Temple St.
Tel.: SP 7-4761 ..... Independent
Representative .... Hollingbery, Kettell Carter
Board Chairman ..... Victor W. Knauth
Pres., Gen. Mgr. ..... Daniel W. Kops
V.P., Comm. Mgr. ..... Richard J. Monahan
Sales Promotion Mgr. ..... Marvin Rosenblatt
Program Director ..... E. J. Markle
Publicity Director ..... S. L. Barstein
Chief Engineer ..... Frederick Brill

WELI—New Haven—1935

Frequency: 960 Kc. ... Power: 5 Kw. d, 1 Kw. n.
Owned By ..... Conn. Radio Foundation, Inc.
Business-Studio Address ..... 221 Orange St.
Tel.: UN 5-1133 ..... Independent
Representative ..... H. R. Reps., Wheeler
Pres., Sta., Gen. Mgr. ..... Richard W. Davis

WNHC—New Haven—1944

Frequency: 1340 Kc. ..... Power: 250 Watts
Owned-Oper. By .... Triangle Publications, Inc.
Business-Studio Address .. 46th and Market Sts.
Tel.: EVergreen 2-4700 ..... ABC
Representative ..... McGavren-Quinn
General Mgr. ..... George Carroll
Commercial Manager ..... William Gallagher
Program Director ..... Lee Manson
Chief Engineer ..... Howard W. Wessenberg
Owners of: WFIL, Philadelphia; WFBG, Altoona, Pa.

WNLC—New London—1936

Frequency: 1490 Kc. ..... Power: 250 Watts
Owned-Operated By .. The Thames Bcstg. Corp.
Business-Studio Address ..... 281 State St.
Tel.: GI 2-4365 ..... MBS
Representative ..... Kettell-Carter
Pres., Sta. Mgr. ..... Gerald J. Morey
Comm. Mgr. ..... Edwin H. Schweitzer
Sales Prom., Prog. Dir. ..... William Hoffman
Chief Engineer ..... Randolph Barrett

WNLK—Norwalk—1948

Frequency: 1350 Kc. ..... Power: 500 Watts
Owned-Operated By .. Norwalk Bcstg. Co., Inc.
Address ..... 11 Wall St.
Tel.: TE 8-5566 ..... Independent
Pres., Gen. Mgr. ..... James Stolcz
Program Director ..... Richard Bounerba
Chief Engineer ..... Clarence Burnham

WICH—Norwich—1946

Freq: 1310 Kc. ..... Power: 1 Kw.
Owned-Oper. By ..... Eastern Conn. Bcstg. Co.
Business-Studio Address ..... Cuprak Rd.
Tel.: TU 7-1613 ..... Independent
Representative .. Everett-McKinney, R. C. Foster
Pres., Gen. Mgr. ..... D. Lasser
Sta., Comm. Manager ..... Richard Reed
Sls. Prom. Mgr. ..... Edward Adler
Program Dir. ..... H. Arthur Bouldin
Chief Engineer ..... Alexander Dubenetsky

WLIS—Old Saybrook—1956

Frequency: 1420 Kc. ..... Power: 500 Watts
Owned ..... Long Island Sound Radio Corp.
Address ..... Conn. Turnpike
Tel.: EV 8-3546 ..... Independent
Pres., Gen. Mgr. ..... Joseph P. Trantino
Commercial Mgr. ..... Alex Pernal
Program Dir. ..... Donald Hansen
Chief Engineer ..... Hillis Holt

SUPPORT
YOUR
LOCAL
CHARITIES

WPCT—Putnam—1953

Frequency: 1350 Kw.....Power: 1 Kw. d.
Owned-Oper. By.....Israel Putnam Bcstg. Co.
Address.....42 Main St.
Tel.: WA 8-2721-2.....Independent
President.....Roland A. Goyette, Sr.
Gen. Mgr.....Henry E. Brecult
Program Director.....Frank Carroll
Publicity Director.....L. J. Kelly
Chief Engineer.....Lester Phillips

WSTC—Stamford—1941

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....W. Conn. Bcstg. Co.
Business-Studio Address.....270 Atlantic St.
Tel.: DA 4-7575.....ABC
Newspaper Affiliation.....Stamford Advocate
Representative .....Everett-McKinney, Foster
President .....Kingsley Gillespie
Gen. Manager .....Julian Schwartz
Program Director.....Michael Hauptman
Chief Eng.....R. A. Reynolds

WBZY—Torrington—1947

Frequency: 990 Kc.....Power: 1000 Watts d.
Owned By.....Pioneer States Bcstg. Inc.
Business-Studio Address.....127 Main St.
Tel.: HU 9-4173.....Independent
President.....Albert L. Capstaff
General Manager.....Donald Russell
Sta., Comm. Mgr.....Joe Storm
Prog., Publicity Dir.....Dan Field
Chief Engineer.....Don Morrison

WTOR—Torrington—1948

Frequency: 1490 Kc.....Power: 250 Watts d.
Owned-Oper. By....Torrington Bcstg. Co., Inc.
Business-Studio Address.....93 Perkins St.
Tel.: HU 9-4181.....MBS
Representative.....R. V. & H.; Walker-Rawalt
Pres., Gen. Mgr.....Edmund W. Waller
Sta., Comm. Mgr.....Alfred G. Eyre
Program Director.....Alan Field
Chief Engineer.....David M. Eller

WATR—Waterbury—1934

Frequency: 1320 Kc.....Power: 1000 Watts
Owned-Oper. By.....WATR, Inc.
Business-Studio Address.....440 Meadow St.
Tel.: PL 5-1121 .....ABC, MBS
Representative .....McGavren-Quinn
President .....Harold Thomas
Gen., Sta. Mgr.....Sam R. Elman
Sales Prom. Mgr.....Fred Erwin
Prog. Director.....Jordan Kaplan
Publicity Director.....Paul Chamberlain
Chief Engineer.....Andrew Toross

WBRY—Waterbury—1934

Frequency: 1590 Kc.....Power: 5000 Watts
Owned-Oper. By.....WBRY Bcstg. Corp.
Business-Studio Address.....P. O. Box 1627
News. Affil..... American-Republican
Tel.: PL 3-1125.....CBS
Rep. .....Avery-Knodel, Kettel-Carter
President.....William J. Pape
Pub. Dir., Sls. Prom. Mgr.....Robert Holczer
Program Director.....Walter O. Howard
Chief Engineer.....Frank B. Hales

WWCO—Waterbury—1946

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. .....WWCO, Inc.
Business-Studio Address.....65 Bank St.
Tel.: 4-5141.....MBS
Representative .....Jack Masla
President .....Herbert Bloomberg
General Manager.....Gene Valentino
Program Director.....Charles Day
Chief Engineer.....Martin Miller

WMMM—Westport—1959

Frequency: 1260 Kc.....Power: 1000 Watts
Owned By.....Westport Broadcasting Co.
Business Address.....163 Main St.
Tel.: CApital 7-1822.....Independent
General Manager.....Norman J. Bernstein

WILI—Willimantic—1957

Frequency: 1400 Kc.....Power: 250 Watts
Owned.....Windham Bcstg. Co.
Address .....Box 32
Tel.: HA 3-1621.....Independent
Pres., Gen. Mgr.....Roland A. Goyette, Sr.
Sta., Prog. Dir.....Les Douglas
Comm. Sales Prom.....William Lackenbauer
Chief Engineer.....Thomas Pollitt, Jr.

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TOPS in

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— *Merchandising Helps*

WBRY

CBS—5,000 Watts

Ask the Avery-Knodel Man

Pop.: 445,000
Families: 130,000
Radio Homes: 122,000

Delaware

Stations in State: 9
TV Homes: 117,000
TV Stations: 1

WDOV—Dover—1948

Frequency: 1410 Kc.....Power: 1000 Watts d.
Owned .....Dover Bcstg. Co.
Business Address.....Box 727
Representative .....Headley Reed
President .....Renry Rau
V. P., Gen. Mgr.....Maxwell Marvin
Station Mgr.....W. S. Cook

WKEN—Dover—1957

Frequency: 1600 Kc.....Power: 500 Watts, d.
Owned.....Coastal Carolina Bcstrs.
Address .....Box 549
Tel.: RE 4-5797.....Independent
President.....J. Olin Tice, Jr.
Gen. Mgr.....Joe Morris

WJWL—Georgetown—1951

Frequency: 900 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Rollins Bcstg., Inc.
Address .....DuPont Highway
Tel.: Georgetown 2567.....Independent
Representative .....Rollins, Grant
President.....O. Wayne Rollins
General Manager.....Charles R. Maillet
Program Director.....John C. Calhoun
Chief Engineer.....Edward Marzoa

WKSB—Milford—1953

Frequency: 930 Kc.....Power: 500 Watts d.
Owned-Oper. By.....Kent-Sussex Bcstg. Co.
Address .....Box 444
Tel.: MI 8881.....Independent
Gen., Comm., Prom. Mgr.....H. M. Griffith, Jr.
Ch. Eng., Oper Mgr.....C. V. Lundstedt
Prog. Dir.....Borden E. Smith

WSUX—Seaford—1955

Frequency: 1280 Kc.....Power: 1000 Watts
Owner-Oper. By.....Sussex Broadcasting Co.
Address.....Dual Hwy. 13
Tel.: 7933.....Independent
Representative ..... Clark
Pres., Gen. Mgr.....Elizabeth Evans
Ch. Eng.....Bernard Gold

WAMS—Wilmington—1947

Frequency: 1380 Kc.....Power: 1000 Watts
Owned.....Rollins Broadcasting Co.
Address.....414 French St.
Tel.: OL 4-8881.....Independent
Station Representative .....Eastman
President.....O. Wayne Rollins
General Manager.....Charles W. Stone
Commercial Mgr.....Roger Holmes
Chief Engineer.....Fitzgerald McDaniel

WDEL—Wilmington—1922

Frequency: 1150 Kc.....Power: 5000 Watts
Owned-Oper. By....Delmarva Bcstg. Co., Inc.
Business-Studio Address....10th & King Sts.
Tel.: OL 8-7268.....NBC
Representative .....Robert Meeker
Station Executive.....Clair R. McCollough
Station Manager.....Harvey C. Smith
Gen. Sales Mgr.....J. Robert Gulick
Natl. Sales Mgr.....Thomas R. Nunan, Jr.
Technical Director.....J. E. Mathiot
Owners of: WGAL, Lancaster; WKBO, Harrisburg; WORK, York; WRAW, Reading; WEST, Easton; WRAK, Williamsport, all Pa.

WILM—Wilmington—1922

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By....Delaware Bcstg. Co.
Business-Studio Address.....920 King St.
Tel.: OL 4-7771.....ABC
Representative .....Bolling Co.
President.....Ewing B. Hawkins
General Manager.....Jackson F. Lee
Program Director.....Richard B. Holmes
Chief Engineer.....Eugene Szymanski
Chief Engineer.....H. Edwin Kennedy

WTUX—Wilmington—1947

Frequency: 1290 Kc.....Power: 1000 Watts d.
Owned-Oper. By....Port Frere Bcstg. Co., Inc.
Address.....1400 Market St.
Tel.: OL 5-8821.....Independent
Representative .....Walker-Rawalt
Pres., Gen. Mgr.....Gordon K. MacIntosh
Comm. Mgr.....William S. Ewing
Sales Prom. Mgr.....Henry Cook
Program Director.....Donald Mathewson
Publicity Dir.....Robert Darby
Chief Engineer.....Don Clifton

Pop.: 921,000
Families: 274,000
Radio Homes: 270,000

Dist. of Columbia

Stations in State: 6
TV Homes: 247,000
TV Stations: 5

WEAM—Washington, D. C.

(SEE ARLINGTON, VA.)

WGMS—Washington, D. C—1946

Frequency: 570 Kc...Power: 5 Kw. d., 1 Kw. n.
Owned By.....RKO Teleradio Pictures, Inc.
Address .....Hotel Harrington
Tel.: EXecutive 3-8676.....Independent
Representative .....Avery-Knodel
President.....Thomas F. O'Neil
General Manager.....Ray F. Kohn
Sales Manager.....Perry S. Ury

Program Director.....Chas. D. Wood
Public Rel. Dir.....Sol Hurwitz
Chief Engineer.....Roger B. Holt

WMAL—Washington, D. C. 1925

Freq.: 630 Kc.....Power: 5,000 Watts
Owned.....Evening Star Bcstg. Co., Inc.
Address.....4461 Connecticut Ave., N.W.
Tel.: KE 7-1100.....ABC
Newspaper Affiliation.....The Evening Star
Representative .....H-R
President.....John W. Thompson, Jr.
General Manager.....Fred S. Houwink
Station Manager.....Kenneth Carter
Prom. Mgr., Prog. Dir.....Rupe Werling
Chief Engineer.....Allan Powley

WOL—Washington, D. C.—1924

Frequency: 1450 Kc.....Power: 250 Watts
Owned.....Wash. Bcstg. Corp.
Address.....2000 P. St., N.W.
Tel.: HO 2-3900.....Independent
Representative .....Headley-Reed
Pres., Gen. Mgr.....Henry Rau
Sta. Mgr., Prog. Dir.....Maxwell Marvin
Commercial Manager.....Robert Richards
Chief Engineer .....Lloyd Smith

WOOK—Washington, D. C. 1940

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....United Bcstg. Co.
Business-Studio.....8th & I Sts., N.W.
Tel.: RE 7-8000.....Independent
Station Rep.....United Bcstg., Harlan Oakes
Pres., Gen. Mgr.....Richard Eaton
Vice-President .....John A. Panagos
Program Director.....Cliff Holland
Chief Engineer.....Ernest E. Stephens

WPGC—Washington, D. C. 1954

Frequency: 1580 Kc....Power: 10,000 Watts d.
Owned-Operated By.....WPGC, Inc.
Business Address.....4421 Southern Ave., SE
Tel.: JOrdan 8-6677.....Independent
Representative .....Forjoe
President.....M. E. Richmond
Gen., Sta. Mgr.....Gene Winters
Program Director.....Bob Bartel
Chief Engineer.....Ronald Gettle

WRC—Washington, D. C.—1923

Frequency: 980 Kc.....Power: 5000 Watts
Owned-Operated By..National Bcstg. Co.,
Address.....4001 Nebraska Ave., NW
Tel.: EM 2-4000.....NBC
President (NBC).....Robert Kintner
General Manager.....Carleton D. Smith
Station Mgr.....Joseph W. Goodfellow
Commercial Mgr.....Harry A. Karr, Jr.
Sales Prom., Pub. Dir.....William Coyle
Prog. Mgr.....William Grayson
Chief Engineer.....John Rogers

WTOP—Washington, D. C. 1927

Frequency: 1500 Kc.....Power: 50,000 Watts
Owned-Oper.....Washington Post Bcst. Div.
Address .....Broadcast House
Tel.: EM 2-9300.....CBS
Representative.....CBS Radio Spot Sales
Pres., Bcst. Div.....John S. Hayes
V.P. Radio.....Lloyd Dennis
Comm. Mgr.....R. W. Schellenberg
Sls. Prom. Mgr., Pub. Dir.....W. J. Wiggins
Prog. Dir. .....P. A. Searight
Chief Engineer.....Granville Klink

WUST—Washington, D. C. 1951

Frequency: 1120 Kc.....Power: 250 Watts
Owned-Oper. By..Broadcast Management, Inc.
Address.....1343 U St.
Tel.: HO 2-0011.....Independent
Representative .....Star National
President .....Milton Diener
Gen., Comm. Mgr.....Jackson Lowe
Program Mgr.....Georgette Leighton
Publicity Dir.....Ruth Weaver
Chief Engineer.....Norman Woods

WWDC—Washington, D. C. 1941

Frequency: 1260 Kc.....Power: 5000 Watts
Owned-Oper. By.....WWDC, Inc.
Business-Studio Address.....1627 K St., N.W.
Tel.: TU 2-7600.....Independent
Representative .....Blair
Pres., Gen. Mgr.....Ben Strouse
Comm. Manager.....Herman Paris
Program Director.....Norman Reed
Sales Prom. Mgr.....Jo Wilson
Publicity Director.....Harriet Kogod
Chief Engineer.....Ross H. Beville

Pop.: 4,241,000
Families: 1,238,000
Radio Homes: 1,238,000

Florida

Stations in State: 148
TV Homes: 954,000
TV Stations: 23

WAPG—Arcadia—1956

Frequency: 1480 Kc.....Power: 1000 Watts d.
Owned.....Arcadia-Punta Gorda Bcstg. Co.
Address .....Box 676
Tel.: WA 8-6111.....KBS
President.....H. D. Ryals
Gen. Mgr., Chief Eng.....Paul Howell
Comm., Prog. Dir.....Bert G. Erickson

WKTX—Atlantic Beach—1958

Frequency: 1600 Kc.....Power: 1000 Watts d.
Owned.....Ocean Beach Bcstg. Co.
Address.....1611 Atlantic Blvd.
Tel.: CH 6-3695.....Independent
President.....W. H. Adams, Jr.
Gen. Mgr., Chief Eng.....Robert K. Lynch
Program Dir.....Bernie Adams

WTWB—Auburndale—1956

Frequency: 1570 Kc.....Power: 1 Kw., d.
Owned By.....L. M. Hughey
Address .....P. O. Box 7
Tel.: WOodlawn 7-1129.....Independent
Gen. Mgr., Program Dir.....Richard Boyce
Commercial Mgr.....W. L. Bain
Chief Engineer.....D. A. Brienen

WAVP—Avon Park—1956

..Frequency: 1390Kc.....Power: 1 Kw., d.
Owned-Operated By.....John B. Marshall
Address .....Jacaranda Hotel
Tel.: GL 2-6001.....Independent
Representative .....Hil F. Best
General Manager.....Albert B. Gale
Program Director.....Ilda E. Gale
Publicity Director.....Douglas L. Way
Chief Engineer.....Tom Moore

WBAR—Bartow—1953

Frequency: 1460 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....WBAR, Inc.
Address.....Box 820, Lakeland Hwy.
Tel.: 3-5111.....Independent
Gen. Mgr.....Avera Wynne
Station Manager.....John F. Burgreen
Prog. Dir.....Kenneth E. Shroyer
Pubicity Director.....Francis Pipes
Chief Engineer.....J. A. Duncan

WSWN—Belle Glade—1947

Frequency: 900 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Seminole Bcstg. Co.
Address .....Scarborough Bldg.
Tel.: 6-2183.....Independent
Representative .....Stars National
Chrm. of Bd.....E. D. Rivers, Jr.
President .....Hubert E. Ulmer
General Manager.....Garnett L. Merck
Comm. Manager .....Marvin Smith
Program Director.....Al Harris

WBRD—Bradenton—1957

Frequency: 1420 Kc.....Power: 1 Kw. d.
Owned.....Sunshine State Bcstg. Co., Inc.
Address.....P. O. Box 1038
Tel.: 6-2183 .....Independent
Representative .....Meeker
Pres., Gen. Mgr.....Robert R. Nelson
Commercial Manager.....Hal Meyer
Program Director.....B. F. Nelson
Chief Engineer.....Marlen J. Hager

WTRL—Bradenton—1946

Frequency: 1490 Kc.....Power: 250 Watts
Owned By.....Blue Skies Bcstg. Corp.
Address .....Memorial Pier
Tel.: 6-1107 .....KBS
Representative .....Hil Best
Pres., Gen. Mgr.....Lockwood R. Doty II
Comm. Mgr.....Ken McKendree
Program Director.....Tom Gillies
Chief Engineer.....Dick Lundy

WWJB—Brookville—1958

Frequency: 1450 Kc.....Power: 250 Watts
Owned By.....Brookville Bstg. Service
Address.....30 E. Liberty St.
Tel.: BRookville 2020.....Independent
General Manager.....W. W. Johnson
Station Mgr.....Charles Grant
Progam Dir.....Joseph S. Gall
Chief Engineer.....Eugene L. Sheldon

WBGC—Chipley—1956

Frequency: 1240 Kc.....Power: 250 Watts
Owned By.....Tri-County Radio Bcst.
Address.....P. O. Box 605
Tel.: MErcury 8-1505.....Independent
Owner-Chief Eng.....E. C. Allmon
General Mgr.....Karl M. Richards
Program Dir.....L. D. Hart, Jr.

WTAN—Clearwater—1948

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Clearwater Radio, Inc.
Business Address.....200 Pierce Blvd.
Tel.: 3-3084.....KBS
Representative .....McGillvra
Pres., Gen. Mgr.....H. Dennison Parker
Prog. Dir., Eng.....G. A. Robinson

WEZY—Cocoa—1957

Frequency: 1480 Kc.....Power: 1 Kw.
Owned .....Irving Braun
Business Address.....803 Forrest Ave.
Tel.: Newton 6-4411.....Independent
President .....Irving Braun
Station Mgr.....Jay School
Commercial Manager.....Kelly Smith, Jr.
Program Director.....Richard Olson
Chief Engineer.....John Shelton

WKKO—Cocoa—1953

Frequency: 860 Kc.....Power: 1 Kw. d.
Owned By.....John B. Cook, Jr.
Address .....Box 1308
Tel.: 1020 .....KBS
Representatives.....Hil F. Best, Dora Clayton
President .....James Sawyer
Gen. Mgr.....Carl G. Collins, Jr.
Program Dir.....Dale Wright
Chief Engineer.....Davis E. Wilson

WVCG—Coral Gables—1948

Frequency: 1070 Kc.....Power: 1000 Watts d.
Owned-Operated By....Peninsular Bcstg. Corp.
Business Address.....377 Alhambra Circle
Tel.: HI 8-7411.....Independent
Representatives....Clark, Good Music Bcstrs.
President-General Mgr.....George W. Thorpe
Asst. Sta. Mgr.....Barbara Binns
Comm. Mgr.....Timothy Carney
Chief Engineer.....Thomas Middleton

WCNU—Crestview—1948

Frequency: 1010 Kc.....Power: 1000 Watts d.
Owned-Operated By....Gulf Shores Bcstg. Co.
Business-Studio Address.....Box 518
Tel.: MU 2-2330.....KBS
General Manager.....S. F. Townsend
Comm. Mgr.....Vernon Cooper

WJSB—Crestview—1954

Frequency: 1050 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Crestview Bcstg. Co.
Address .....Box 267
Tel.: MU 2-3040.....Independent
Pres., Gen. Mgr.....Everett M. McCrary
Commercial Manager.....Joel Hughes
Program Director.....Cordel Whitlock
Chief Engineer.....Russ White

WGTO—Cypress Gardens 1955

Frequency: 540 Kc.....Power: 50,000 Watts
Owned-Operated By.....KSTP, Inc.
Address .....Box 123
Tel.: CY 3-4103.....Independent
Representative .....Edard Petry
President.....Stanley E. Hubbard
Station Manager.....Max Kimbrel
Program Director.....G. M. Kimbrel
Sales Prom. Mgr., Pub. Dir.....Gary Miller
Chief Engineer.....Dave Schick

WDCF—Dade City—1954

Frequency: 1350 Kc.....Power: 1 Kw. d.
Owned.....Pasco Bcstg. Co.
Address .....Box 1077
Tel.: LO 7-3879.....KBS
Pres., Sta. Mgr.....Stuart Picard
Commercial Manager.....Thelma Picard
Publicity Director.....Margrete Francisco
Chief Engineer.....John Andre

WMFJ—Daytona Beach—1935

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....WMFJ, Inc.
Business Address.....P.O. Box 5606
Tel.: CL 2-6491.....Independent
Representative .....Jack Masla
President.....Emil J. Arnold
Gen. Mgr.....Dale S. Phares
Sta. Mgr.....Dick Clark
Sales Promotion Manager.....L. L. McGrath
Program Director.....Kenny Mercer
Chief Engineer.....Jack Siegel

WNDB—Daytona Beach—1948

Frequency: 1150 Kc.....Power: 1,000 Watts d.
Owned-Operated By.....News-Journal Corp.
Business-Studio Address....128 Orange Ave.
Tel.: CL 2-1511.....ABC
Newspaper Affil.....News-Journal Corp.
Representative .....Clark
President .....Julius Davidson
Gen., Sta. Mgr.....R. Y. Huffman
Comm. Mgr.....Daniel F. Carroll
Sales Promotion Manager.....John Pitts
Prog. Dir.....Ken Lueck
Publicity Dir.....M. E. Hagman
Chief Engineer.....F. A. Scott

WROD—Daytona Beach—1947

Frequency: 1340 Kc.....Power: 250 Watts
Owned.....Daytona Beach Brcstg. Corp.
Business Address.....Box 991
Tel.: CL 2-4626.....NBC
Representative .....Pearson
Pres., Gen. Mgr.....Eugene D. Hill
Commercial Manager.....Carl Abel
Sales Promotion Manager.....Ken Brown
Prog. Dir., Ch. Engr.....James F. McDonough
Publicity Director.....James Crist

WDSP—De Funiak Springs 1956

Frequency: 1280 Kc.....Power: 500 Watts
Owned By.....Euchee Valley Bcstg. Co.
Business Address.....8th & 18th St.
Tel.: TW 4-8361.....KBS
Pres., Gen. Mgr.....Mrs. Marie F. Douglass
Sta. Mgr., Ch. Eng.....Laverne Foster
Program Director.....Bayne Hill
Publicity Director.....John Adkison

WFNM—De Funiak Springs 1955

Frequency: 1460 Kc.....Power: 1 Kw. d.
Owned-Oper. By.....Leonard Zepp
Address .....Box 387
Gen. Mgr.....Mel Wheeler
Manager .....Leonard Knighton
Program Director.....William Wood

WJBS—DeLand—1948

Frequency: 1490 Kc.....Power: 250 Watts
Owned.....James Ayers, Chas. Britt
Address.....P. O. Box 808
Tel.: RE 4-1725.....NBC
Representative .....Donald Cooke
President.....Dr. J. Ollie Edmunds
General Mgr., Prog. Dir.....R. H. Westervelt
Commercial Manager.....Ken Brown

WOOO—DeLand—1956

Frequency: 1310 Kc.....Power: 5000 Watts
Owned.....Trio Bcstg. Co., Inc.
Business Address.....P.O. Box 694
Tel.: RE 4-3422.....KBS
Rep. .....Charles Bernard
President.....Herbet A. Saxe
Gen., Sta. Mgr.....Wally King
Commercial Manager.....A. H. Beckwith
Sales Promotion Manager.....O. Silverman
Publicity Director.....Jerry Florence
Program Director.....Brian Tolby
Chief Engineer.....Edwin Carson

WDBF—Delray Beach—1954

Frequency: 1420 Kc.....Power: 500 Watts d.
Owned.....Boca Raton Bible Conf. Grds., Inc.

Address.....Bon Aire Hotel
Tel.: CR 6-7311.....KBS
President.....Ira Lee Eshelman
Sta., Comm. Mgr.....Patrick W. Larkin
Program Dir.....Jean S. Larkin

WMEG—Eau Gallie—1955

Frequency: 920 Kc.....Power: 1000 Watts d.
Owned.....Mel-Eau Broadcasting Corp.
Address .....Box 98
Tel.: AL 4-2282.....Independent
Pres., Gen. Mgr.....A. V. Catterton
Sta. Mgr., Prog. Dir.....Victoria C. Martin
Chief Engineer.....James A. Thomas

WLCO—Eustis—1955

Frequency: 1240 Kc.....Power: 250 Watts
Owned.....Radio Station WLCO
Address .....Box 1505
Owner, Gen. Mgr.....Floyd W. Hess
Sta., Comm. Mgr.....Morton C. Cook
Sales Prom. Mgr.....Barbara A. Ridlebaugh
Program Dir.....Thomas W. Osborne
Publicity Dir.....W. B. Croke
Chief Engineer.....Robert Blynn

WFBF—Fernandina Beach 1955

Frequency: 1570 Kc.....Power: 1000 Watts d.
Owned .....Murray Bcstg.
Address.....118 Atlantic Ave.
Tel.: 3667.....KBS
Representative .....Ted Steele
President.....Edward G. Murray
General Mgr.....Dave Davis
Comm. Sales Prom.....Q. D. Davis
Prog., Chief Eng.....Bob Chasse
Publicity Dir.....Johnny Gordon

WFTL—Fort Lauderdale—1947

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Gore Publishing Co.
Address.....P. O. Box 131
Tel.: JA 3-2511.....Independent
Newspaper Affiliation...Daily & Sunday News
Representative.....Sears & Ayers
Gen., Sta., Comm. Mgr.....R. L. Bowles
Chief Engineer.....Richard P. Northey

WWIL—Ft. Lauderdale—1955

Frequency: 1580 Kc.....Power: 1 Kw.
Owned..... ....S. Fla. Bcstg. Corp.
Address .....Box 8067
Tel.: JA 3-7639.....KBS
Representative .....Headley-Reed
President .....L. A. Benson
V.P., Asst. Gen. Mgr.....N. Pagliara
Prog. Dir.....Bill Smith
Chief Eng.....Daniel J. Curran

WINK—Ft. Myers—1940

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By....Ft. Myers Bcstg. Co., Inc.
Address .....WINK Bldg.
Tel.: Ft. Meyers.....KBS
Representative....Walker-Rawalt, J. S. Ayers
General Manager.....A. J. Bauer

WMYR—Ft. Myers—1952

Freq.: 1410 Kc.....Power: 5 kw. d., 500 w. n.
Owned-Operated By.....Robert Hecksher
Address .....WMYR Bldg.
Tel.: ED 5-1175.....Independent
Owner-Gen. Mgr.....Robert Hecksher

WARN—Fort Pierce—1953

Frequency: 1330 Kw.....Power: 1000 Watts d.
Owned-Oper. By..Hurricane Bcstg. Service, Inc.
Address .....P. O. Box 1343
Tel.: 1330.....KBS
Representative ..... Continental
Pres., Gen., Sta. Mgr.....Murray C. Tillman
Prog. Mgr.....Willis M. Shawver Jr.
Chief Engineer.....Al Stokes

WIRA—Fort Pierce—1946

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By...Indian River Bcstg. Co.
Business Address.....Melody Lane
Tel.: HOward 4-1400.....NBC
Representative .....Thomas F. Clark
Pres., Gen. Mgr.....James L. Howe
Sta., Sales Prom. Mgr.....Sam Lawder
Commercial Manager.....J. Kingsley Butt
Program Director.....Anne Wilder
Publicity Director.....James Keyes
Chief Engineer .....Robert Money

WFBS—Ft. Walton Beach 1956

Frequency: 950 Kc.....Power: 1 Kw.
Owned.....W. Florida Bcstg. Service
Address .....Box 488
Tel.: CH 4-5685.....Independent
Pres., Gen. Mgr.....H. French Brown, Sr.
Prog. Dir.....Mrs. H. French Brown, Sr.
Chief Engineer.....Samuel A. Eaton

WFTW—Ft. Walton Beach 1953

Frequency: 1260 Kc.....Power: 1000 Watts d.
Owner.....Vacationland Bcstg. Co.
Address .....Box 687
Tel.: CH 3-3123.....Independent
President.....Wilbur R. Powell
Gen. Mgr.....Milford A. Reynolds
Program Director.....N. A. Munson, Jr.
Chief Engineer.....Jimmy Waits

WDVH—Gainsville—1954

Frequency: 980 Kc.....Power: 5 Kw. d.
Owned-Operated By.....WDVH, Inc.
Business Address.....Kincaid Rd.
Tel.: FR 2-2528.....Independent
Representative ..... Clark
President.....R. A. Vaughn
Gen. Mgr., Chief Engr.....Tom Hanssen
Sales Promotion Manager.....Bill Marr
Program Director.....Robert Norris
Publicity Director.....Rick Hutto

WGGG—Gainesville—1948

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....Gainesville Radio Inc.
Business Address.....Box 501
Tel.: 6-5791.....ABC-KBS
Representative .....Best; Dora-Clayton
Pres., Gen. Mgr.....Thompson K. Cassel
Station Manager.....Kenneth H. Brown
Commercial Manager.....Leon Mims
Program Director.....William Mansfield
Chief Engineer.....R. M. Chamberlin

WRUF—Gainesville—1928

Frequency: 850 Kc.....Power: 5000 Watts
Owned-Operated By.....Univ. of Fla.
Business Address.....P.O. Box 2757
Tel.: FRanklin 6-3261.....NBC
Representative .....Burn-Smith
Director.....Kenneth F. Small
Commercial Manager.....R. L. Black, III
Program Director.....Pierre A. Bejane
Chief Engineer.....Bertram MacNamara

WGMA—Hollywood—1953

Frequency: 1320 Kc.....Power: 1000 Watts d.
Owned By.....Barry-Enright-Melody Music
Address.....109 Harrison St.
Tel.: WA 2-2903.....KBS
Representative .....Cooke
President .....Jack Barry
Gen., Sta. Mgr.....C. Edward Little
Comm., Sales, Publicity.....Bill Day
Program Dir.....Kenneth Roth
Chief Engineer.....Charles C. Castle

WSDB—Homestead—1957

Frequency: 1430 Kc.....Power: 500 Watts, d.
Owned.....S. Dade Bcstg. Co.
Business Address.....507 N.W. 2nd St.
Tel.: CI 7-2445.....Independent
President.....J. Abney Cox
Gen., Sta. Mgr.....Merritt Hilliard
Comm., Sales Prom. Mgr.....Hank Cutshall
Program Director.....John Triplett
Publicity Director.....Hap Henderson
Chief Engineer.....Erwin Fuller

WAPE—Jacksonville—1958

Frequency: 690 Kc.....Power: 250 Watts, d.
Owned By.....Brennan Bcstg. Co.
Address.....P. O. Box 1103
Tel.: COngress 4-9555.....Independent
Station Rep.....Radio-TV Reps.
Pres., Gen. Mgr.....William J. Brennan
Commercial Mgr.....F. Robinson, Jr.
Program Dir.....Dan Brennan
Chief Engineer.....C. G. Brennan

WIVY—Jacksonville—1948

Frequency: 1050 Kc.....Power: 1000 Watts
Owned-Operated By.....WIVY, Inc.
Address .....Box 228-A
Tel.: PO 4-4545.....Independent
Representative.....Clarke Brown, Masla
Pres., Gen. Mgr.....Edward J. Oberle
Station Mgr.....Larry Picus
Local Sales Manager.....Fred H. Schilling

WJAX—Jacksonville—1925

Frequency: 930 Kc.....Power: 5,000 Watts
Owned-Operated By..City of Jacksonville, Fla.
Business-Studio Address.....1 Broadcast Pl.
Tel.: EI 4-1681.....NBC
Rep. .....Headley-Reed
Commissioner in Charge.....J. D. Kennedy
Acting Mgr.....J. W. Douglass
Prob. Sup. Publicity.....Mrs. Margarete Scott
Chief Engineer.....Kenneth L. Kroier

WMBR—Jacksonville—1927

Frequency: 1460 Kc.....Power: 5000 Watts
Owned-Oper. By.....WMBR, Inc.
Business Address..Hotel George Washington
Tel.: ELgin 5-9001.....CBS
Representative.....CBS Radio Spot Sales
President .....Ben Strouse
Gen., Sta. Mgr.....Sidney L. Beighley, Jr.
Sales Prom., Pub. Dir.....Lindy Freeman
Program Director.....Edwin H. Chappelear
Chief Engineer.....C. Roy King

WOBS—Jacksonville—1948

Frequency: 1360 Kc.....Power: 5000 Watts d.
Owned-Oper. By.....Mel-Lin, Inc.
Business-Studio Address.....1036 Mary St.
Tel.: EX 8-3411.....Independent
Station Representative.....Gil-Perna
President.....S. R. Walker, Jr.
Gen. Mgr.....Larry R. Picus
Sta. Mgr.....Alexander Kiersey
Program Director.....Johnny Shaw
Comm. Mgr.....G. W. Johnston

WPDQ—Jacksonville—1942

Frequency: 600 Kc.....Power: 5000 Watts
Owned-Operated By..Jacksonville Bcstg. Corp.
Studio Address.....Gulf Life Bldg.
Tel.: EL 4-4421.....ABC
Rep.....Vernard, Rintoul & McConnell, Ayers
President.....James R. Stockton
Gen. Mgr., Vice-Pres.,.....Robert R. Feagin
Operations Mgr.....Richard C. Fellows
Chief Engineer.....Ernest E. Haralson

WPEG—Jacksonville—1957

Frequency: 1220 Kc.....Power: 250 Watts d.
Owned-Operated By.....Regional Brcstg. Co.
Business Address.....936 Arlington Rd.
Tel.: RAymond 4-2188.....MBS
Pres., Gen. Mgr.....Harold E. King
Station Manager.....Tommy Tucker
Commercial Manager.....Clayton Studstill
Program Director.....Lynn Parks
Chief Engineer.....Frank Grossholz

WQIK—Jacksonville—1955

Frequency: 1280 Kc.....Power: 1,000 Watts d.
Owned-Operated By.....Rowland Bcstg. Corp.
Address.....121 E. 8th St.
Tel.: ELgin 4-4501.....Independent
Rep. .....Charles Bernard
Pres., Gen. Mgr.....M. W. Rowland

Program Director.....Robert T. Rowland
Sales Prom. Mgr.....Ed. Jordan
Chief Engineer.....F. O. Thies

WRHC—Jacksonville—1950

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....WRHC, Inc.
Address.....247 Margaret St.
Tel.: EL 6-0461.....Independent
President .....Harold S. Cohn
Gen. Mgr.....Harold S. Cohn, 2nd
Station Mgr.....Ronald H. Cohn
Program Dir.....Adrian Knight

WZOK—Jacksonville—1940

Frequency: 1320 Kc.....Power: 5000 Watts
Owned .....Radio Jax
Business Address.....Seminole Hotel Bldg.
Tel.: ELgin 6-1373.....Independent
Pres., Gen. Mgr.....Carmen Macri
Sales Promotion Mgr.....Kenneth C. Conner
Program Dir.....Reed Gardner
Chief Engr.....W. A. Cooper

WZRO—Jacksonville Beach 1947

Frequency: 1010 Kc.....Power: 1 Kw. d.
Owned By.....A. B. Letson
Address .....Quincy, Fla.
Tel.: (Quincy) MA 7-6700.....KBS
President.....Andrew B. Letson
Gen. Mgr.....Jim Kirk
Station Mgr.....Roger Fricke

WKWF—Key West—1945

Frequency: 1600 Kc.....Power: 500 Watts
Owned-Operated By.....John M. Spottswood
Business Address.....P.O. Box 1300
Tel.: CY 6-2222.....MBS-ABC
Owner, Gen. Mgr.....John M. Spottswood
Sta., Sales Prom. Mgr.....Ray A. Schoneck
Comm. Mgr., Prog. Dir....Mary S. Spottswood
Chief Eng.....Charles R. Lowe

WRWB—Kissimmee—1954

Frequency: 1220 Kc.....Power: 250 Watts
Owned.....Frank A. Taylor
Address.....Lago Vista Radio Park
Tel.: TI 6-8891.....KBS
Owner, Gen. Mgr.....Frank A. Taylor
Sta., Sales.....Robert W. Bennett

WDSR—Lake City—1946

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By..Deep South Radioways
Business Address....Gainesville Highway, S.
Tel.: 525.....MBS, KBS
Partner, Gen., Sta. Mgr.....Alfred H. Temple
Commercial Manager.....Ivan E. Perry
Program Director.....William M. Savitz
Chief Engineer.....Pat Webster

WGRO—Lake City—1958

Frequency: 960.....Power: 500 Watts
Owned By.....Columbia County Bcstg. Co.
Address.....30 N. Hernando St.
Tel.: 3450 .....Independent
Representative .....Hopewell
President.....George S. Walker Jr.
Gen. Mgr., Prog. Dir.....Ray Starr
Station Manager.....Bob Orrell
Commercial Manager.....Bob Ferris
Sales Prom. Mgr.....G. Mellichamp
Publicity Director.....Gloria Charles
Chief Engineer.....O. R. Buckler

WLAK—Lakeland—1936

Freq.: 1430 Kc.....Power: 5 Kw. d., 1 Kw. n.
Owned-Oper. By...Florida Central Bcstg. Co.
Business Address.....P. O. Box 1211
Tel.: MU 2-1431.....NBC
Station Representative.....John E. Pearson
Pres., Gen. Mgr.....Frank W. Nesbitt
Commercial Manager.....Powell Adams
Program Director.....Garland Burt
Chief Engineer.....William P. Lee

WONN—Lakeland—1949

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By...Noyes Enterprises, Inc.
Business Address.....Lake Hunter Drive
Tel.: MU 5-1171.....MBS
Representative.....Donald Cooke, Inc.
Pres., Gen., Sta. Mgr.....Robert W. Jonscher
Commercial Mgr.....C. C. "Tip" Sherwood
Program Dir.....William F. Ferguson
Sls. Prom. Mgr., Pub. Dir.....R. S. Taylor
Chief Engineer.....Duane McConnell

WYSE—Lakeland—1957

Frequency: 1330 Kc.....Power: 1 Kw.
Owned.....Polk Radio, Inc.
Address.....207½ E. Main St.
Tel.: MU 9-0551.....Independent
Representative .....Clark
President.....W. H. Martin
Gen. Man., Chief Eng.....Tom Barber
Program Dir.....George Hayward

WIPC—Lake Wales—1951

Frequency: 1280 Kc.....Power: 1000 Watts
Owned.....Imperial Polk Bcstg. Corp
Address.....P. O. Box 712
Tel.: 2-9831.....KBS
Representative.....Hil F. Best
President.....K. H. Berkeley
V.P., Gen. Mgr.....Charles D. Bishop
Comm. Mgr.....W. W. Van Steenburgh
Prog., Pub. Dir.....Eleanor Pryor
Chief Engineer.....William Johnson

WBIL—Leesburg—1957

Frequency: 1410 Kc.....Power: 1000 Watts
Owned By.....WBIL, Inc.
Address.....P. O. Box 638
Tel.: STate 7-2313.....Independent
Representative .....Cooke
Owners.....D. F. McConnell & C. T. Hodgson
Gen. Mgr., Chief Eng.....Duane F. McConnell
Program Director.....Jay Shepherd

WLBE—Leesburg—1949

Frequency: 790 Kc.....Power: 1000 Watts
Owned-Operated By.....WLBE, Inc.
Address .....Box 790
Tel.: 790.....MBS, KBS
Representative .....Best, Keystone
President.....Paul A. Husebo
Program Director.....Richard R. Coleman
Chief Engineer.....Martin Kirkland

WNER—Live Oak—1949

Frequency: 1250 Kc.....Power: 1 Kw. d.
Owned.....Norman O. Protsman
Business Address.....P. O. Box 637
Tel.: FOrest 2-1250.....KBS
Owner, Gen. Mgr.....Norman O. Protsman
Program Director.....Faith Protsman
Chief Engineer.....C. S. Parker

WMAF—Madison—1956

Frequency: 1230 Kc.....Power: 250 Watts
Address .....Box 621
Tel.: HU 3-6333.....KBS
General Mgr.....Norman O. Protsman
Station Mgr.....Robert C. Lay
Program Dir.....Mary H. Weger
Chief Engineer.....Eugene Ketring

WTOT—Marianna—1958

Frequency: 980 Kc.....Power: 1 Kc.
Owned By.....Chipola Corp.
Address.....111 Market St.
Tel.: HUdson 2-3046.....Independent
President.....C. Davis Turner
Gen. Mgr., Chief Eng.....John Boggess
Program Dir. .....Bart Lincoln
Publicity Dir.....Art Larsen

WTYS—Marianna—1948

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By...John H. Phipps Bcstg. Stas.
Address .....Box 777
Tel.: HU 2-2131.....MBS, KBS
Representative .....Cummings
Owner .....John H. Phipps
General Manager.....L. H. Graves
Station Manager.....Guy Hamilton

WMMB—Melbourne—1948

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By..Indian River Radio, Inc.
Business-Studio Address.....Box 908
Tel.: PArkway 3-1661.....MBS
President.....H. G. Murrelle
General Manager.....Howard L. Green
Sta., Comm. Mgr.....Richard I. Williams
Chief Engineer.....Edward Murdoch

WAME—Miami—1958

Frequency: 1260 Kc.....Power: 5000 Watts
Owned By.....WAME Co.
Address.....Chamber of Commerce Bldg.
Tel.: FRanklin 3-5533.....Independent
General Manager.....Ted Wilson
Sta., Comm. Mgr.....Murray Woroner
Program Dir.....Frank Ward
Publicity Dir.....Fred Hohl
Chief Engineer.....Stan Brown

WCKR—Miami—1956

Frequency: 610 Kc.....Power: 5000 Watts
Owned-Operated By.....Biscayne TV Corp.
Add....1401 N. Bay Causeway; P.O. Box 38-M
Tel.: PL 1-6692.....NBC
Newspaper Affiliation...Miami Herald, News
Representative.....Henry I. Christal
President .....Niles Trammell
Station Manager.....Owen F. Uridge
Comm. Manager.....L. L. Zimmerman
Sales Prom., Pub. Dir.....John Hiser
Program Director.....Dan Valentine
Chief Engineer.....Gene Rider

WFEC—Miami—1949

Frequency: 1220 Kc.....Power: 250 Watts
Owned-Oper. By.....Fla. East Coast Bcstg.
Address.....350 N.E. 71st St.
Tel.: PL 1-7534.....Independent
Representative .....Dore; Ayres
President.....Harry Trenner
Gen., Sta. Mgr.....Herbert Schorr
Commercial Manager.....Bert Noble
Sales Prom. Mgr....Mrs. Edwena N. Mangum
Program Director.....Mrs. Doris Sanford
Chief Engineer.....William Reeder

WGBS—Miami—1944

Freq.: 710 Kc.....Power: 50 Kw. d., 10 Kw. n.
Owned.....Storer Bcstg. Co.
Address.....1605 Biscayne Blvd.
Tel.: FR 9-2401.....CBS
Newspaper Affiliation.....Miami Beach Sun
Station Representative.....Katz Agency, Inc.
President.....George B. Storer
General Manager.....Bernard E. Neary
Comm. Mgr.....C. Bud Dailey
Prom. Mgr., Prog. Dir.....Sam Elber
Chief Engineer.....Edward C. Lockwood

Owners of: WJBK, Detroit; WSPD, Toledo; WAGA, Atlanta; WJW, Cleveland; WWVA, Wheeling, W. Va.; WIBG, Philadelphia.

WINZ—Miami—1946

Freq.: 940 Kc.....Power: 50 Kw. d., 10 Kw. n.
Owned-Operated By.....Rand Bcstg. Co.
Business Address.....Biscayne Terrace Hotel
Tel.: FR 1-6641.....Independent
Representative ..... Petry
President .....Rex Rand
General Manager.....Robert E. Mitchell
Program Dir.....Ned Powers
Chief Engineer.....William Hamrick

WMIE—Miami—1947

Freq.: 1140 Kc...Power: 10 Kw. d., 5 Kw. n.
Owned-Operated By.....WMIE, Inc.
Address.....139 N.E. 1st St.
Tel.: FR 3-5556.....Independent
Representative .....Charles Bernard

President.....E. D. Rivers, Sr.
General Mgr.....Jack E. Nobles
Commercial Manager.....Lawrence Lunker
Program Director.....Douglas Hatton
Chief Engineer.....Russell Bennett

WMMA—Miami

Frequency: 1260 Kc.....Power: 5 Kw.
Owned By.....Stephany Wyszatycki
Address.....10701 N. W. 77th Ave.
Representative .....Continental
President .....Keith Moyer
Gen., Sales Mgr.....Jim Hilderbrand

WQAM—Miami—1921

Frequency: 560 Kc...Power: 5 Kw.d., 1 Kw. n.
Owned-Operated By.....Storz Brcstg. Co.
Business-Studio Address....1723 duPont Bldg.
Tel.: FR 4-6121.....Independent
Representative .....John Blair
President .....Todd Storz
Gen., Sta., Comm. Mgr.....Jack Sandler
Program Dir.....Kent Burkhart
Publicity Dir.....Alan Courtney
Chief Engineer.....Morris Barwick
Owners of: WHB, Kansas City, Mo.; WTIX, New Orleans; WDGY, Minneapolis.

WSKP—Miami—1956

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....WSKP, Inc.
Business-Studio Address...734 W. Flagler St.
Tel.: FR 1-1585.....Independent
Representative .....H-R
President .....Bill O'Neil

WAHR—Miami Beach—1954

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Alan H. Rosenson
Address .....Box 1740
Tel.: JE 8-0411.....Independent
Representative .....O'Connell
Station Manager.....Marshall Simmons
Comm. Mgr.....Art Gordon

WKAT—Miami Beach—1937

Freq.: 1360 Kc.....5 Kw. d., 1 Kw. n.
Owned-Operated By.....WKAT, Inc.
Trans.-Address.....1759 Bay Road
Tel.: JE 1-5711.....MBS-ABC
Representative .....Meeker
President.....A. Frank Katzentine
Gen. Comm. Mgr.....Fred W. Wagenvoord
Program Director.....Sidney Levin
Chief Engineer.....Arthur P. Smith

WMBM—Miami Beach—1947

Frequency: 800 Kc.....Power: 5000 Watts
Owned.....Rounsaville of Miami Beach, Inc.
Address .....MacArthur Causeway
Tel.: JE 1-5586.....Independent
Representatives..Gill-Perna, Dora-Clayton, Inc.
President, Gen. Mgr.....R. W. Rounsaville
Station Manager.....Arnold Kaufman
Program Director.....C. Kenneth Morris
Chief Engineer.....James Hall

WMET—Miami Beach—1954

Frequency: 1490 Kc.....Power: 250 Watts d.

"MIAMI BEACH SALUTES the Radio and Television Industry for its wonderful cooperation in bringing the Miami Beach Story to the eyes and ears of the nation.

WARMEST THANKS from the warmest part of the nation.

HANK MEYER
Public Relations Consultant,
CITY OF MIAMI BEACH"

Owned By....Community Service Bcstrs, Inc.
Business Address.....814 First St.
Tel.: JEfferson 8-0411.....Independent
Station Representative .....Forjoe
Ex. V.P., Gen. Mgr.....R. B. Baker
Commercial Manager.....Steve Marko
Publicity Director.....Barbara Baum
Chief Engineer.....V C. Roberts

WEBY—Milton—1954

Frequency: 1330 Kc.....Power: 1 Kw.
Owned.....C. W. Mapoles
Address.....Ward Basin Rd.
Tel.: 2591.....MBS
Owner.....C W. Mapole
Station Mgr.....Earl Williford

WSRA—Milton—1958

Frequency: 1490 Kc.....Power: 250 Watts
Owned By.....Santa Rosa Bcstdg. Co.
Address.....31 Mohawk Trail, Pensacola
President.....E. T. Sudduth

WMDF—Mount Dora—1958

Frequency: 1580 Kc.....Power: 1 kw., d.
Owned By:.....Triangle Bcstg. Corp.
Address.....Old Eustis Road
Tel.: EVergreen 2-6621.....Independent
General Mgr.....Francis Toomey
Commercial Mgr.....Wayne Icenhour
Program Dir.....Tom Osborne
Chief Engineer.....Paul Sealy

WNOG—Naples—1954

Frequency: 1270 Kc.....Power: 500 Watts d.
Owned and Oper. By.....Radio Naples Inc.
Business Address.....S. Tamiami Trail
Tel.: MIdway 2-5127.....KBS
Representative.....Hil F. Best
President, Gen. Mgr.....William J. Ryan
Station Manager.....David M. Pfaff
Commercial Manager.....John E. Martin
Program Director.....Mrs. Eileen Eilers
Chief Engineer.....David S. Traer

WSBB—New Smyrna Beach 1950

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Broadcasters, Inc.
Business Address.....Box 125
Tel.: GA 8-9091.....MBS
President.....A. V. Tidmore
General Manager.....G. Douglas Pidgeon
Commercial Manager.....A. L. Pruitt
Chief Engineer.....Sim Wagleson

WHYS—Ocala—1957

Frequency: 1370 Kc.....Power: 1 Kw. d.
Owned.....Marion Co. Bcstg. Co.
Business Address.....P.O. Box 358
Tel.: MA 2-8174.....Independent
Pres., Gen. Mgr.....W. H. Martin
Sta., Comm. Mgr.....John V. Martin
Program Director.....Hazel A. Martin
Chief Engineer.....Dick Strait

WMOP—Ocala—1953

Frequency: 900 Kc.....Power: 1000 Watts
Owner.....A. B. Letson
Address.....P. O. Box 648
Tel.: MArion 2-4118.....Independent
President.....A. B. Letson
General Mgr.....Jim Kirk
Comm., Sls. Mgr.....Vernon Arnette
Program Dir.....Gene Turner
Publicity Dir.....Helen Helvenston
Chief Engineer.....Lloyd Lutz

WTMC—Ocala—1938

Frequency: 1290 Kc...Power: 5 Kw. d., 1 Kw. n.
Owned-Operated By.....WTMC, Inc.
Business Address.....Box 831
Tel.: MA 2-4127.....NBC
Representative .....Devney; Dora-Clayton
President.....Ray Gunckel, Jr.
Sta. Mgr.....Tom Catalano
Comm. Mgr.....Bill Conover
Program Director.....Don Baker
Chief Engineer.....Bill Callahan

WDBO—Orlando—1924

Frequency: 580 Kc.....Power: 5000 Watts
Owned-Operated By.....Cherry Bcstg. Co.
Business Address.....30 S. Ivanhoe Blvd.
Tel.: CH 1-1491.....CBS
Representative .....John Blair
President.....Wm. S. Cherry, Jr.
Gen. Mgr.....Harold P. Danforth
Comm. Sales Prom. Mgr.....W. G. McBride
Prog., Pub. Dir.....Rosalind Boggs
Chief Engineer.....James E. Yarbrough

WHIY—Orlando—1957

Frequency: 1270 Kc.....Power: 5 Kw. d.
Owned.....Orlando Radio & TV Bcstg. Corp.
Address.....Ft. Gatlin Hotel Bldg.
Tel.: GA 2-6724.....Independent
Representative .....Pearson
President .....Gordon Sherman
Gen., Sta., Comm. Mgr.....Carl F. Hallberg
Program Dir.....Robert Irving
Chief Engineer.....Arthur Lowery

WHOO—Orlando—1947

Freq.: 980 Kc.....Power: 10 Kw. d., 5 Kw. n.
Owned-Oper. By.....WHOO, Inc.
Business Address.....465 N. Orange Ave.
Tel.: GArden 5-3591.....Independent
Representative....Venard, Rintoul, McConnell
Pres., Gen. Mgr.....John T. Rutledge
Commercial Manager.....Red Weiss
Sales Promotion Mgr.....Marvin Rothchild
Publicity Director.....Roy Nilson
Chief Engineer.....Charles Chrisman

WKIS—Orlando—1946

Frequency: 740 Kc.....Power: 5 Kw. d.
Owned-Oper. By....Central Florida Bcstg. Co.
Address.....P. O. Box 1353
Tel.: GA 2-2451.....NBC
Representative .....Bob Dore

Pres., Gen. Mgr.....Naomi Murrell
Station Manager.....William O. Murrell, Jr.
Comm., Sales Prom. Mgr...W. H. Forsythe, Jr.
Program Director.....S. W. Ison
Chief Engineer.....W. R. Miller

WLOF—Orlando—1940

Frequency: 950 Kc.....Power: 5000 Watts
Owned-Operated By....Mid-Fla. Radio Corp.
Business-Studio Address.....Box 5756
Tel.: GArden 2-8162.....Independent
Station Representative .....Ayers
President.....Joseph L. Breohner
Gen. Sta. Mgr.....Howard S. Kester
Commercial Mgr.....Gene Cook
Program Director.....Ernie Legge
Sales Prom. Mgr.....Douglas Coombs
Publicity Director.....Thomas Doyle
Chief Engineer.....W. Dodd Daniels

WQXQ—Ormond Beach—1957

Frequency: 1380 Kc.....Power: 1000 Watts d.
Owned By.....Volusia County Bcstg. Corp.
Business Address.....Avenue Calle Grande
Tel.: ORange 7-4122.....Independent
Pres., Gen. Mgr.....Lee W. Menard
Station Manager.....Ben Taylor
Commercial Manager.....William Seitz
Program Director.....James Haupt
Sales, Publicity.....Ann Hicks
Chief Engineer.....L. W. Menard

WRIM—Pahokee—1958

Frequency: 1250 Kc.....Power: 500 Watts
Owned By.....Garden of Glades, Inc.
Address.....30 Ackley Rd., Greenville, S. C.
Tel.: CE 2-0953.....Independent
President.....Max E. Mace
Gen., Sta. Mgr.....A. B. Robinson
Sales, Prom. Mgr.....Mrs. Natalie Hunt
Publicity Dir.....Lewis Poole
Chief Engineer.....James Roper

WSUZ—Palatka—1957

Frequency: 800 Kc.....Power: 1000 Watts d.
Owned By.....Raymond P. McMillin
Business Address.....P.O. Box 668
Tel.: EAst 5-3844.....Independent
Station Representative.....Hil F. Best
General Manager.....R. P. McMillin
Sta. Mgr., Chief Eng.....Geo. J. Duck
Commercial Manager.....Robert E. James
Program Director.....Betty McMillin

WWPF—Palatka—1947

Freq.: 1260 Kc.....Power: 1 Kw. d., 500 W. n.
Owned-Operated By.....Hall Bcstg. Co.
Address.....900 Block River St.
Tel.: EA 5-4555.....KBS
Owner.....George W. Hall
Gen. Mgr.....William R. Terry
Sta., Program Dir.....James N. Jobes
Commercial Manager.....Herb Young
Sales, Publicity Dir.....Dick Unger
Chief Engineer.....Isaac Lee

WQXT—Palm Beach—1957

Frequency: 1340 Kc.....Power: 250 Watts
Owned By.....Flame R-TV Co.
Address.....3000 S. Ocean Blvd.
Tel.: JU 2-7401.....ABC
Representative .....Stars National
Gen. Mgr., Chief Engr.....David L. Lyndon
Comm. Mgr., Pub. Dir.....Art Rivers
Program Dir.....John Sowers

WDLP—Panama City—1940

Frequency: 590 Kc.....Power: 1000 Watts
Owned.....Panama City Bcstg. Co.
Address.....323 West Beach Drive
Tel.: PO 3-1777.....NBC-KBS
Representative .....Hollingbery
President .....Denver Brannen
General Manager.....William B. Hill
Sta., Comm. Mgr.....Don Brookins
Sales Prom. Mgr.....Cal Howrigan
Program Director.....George Feger
Publicity Dir.....Betty Ausland
Chief Engineer.....Harold Phipps

WPCF—Panama City—1949

Frequency: 1430 Kc.....Power: 5000 Watts
Owned-Operated By...Bay County Bcstg. Co.
Address.....300 E. 15th St.
Tel.: SU 5-6176.....MBS
Representative .....Walker, Dora-Clayton
Pres., Gen., Sta. Mgr.....E. L. DuKate
Program Director.....Larry Meehan
Chief Engineer ..... Robert E. McConnell

WTHR—Panama City—1957

Frequency: 1480.....Power: 500 Watts, d.
Owned.....Regional Bcstg. Co.
Address.....P.O. Box 788
Tel.: ADams 4-2781.....Independent
Representative .....Burn-Smith
Gen. Mgr.....Harold E. King
Sta. Mgr.....Rex Parnell

WBOP—Pensacola—1956

Frequency: 980 Kc.....Power: 500 Watts d.
Owned-Oper. By.....Tri-Cities Brcstg. Co.
Business Address.....431 West Belmont
Tel.: HE 8-7543.....Independent
Representative .....Forjoe
President.....E. O. Roden
Gen., Sta. Mgr.....Bruce Gresham
Commercial Manager.....Frank Lewis
Prog., Pub. Director.....Dennis Hancock, Jr.
Chief Engineer.....Robert Mahoney

WBSR—Pensacola—1946

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....WBSR, Inc.
Business Address.....1603 N. Pace Blvd.
Tel.: HE 2-6173.....CBS
Representative...Vernard, Rintoul, McConnell
Pres., Gen. Mgr.....Don J. Lynch
Comm. Mgr.....Bo Mitchell
Program Director.....Jim Young
Chief Engineer.....Glenn Nichols

WCOA—Pensacola—1926

Frequency: 1370 Kc.....Power: 5000 Watts
Owned-Operated By.....Dixie Radio, Inc.
Address .....Box 1669

Tel.: HE 2-4111 ..... NBC
Representative ..... Hollingberry
President ..... Denver Brannen
Gen. Mgr., Sta. Mgr. ..... L. H. Thesmar
Prom. Mgr., Pub. Dir. ..... Sally Henderson
Prog. Dir. ..... Clarine Porter
Chief Engineer ..... Frank McKinney

WPFA—Pensacola—1954

Frequency: 790 Kc. ..... Power: 1,000 Watts d.
Owned-Operated By ..... WPFA Bcstg. Co.
Address ..... Box 27
Tel.: HE 3-1141 ..... KBS
Representative ..... Charles Bernard
President ..... J. W. O'Connor
General Manager ..... R. A. Petti, Jr.
Comm. Mgr. ..... G. L. Barnhart
Program Director ..... Barbara Holt
Chief Engineer ..... Gene Pfalzer

WPRY—Perry—1954

Frequency: 1400 Kc. ..... Power: 250 Watts
Owned-Oper. By ..... Taylor Co. Bcstg. Co.
Address ..... P. O. Box 67
Tel.: 540 ..... KBS
Representative ..... Continental Radio Sales
President ..... E. P. Martin
General Manager ..... Alpha Martin
Sta., Comm. Mgr. ..... C. E. Roye
Program Director ..... B. J. Roye
Chief Engineer ..... W. H. McHargue

WPLA—Plant City—1949

Frequency: 910 Kc. ..... Power: 1 Kw. d.
Owned-Operated By ..... WPLA Bcstg. Co.
Address ..... 1570 S. Collins St.
Tel.: 2-1551 ..... KBS
Station Representative ..... Best
President ..... W. A. Smith
Gen. Mgr., Chief Eng. ..... George Friend
Comm. Mgr. ..... Al Berry
Program Director ..... Jack Rushing
Sales, Prom. Mgr. ..... Terry Nichols
Publicity Dir. ..... Joe Wilson

WPOM—Pompano Beach—1958

Frequency: 1470 Kc. ..... Power: 5000 Watts d.
Owned By ..... Gold Coast Broadcasters, Inc.
Business Address ..... P.O. Box 1470
Tel.: LU 3-1470 ..... Independent
President ..... James C. Dean
General Manager ..... William A. Knight
Program Director ..... William Smith
Publicity Director ..... Michael Thomas
Chief Engineer ..... C. G. Huey

WCNH—Quincy—1947

Frequency: 1230 Kc. ..... Power: 250 Watts
Owned-Operated By ..... Quincy Bcstg. Corp.
Address ..... 602 W. Jefferson St.
Tel.: MA 7-6700 ..... Independent
Pres., Gen. Mgr. ..... A. B. Letson
Comm., Sls. Prom. Mgr. ..... W. B. Taylor

WFOY—St. Augustine—1936

Frequency: 1240 Kc. ..... Power: 250 Watts
Owned-Oper. By ..... Ponce de Leon Bcasting
Address ..... Fountain of Youth Gardens
Tel.: VA 9-3416 ..... CBS, KBS
Pres., Gen. Mgr. ..... John E. Bernhard, Jr.
Sta. Mgr., Prog. Dir. ..... Frankie C. Walker
Sales Prom. Manager ..... Julian Fant
Publicity Director ..... Alberta Dillin
Chief Engineer ..... Ernest Raistrick

WSTN—St. Augustine—1954

Frequency: 1420 Kc. ..... Power: 1 Kw. d.
Owned ..... Stanmark, Inc.
Address ..... 900 Anastasia Blvd.
Tel.: VA 9-9094 ..... Independent
Station Rep. ..... Gil Perna
Pres., Gen. Mgr. ..... Larry Picus
Sta., Program Dir. ..... Bob Mack
Comm., Publicity Dir. ..... Jack Cowden
Sales Prom. Mgr. ..... Shirley Cowden
Chief Engineer ..... Don Browning

WPIN—St. Petersburg—1947

Frequency: 680 Kc. ..... Power: 1000 Watts d.
Owned-Oper. By ..Fla. W. Coast Bcstrs., Inc
Business Address ...28th St. N. at Wash. Blvd.
Tel.: HEmlock 5-6161 ..... Independent
Representative ..... Walker-Rawalt
President ..... Dr. Charles Farrington
General Manager ..... Arthur Mundorff
Commercial Manager ..... Richard Marsh
Sales Prom., Prog. Dir. ..... James Carley
Chief Engineer ..... John Walker

WSUN—St. Petersburg—1927

Frequency: 620 Kc. ..... Power: 5000 Watts
Owned-Operated By ... City of St. Petersburg
Business Address ..... Million Dollar Pier
Tel.: 5-4121 ..... ABC
Representative ... Vernard, Rintoul, McConnell
General Manager ..... Fred P. Shawn
Commercial Manager ..... Jack Weldon
Sales Prom. Mgr. ..... Jerry Baker
Program Director ..... Harry Williams
Publicity Director ..... Jean Miller
Chief Engineer ..... William C. Codding

WTSP—St. Petersburg—1939

Frequency: 1380 Kc. ..... Power: 5000 Watts
Owned-Oper. By ..... WTSP, Inc.
Address ..... 11450 Gandy Blvd.
Tel.: HE 5-2131 ..... Independent
Representative ..... Weed
President ..... N. Joe Rahall
General Manager ..... O. R. Davies
Station Mgr. ..... Marshall S. Cleaver
Commercial Manager ..... Tom Underwood
Sales Promotion Mgr. ..... Le Leslie
Publicity Director ..... Martin Morgan
Chief Engineer ..... Neil Spencer
Owners of: WKAP, Allentown, Pa.; WNAR, Norristown, Pa.; WWNR, Beckley, W. Va.; WFEA, Manchester, N. H.

(See Page 584)

WILZ—St. Petersburg Beach 1957

Frequency: 1590 Kc. ..... Power: 1 Kw. d.
Owned ..... Holiday Isles Bcstg. Co.

Address.....P. O. Box 6267
Tel.: 233-001.....Independent
Representative .....Jack Masla
President.....E. A. Spence
Gen. Mgr., Prog. Dir.....Jack Faulkner
Commercial Manager.....Ed Paro
Chief Engineer.....W. D. Mangold

WIOD—Sanford—1956

Frequency: 1360 Kc.....Power: 500 Watts
Owned.....Sanford Bcstg. Co.
Address .....Box 679
Tel.: FA 2-5314.....Independent
Representative .....Jack Masla
Membership .....RAB
Gen. Mgr.....Kenneth J. Crosthwait
Comm. Mgr.....Frank L. Jones

WTRR—Sanford—1947

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Radio Station WTRR
Business Address.....Box 1541
Tel.: FA 2-6112.....KBS
General Manager.....Myron A. Reck
Commercial Manager.....Garfield L. Fox
Program Director.....Nicholas W. Pfeifauf
Chief Engineer.....James S. Williamson, Jr.

WKXY—Sarasota—1949

Frequency: 930 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Sarasota Bcstg. Co.
Address.....2500 Tenth St.
Tel.: RI 7-1151.....KBS
Representative ..... Clark
General Manager.....A. G. Fernandez
Station Mgr.....Charles Fernandez
Chief Eng.....Robert L. Kohlmeyer

WSPB—Sarasota—1939

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Community Bcstg. Corp.
Business Address.....Box 1110, City Island
Tel.: FU 8-2121.....CBS
Representative.....John E. Pearson
President.....Robert C. Jones, Jr.
V. P. Gen. Mgr.....Hamilton M. Woodle
Station Mgr.....John B. Browning
Comm. Mgr.....D. L. Fleischman
Program Director.....David Hale
Pub. Dir.....Emylu Richards
Chief Engineer.....G. W. McGougan

WJCM—Sebring—1950

Frequency: 960 Kc.....Power: 1 Kw.
Owned-Operated By....Progressive Publ. Co.
Business Add.....Assembly Pt. on Dinner Lake
Tel.: 5-1811.....KBS
Gen. Mgr.....A. J. Frank
Commercial Mgr.....Ken Bowers

WDAT—South Daytona—1957

Frequency: 1590 Kc.....Power: 1 Kw.
Owned .....Tom Carr
Address .....Box 4277
Tel.: CL 2-8222.....Independent
Gen. Mgr.....Bill Packham
Representative .....Dixieland

WRGR—Starke—1957

Frequency: 1490 Kc.....Power: 250 Watts
Owned By.....R. M. Chamberlin
Business Address.....945 Temple Ave.
Tel.: WO 4-5001.....KBS
Pres., Ch. Eng.....R. W. Chamberlin
Gen., Comm. Mgr.....Sam Zack
Sales Prom. Mgr.....Al Garner
Program Director.....Chuck Dent
Publicity Director.....Sandra Norman

WSTU—Stuart—1954

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Blue Water Bcstg. Co.
Address .....Bin 29
Tel.: Stuart 1450.....MBS, KBS
Pres., Gen. Mgr.....Lester M. Combs
Station Manager.....Jim Mullins
Chief Engineer.....Fred Chapman

WMEN—Tallahassee—1954

Frequency: 1330 Kc....Power: 5,000 Watts d.
Owned-Oper. By.....WMEN, Inc.
Address .....Hotel Floridan
Tel.: 3-2550 .....KBS
Representative.....Weed & Co.
President.....B. F. J. Timm
Station Manager.....Don C. Price
Program Director.....Marv Ray
Chief Engineer.....K. C. McNaron

WRFB—Tallahassee—1959

Frequency: 1580 Kc.....Power: 5000 Watts, d.
Owned By.....Emerson W. Browne
Address.....Lake Shore Road
Pres., Chief Eng.....Emerson W. Browne

Ap News Is Preferred

. . . by Stations — because it adds both profits and prestige.

Ap Preferred

50 Rockefeller Plaza · New York 20, N. Y.

WTAL—Tallahassee—1935

Frequency: 1270 Kc.....Power: 5000 Watts
Owned-Operated By.....WTAL, Inc
Business Address.....Drawer "A"
Tel.: 2-1270 .....MBS
Representative .....Meeker, Cummings
President.....Victor C. Diehm
Gen. Mgr., Chief Eng.... .....Arthur Deters
Sales Superv.....Paul Meyers, Jr.
Sales Prom. Mgr.....William Nichols
Program Director.....Ron Martin
Publicity Dir.....Joan Culpepper

Owners of: WAZL, Hazelton, Pa.; WHOL, Allentown, Pa.; and WHLM, Bloomsburg, Pa.

WTNT—Tallahassee—1946

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By....Tallahassee Appli. Corp.
Business-Studio Address.....Duval Hotel
Tel.: 2-1450.....CBS
Representative .....McGillvra
Pres., Gen. Mgr.....Frank W. Hazelton
Vice-Pres. .....Emanuel Joanos
Sales Mgr.....Hurley W. Rudd

WALT—Tampa—1946

Frequency: 1110 Kc.....Power: 10 Kw. d.
Owned.....Tampa Broadcasting Co., Inc.
Address.....401 West Tyler Street
Tel.: 2-7921.....Independent
Representative .....Avery-Knodel
General Manager.....Robert Wasdon
Station Manager.....George W. Fee
Publicity Director.....Lucille Laughinghouse
Chief Engineer.....Jack Siegel

WDAE—Tampa—1922

Frequency: 1250 Kc.....Power: 5000 Watts
Owned-Operated By.....Tampa Times Co.
Business Address....Franklin at Washington
Tel.: 2-0404 .....CBS
Representative .....Katz
President.....David E. Smiley
General Manager.....L. Spencer Mitchell
Nat. Adv. Mgr.....Robert M. Weeks
Program Director.....Van Wilson
Chief Engineer.....William P. Moore

WFLA—Tampa—1924

Frequency: 970 Kc.....Power: 5000 Watts
Owned-Operated By.....Tribune Co.
Business Address.....905 Jackson St.
Tel.: 2-0131.....NBC
Newspaper Affiliation..Tampa Tribune-Times
Representative .....John Blair
President.....John C. Council
General Manager.....George W. Harvey
Sta., Comm. Mgr.....John Alexander
Prog. Director.....Edward C. Walker
Publicity Director.....Byron Taggart
Chief Engineer.....Joseph Mitchell

WHBO—Tampa—1948

Frequency: 1050 Kc.....Power: 250 Watts d.
Owned By.....Gateway Broadcasters, Inc.

Vic Diehm says . . .
In This Big Northern Florida Market

Everywhere You Go There's wTAL Radio

"The Voice of Progress"

Everywhere you *hear* WTAL—selling the big tuned-in audience of northern Florida-southern Georgia. Cover this Third-of-Billion-Dollar income market thoroughly and profitably with WTAL . . . newest member of the "Vic" Diehm Radio Group.

Population	337,100
Income	$341,912,000
Retail Sales	$290,452,000

METROPOLITAN TALLAHASSEE
Florida's Newest Metro. Area
$6,047 Family Income | $5,234 Family Sales

5000 WATTS
1270 on the Dial
WTAL TALLAHASSEE, FLORIDA
Represented Nationally by
Robert Meeker Associates, Inc.

Business Address.....11,011 Florida Ave.
Tel.: WE 5-3171.....Independent
Rep. .....Charles Bernard
President .....John A. Boling
Gen. Mgr.....Bob A. Martin
Commercial Manager.....Bob Ross
Program Director.....Bonita Fishback
Chief Engineer.....Bill Polk

WWTB—Tampa—1950

Frequency: 1300 Kc.....Power: 5 Kw. d.
Owned By.....Tison Bcstg. Co.
Address.....113 E. La Fayette St.
Tel.: 28-024 .....KBS
Representative.....John E. Pearson
Pres., Gen. Mgr.....W. Walter Tison
Sales Prom., Pub. Dir.....Nick Stemmler
Program Director.....Bill Beatty
Chief Engineer.....J. B. Tison

WTMP—Tampa—1954

Frequency: 1150 Kc.....Power: 5000 Watts d.
Owned:.....Rounsaville Radio Stations
Address.....Box 1101, Washington Blvd.
Tel.: 4-1109.....Independent
Reps .....Gill-Perna
President.....R. W. Roundsaville
Sta. Mgr.....Jack Everbach
Sales Mgr.....Harold Walker
Sales Prom. Mgr.....David McLain
Chief Engineer.....Warren Kauffman

WDCL—Tarpon Springs—1954

Frequency: 1470 Kc.....Power: 5000 Watts
Owned-Oper. By.....Clearwater Bcstg. Corp.
Address.....Box 1558, Clearwater
Tel.: CL 8-5411.....KBS
Newspaper Affil. .....Democrat Times
Station Rep. .....Rambeau
President .....Hodding Carter
General Mgr.....Ross Charles
Comm., Sales Prom. Mgr.....C. Art Roach
Station Mgr.....Jim Garrett
Program Dir.....John Stage
Chief Engineer.....Ted Seaman

WRMF—Titusville—1957

Frequency: 1050 Kc.....Power: 500 Watts
Owned-Operated By.....WRMF, Inc.
Address .....Box 666
Tel.: 1029 .....Independent
President.....Richard M. Fairbanks
Gen., Sta. Mgr.....Robert L. Bright
Sales Promotion Mgr.....Denver Westerfield
Program Director.....Sanford Paul
Publicity Director.....Tony Fairbanks
Chief Engineer.....G. K. Fulk

WNSM—Valparaiso—1958

Frequency: 1340 Kc.....Power: 250 Watts
Owned By.....Bay Bcstg. Co.
Address .....Box 608
General Mgr.....K. M. Richards
Chief Engineer.....E. C. Allmon

WAXE—Vero Beach—1954

Frequency: 1370 Kc.....Power: 1 Kw.
Owned .....WNTM, Inc.
Address.....P. O. Box 397
Tel.: 5405 .....KBS
Rep. .....Hollingbery
Gen. Mgr.....W. Eccles Huff
Sales Manager.....James H. Driscoll

WTTB—Vero Beach—1954

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Tropics, Inc.
Address.....1536 20th St.
Tel.: JOrdan 2-5454.....MBS
President.....Sen. Merrill P. Barber
Gen., Sta. Mgr.....Earl Stockmeier
Commercial Manager.....James Cinque
Sales Prom., Prog. Dir.....Wm. E. Turner
Chief Engineer.....Stanley E. Wood

WJOE—Ward Ridge—1956

Frequency: 1570 Kc.....Power: 250 Watts, d.
Owned By.....Vacationland Bcstg. Co.
Address.....P. O. Box 996, Port St. Joe
Tel.: .....BAll 7-2426
President.....W. R. Powell
Station Mgr.....Martin Bagley

WAUC—Wauchula—1958

Frequency: 1310 Kc.....Power: 500 Watts, d.
Owned By.....Hardee Bcstg. Co.
Address .....Cemetery Road
Tel.: PRospect 3-4271.....KBS
President.....R. S. Taylor
Gen., Comm. Mgr.....Claude White
Chief Engineer.....Robert Ford

WEAT—West Palm Beach 1948

Frequency: 850 Kc.....Power: 1 Kw. d. n.
Owned..... WEAT-TV Inc.
Address.....P. O. Box 70
Tel.: TE 3-9668.....NBC
Representative .....Weed
President .....Rex Rand
V.P., Gen. Mgr.....Bertram Lebhar, Jr.
Commercial Mgr.....Godfrey M. Lebhar III
Program Dir.....Peter F. Cola
Chief Engineer.....J. Ross McPherson

WIRK—West Palm Beach 1947

Freq.: 1290 Kc.....Power: 5 Kw. d., 1 Kw. n.
Owned-Operated By.....Ken-Sell, Inc.
Business Address.....711 S. Flagler Drive
Tel.: TE 3-1711.....MBS
Representative .....T. F. Clark
Pres., Gen. Mgr. .....Joseph S. Field, Jr.
Sales & Operations Mgr.....Rome Hartman
Chief Engr.....William Heitzman

WJNO—West Palm Beach 1936

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....WJNO, Radio

Bus. Address....1500 N. Flagler Dr., Box 189
Tel.: TE 2-3638.....CBS
Representative .....Meeker
Gen., Comm. Mgr.....H. V. McMillan
Station Manager.....Harvey D. Murphy
Chief Eng.....Curtis Brinson

WGOA—Winter Garden—1958

Frequency: 1600 Kc.....Power: 1 Kw.
Owned By.....E. V. Price
Business Address.....P. O. Winter Garden
Tel.: OLympic 6-3709.....Independent
Station Mgr.....E. V. Price
Prog. Dir.....Nathan Price
Chief Engineer.....Ed Lockwood

WINT—Winter Haven—1958

Frequency: 1360 Kc.....Power: 1 kw., d.
Owned By.....Winter Haven Bcstg. Co.
Address .....Dundee Road
Manager.....A. L. Fazzari
Commercial Mgr.....E. E. Sturgeon
Program Dir.....M. P. Savas

WSIR—Winter Haven—1947

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Hundred Lakes Bcstg.
Bus. Address..665 W. Lake Howard Dr., S.W.
Tel.: CY 4-2144.....MBS
Representative.....Devney & Co.
Pres., Gen. Mgr.....Lawrence Rollins
Commercial Manager.....Harry Carroll
Program Director.....Richard Eyrich
Chief Engineer.....L. Orden Craig

WABR—Winter Park—1954

Frequency: 1440 Kc.....Power: 5 Kw.
Owned By.....Contemporary Bcstg. Co.
Address.....P. O. Box 7547
Tel.: 5-7631.....Independent
Sta. Rep. .....Rambeau, Dora-Clayton
Gen. Manager.....Tom Sawyer
Chief Engineer.....J. R. Campbell

Pop.: 3,809,000
Families: 1,003,000
Radio Homes: 999,000

Georgia

Stations in State: 124
TV Homes: 744,000
TV Stations: 13

WAAG—Adel—1955

Frequency: 1470 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Cook County Bcstg. Co.
Address.....P. O. Box 508
Tel.: 8571.....KBS
President.....W. M. Forshee
Gen., Sta. Mgr.....Esther Shepherd
Comm. Mgr., Prog. Dir.....Don H. Wingate
Sales Prom. Mgr.....Robert Barker
Publicity Director.....Jim Wiley
Chief Engineer.....E. R. Ridenour

WALB—Albany—1941

Frequency: 1590 Kc.....Power: 1000 Watts
Owned-Operated By....Herald Publishing Co.
Address .....Stuart Ave.
Tel.: HE 5-8386.....Independent
Newspaper Affiliation .....Herald
Representative .....Burn-Smith
President.....James H. Gray
Gen. Sta. Mgr.....Raymond E. Carow
Commercial Mgr.....Joseph E. Davis
Program Dir.....Roger Mansfield
Chief Engineer.....Bruce Singleton

WGPC—Albany—1933

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Albany Bdcstg. Co.
Business-Studio Address....New Albany Hotel
Tel.: HE 2-1277.....CBS
Representative.....George P. Hollingbery
President.....J. W. Woodruff, Jr.
Gen., Comm. Mgr.....L. M. George
Program Director.....Walter H. Flint
Chief Engineer.....Redus Carlton

WJAZ—Albany—1952

Frequency: 1050 Kc.....Power: 1,000 Watts d.
Owned-Oper. By.....James S. Rivers, Inc.
Address.....N. Slappey Drive
Tel.: HE 2-7447.....KBS
Representative .....Thomas F. Clark
President.....James S. Rivers
Gen. Mgr.....Richard B. Smith
Station Mgr. .....R. V. Rogers

WCQS—Alma—1957

Frequency: 1400 Kc.....Power: 250 Watts
Owned By.....Queen City Bcstg. System
Business Address.....P.O. Box 304
Tel.: 4681 .....KBS
Station Representative.....Harry Cannon
Gen. Sta. Mgr.....Dane Bruce
Comm. Pub. Dir.....Joyce Holton
Sales Prom. Mgr.....Tom Owens, Jr.
Program Director.....Bill Harrison
Chief Engineer.....Mervin Hill

WDEC—Americus—1947

Frequency: 1290 Kc.....Power: 1000 Watts d.
Owned-Operated By..The Americus Bdcstg. Co.
Business-Studio Address.....Rembert Bldg.
Tel.: 3681.....KBS
Representative.....Dora-Clayton, Indie Sales
Pres., Gen. Mgr.....Charles C. Smith
Chief Engineer.....Raymond C. LaPrade

WDOL—Athens

Frequency: 1470 Kc.....Power: 1 Kw. d.
Owned.....S.E. Bcstg. System
Address .....Box 429

Tel.: LI 8-1354 ..... KBS
Representative ..... Clark
President ..... James S. Rivers
Program Director ..... Chuck Goddard
Publicity Director ..... Bob Patrick
Chief Engineer ..... Bill Wilson

WGAU—Athens—1938

Frequency: 1340 Kc. ..... Power: 250 Watts
Owned-Oper. By ..... Clarke Bcstng. Corp.
Address ..... Bobbin Mill Rd.
Tel.: LI 6-6575 ..... CBS
Representative ..... Pearson
Pres., Gen., Sta. Mgr. ..... H. Randolph Holder
Comm. Mgr. ..... J. Thomas Lloyd
Program Director ..... Mary Betts
Chief Engineer ..... Les Brooks

WRFC—Athens—1948

Freq.: 960 Kc. ... Power: 5000 Wts. d., 500 ni.
Owned-Operated By ..... Radio Athens, Inc.
Business-Studio Add ..... 279½ N. Lumpkin St.
Tel.: LI 3-3411 ..... Independent
Representative ..... Bob Dore
Pres., Gen. Mgr. ..... L. H. Christian
Commercial Manager .... Claude Williams, Jr.
Sales Prom., Pub. Dir. ..... Ed Thilenius
Program Director ..... Ed Sharpe
Chief Engineer ..... Lucius D. Drewry

WAGA—Atlanta—1937

Frequency: 590 Kc. ..... Power: 5000 Watts
Owned-Operated By ..... Storer Bcstg. Co.
Bus.-Studio Address .... 1018 W. Peachtree St.
Tel.: TR 2-3553 ..... CBS
Representative ..... Katz
President ..... George B. Storer, Sr.
V.P., Managing Dir. ..... Claude H. Frazier
Comm. Mgr. ..... Lewis Reynolds
Pub. Dir., Prom. Mgr. ..... Betty L. Merritt
Program Director ..... Les Hendrikson
Chief Engineer ..... Hugo Bondy

Owners of: WGBS, Miami, Fla.; WJBK, Detroit; WSPD, Toledo; WJW, Cleveland; WWVA, Wheeling, W. Va.; WIBG, Philadelphia.

WAKE—Atlanta—1946

Frequency: 1340 Kc. ..... Power: 250 Watts
Owned-Oper. By .... WAKE Broadcasters, Inc.
Address ..... Georgian Terrace Hotel
Tel.: TR 5-8511 ..... Independent
Representative ..... Adam Young
President ..... Gerald A. Bartell
General Manager ..... Morton J. Wagner
Station Manager ..... Mrs. Jayne Swain
Program Director ..... Gene Blaine
Chief Engineer ..... Robert G. Appling

Owners of: WOKY, Milwaukee; KCBQ, San Diego, Calif.; WYDE, Birmingham; KYA, San Francisco.

WAOK—Atlanta—1954

Frequency: 1380 Kc. ..... Power: 5000 Watts
Owned-Oper. By ..... Atlanta OK Bcstg. CVo.
Business Address ..... 70 Houston St., N.E.
Tel.: JA 5-1515 ..... Independent
Representative ..... Forjoe
Pres., Comm. Mgr. ..... Stan Raymond
Station Mgr. ..... Dorothy Davis
Prog. Dir. ..... Zenas Sears
Chief Engineer ..... Eathel Holley

WERD—Atlanta—1948

Frequency: 860 Kc. ..... Power: 1000 Watts d.
Owned-Operated By ..... Radio Atlanta, Inc.
Studio Address ..... 330 Auburn Ave., N.E.
Tel.: JA 4-0666 ..... Independent
Representative ..... Interstate
General Manager ..... J. B. Blayton, Jr.
Comm. Mgr. ..... Albert H. Saddler
Program Director ..... Preston Mobley
Chief Eng. ..... William F. Kennedy

WGKA—Atlanta—1955

Frequency: 1600 Kc. .... Power: 1000 Watts d.
Owned-Oper. By ... Glenkaren Associates, Inc.
Address ..... 1140 Peachtree St., N.E.
Tel.: TR 6-6228 ..... Independent
Representative ..... Good Music Bcstrs.
President ..... Locke E. Glenn
General Manager ..... John P. Culver
Comm. Mgr. ..... E. Lee Nance
Csief Engineer ..... J. J. Killinsworth

WGST—Atlanta—1923

Frequency: 920 Kc. .. Power: 5 Kw. d.; 1 Kw. n.
Owned ..... Bd. of Regents, Univ. Sys. of Ga.
Bus.-Studio Address ..... Box 7254
Tel.: TR 5-8441 ..... ABC
Representative ... Venard, Rintoul & McConnell
Gen., Sta. Manager ..... Jack Collins
Commercial Mgr. ..... Bill Estes
Prod. Mgr. ..... Peter Thomas
Sales Prom. Mgr. ..... Agnes Gaines
Ch. Eng. ..... John M. Van Horn

WIIN—Atlanta—1957

Frequency: 970 Kc. ..... Power: 5 Kw.
Owned-Operated By ..... WIIN, Inc.
Address ..... Atlanta Biltmore Arcade
Tel.: TR 5-8453 ..... Independent
Representative ..... Weed and Co.
President ..... Emil J. Arnold
General Manager ..... Dale S. Phares
Program Director ..... Don Meyers
Chief Engineer ..... Jerry Norman

WQXI—Atlanta—1948

Frequency: 790 Kc. .. Power: 5 Kw. d.; 1 Kw. n.
Owned-Oper. By ... Rounsaville of Atlanta, Inc.
Bus.-Studio Address ..... 3165 Mathieson Dr.
Tel.: CE 3-2195 ..... Independent
Station Rep. ..... Gill-Perna, Inc.
Pres., Gen. Mgr. ..... R. W. Rounsaville
Station Manager ..... Frank Erwin
Commercial Manager ..... Lee Smith
Program Dir. ..... Joyce Monroe
Chief Engineer ..... Elton B. Chick

WSB—Atlanta—1922

Frequency: 750 Kc. ..... Power: 50,000 Watts
Owned-Oper. By .... Atlanta Newspapers, Inc.

Business Address.....1601 W. Peachtree N.E.
Tel.: TRinity 5-7221.....NBC
Newspaper Affiliation....Journal, Constitution
Representative .....Edward Petry
President.....James M. Cox, Jr.
Gen. Manager.....Frank Gaither
Exec. Dir.....J. Leonard Reinsch
Commercial Manager.....Lee Morris
Sales Promotion Manager.....Holt Gewinner
Prog. Dir.....Elmo Ellis
Pub. Dir.....Walter Paschall
Ch. Eng.....R. H. Holbrook

WYZE—Atlanta—1956

Frequency: 1480 Kc.....Power: 5 Kw. d.
Owned.....Atlanta Bcstg. Co., Inc.
Business Address.....200 Henry Grady Bldg.
Tel.: JA 4-1953.....MBS
Representative.....Rambeau, Vance, Hopple
Pres., Gen. Mgr.....George C. Nicholson
Station Manager.....Roy V. Harris
Commercial Manager.....Maurie Rich
Program Director.....Larry Morris
Chief Engineer.....Lawson Leake

WAUG—Augusta—1952

Frequency: 1050 Kc.....Power: 1000 Watts d.
Owned.....Garden City Bcstg.
Address.....Bon Air Hotel
Tel.: REgent 3-4441.....Independent
Sta. Rep.....Rambeau, Clarke Brown
Gen. Mgr.....Geo. C. Nicholson
Sta., Comm. Mgr.....J. Louie Solomon
Program Directro.....Wm. F. Atwood, Jr.
Chief Engineer.....J. C. Atkinson

WBBQ—Augusta—1946

Frequency: 1340 Kc.....Power: 250 Watts
Owned By.....Savannah Valley Bcstg. Inc.
Address .....515 15th St.
Tel.: PArk 4-5441.....MBS
Representative..Everett-McKinney, Inc., Forjoe
President .....George Weiss
Gen., Sta., Comm. Mgr.....Edward H. Dunbar
Prom. Mgr.....William Kirchheim
Program Director.....George W. Fisher
Chief Engineer.....Kenneth Freeman

WBIA—Augusta—1946

Frequency: 1230 Kc.....Power: 250 Watts
Owned .....Augusta Broadcasting Co.
Address .....15-Eighth Street
Tel.: PArk 4-2421.....NBC-KBS
Representative.....Dixieland; Walker-Rawalt
President, Gen. Mgr.....W. Ray Ringson
Sta., Comm. Mgr.....J. R. Owens, Jr.
Program Director.....Frank Doyle
Chief Engineer.....C. M. Callicott

WAVO—Avondale Estates 1958

Frequency: 1420 Kc.....Power: 500 Watts
Owned By..Great Commission Gospel Assoc.
Business Address.....P.O. Box 25
Tel. DRake 8-8808.....Independent
Pres., Gen. Mgr.....L. E. Latham
Program Director.....Joy Simpson
Chief Engineer.....J. Carl Meeks

WGAC—Augusta—1940

Frequency: 580 Kc...Power: 5 Kw. d.; 1 Kw. n.
Owned-Oper. By....**The Twin States Bcstg. Co.**
Business-Studio Address.....664 Broad St.
Tel.: 2-2692.....ABC
Representative .....Avery-Knodel
Pres., Gen. Mgr.....A. D. Willard, Jr.
Commercial Mgr.....Martin E. White
Program Dir.....Ben Mayo
Chief Engineer.....R. F. Bobo

WRDW—Augusta—1930

Frequency: 1480 Kc.....**Power: 5000 Watts**
Owned By.....Southeastern Newspapers, Inc.
Business Address.....News Bldg.
Tel.: TA 4-5432.....CBS
Newspaper Affiliation.....Chronicle; Herald
Representative ..... Branham
General Manager.....J. W. Hicks
Sta., Comm. Mgr.....Cliff W. Bowers
Program Director.....Paul T. Reidy
Publicity Director.....Don Shepherd
Chief Engineer.....Joseph P. Gill

WAZA—Bainbridge—1958

Frequency: 1360 Kc....Power: 1000 Watts, d.
Owned By.....Radio Bainbridge, Inc.
Business Address.....108 E. Broughton St.
Tel.: 838 .....Independent
Station Representative .....Dora-Clayton
Pres., Gen. Mgr.....Joe Grollman
Comm., Sta. Mgr.....Joe Hill
Sales Prom. Mgr.....Edna Nix
Program Director.....Ray Read
Publicity Director.....Audrey Cliett
Chief Engineer.....Royce Plummer

WMGR—Bainbridge—1946

Frequency: 930 Kc.....Power: 5 Kw.
Owned-Operated By.....Decatur Bcstg. Co.
Address .....Box 375
Tel.: 776 .....KBS
Representative .....Grant Webb
Pres., Gen. Mgr.....John A. Dowdy
Sta. Mgr., Ch. Engr.....Walter Freeman
Commercial Manager.....Paul L. Brigham
Sales Prom., Pub. Dir.....Doug Cutts
Program Director.....Lewis F. Johnson

WHAB—Baxley—1954

Frequency: 1260 Kc.....Power: 5000 Watts
Owned-Oper. By.....Tri-City Bcstg. Sys.
Address .....Box 265
Tel.: 3000 .....KBS
Pres., Gen. Mgr.....Farnell O'Quinn
Sta. Mgr., Chief Eng.....Max McKenzie
Comm. Mgr.....Joan O'Quinn
Prog. Dir.....Danny Ratliff
Publicity Director.....Jerry Allnock

WWCC—Bremen—1957

Frequency: 1440 Kc.....Power: 500 Watts
Owned By.....W. Georgia Bcstg. Co.
Address.....111 Parkway Circle
Tel.: LE 7-3275.....Independent
President.....J. J. Manghan, Jr.

Gen., Sta. Mgr.....Tom W. Smith, Jr.
Commercial Mgr.....Lee Williams
Program Dir.....Lou Smith
Sales Prom. Mgr.....W. A. Pierce, Jr.
Publicity Dir.....Blanche Manghan
Chief Engineer.....James E. McKay

WGIG—Brunswick—1949

Frequency: 1440 Kc.....Power: 5 Kw.
Owned-Operated By...Brunswick Bcstg. Corp.
Business-Studio Address.....1514 Union St.
Tel.: 2714.....ABC
President.....E. M. Champion, Sr.
Sta., Gen. Mgr.....Hugh K. Tollison
Comm. Mgr.....John Lane
Prog. Dir.....Jack Lenz
Ch. Eng.....Herman Lange

WMOG—Brunswick—1940

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Radio Brunswick Inc.
Business Address.....Torras Causeway
Tel.: AMherst 5-5980.....KBS
Representative.....Indie Sales
President.....Allen Woodall
General Manager.....Tom Doughty
Comm. Mgr.....Lew Carter
Sales Promotion Mgr.....John Vroman
Pub. Dir.....Mary J. McEvan
Chief Engineer.....Cecil Tankersley

WDMF—Buford—1956

Frequency: 1460 Kc.....Power: 1 Kw.
Owned.....Lanier Broadcasting Co.
Address.....Harmony Rd.
Tel.: 3555.....KBS
President.....Robert L. Schuessler
Gen., Comm. Mgr.....William P. Coulter
Chief Engineer.....Clinton Provost

WGRA—Cairo—1950

Frequency: 790 Kc.....Power: 1000 Watts
Owned-Oper. By....Grady Mitchell Bcstg. Co.
Address.....Bainbridge Rd.
Tel.: 2-4392.....KBS
Station Rep.....Indie
Gen. Mgr.....Lowell E. Takles
Prom. Mgr.....Bernice Porter

WCGA—Calhoun—1953

Frequency: 900 Kw.....Power: 1000 Watts d.
Owned-Oper. By.....Gordon Cty. Bcstg. Co.
Address.....112½ Court Street
Tel.: 2111.....Independent
Rep.....Indie Sales
General Manager.....R. R. Magill
Sales Manager.....Judy Magill
Program Director.....Richard Bowman

WCLB—Camilla—1954

Frequency: 1220 Kc.....Power: 1000 Watts
Owned.....Capel Bcstg. Co.
Address.....P. O. Box 147
Tel.: 2776.....KBS
General Mgr.....Russell A. Browne
Commercial Mgr.....Charlie Browne
Chief Engineer.....Dan O'Keefe

WCHK—Canton—1957

Frequency: 1290 Kc.....Power: 1000 Watts d.
Owned.....Cherokee Bcstg. Co., Inc.
Business Address.....Canton, Ga.
Tel.: GReenwood 9-2101.....KBS
Representative.....Dixieland
President.....C. A. McClure
Sta. Mgr.....Mike McDougald
Comm. Mgr.....Bob Peterson
Sales Promotion Mgr.....Gene Mikell
Publicity Director.....Byron Dobbs
Chief Engineer.....Jim Axel

WLBB—Carrollton—1946
KBS

Frequency: 1100 Kc.....Power: 250 Watts d.
Owned-Oper. By.....Carroll Bcstg. Co., Inc.
Business-Studio Address.....Bremen Road
Tel.: TE 2-7041.....KBS
Representative.....Indie Sales
Pres., Gen., Sta. Mgr.....Thomas K. Vassy
Comm. Mgr.....J. D. Norton, Jr.

WBHF—Cartersville—1946

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....W. R. Frier
Address.....Box 71
Tel.: 1200.....MBS-KBS
Newspaper Affiliation.....Barton Herald
General Manager.....W. R. Frier
Commercial Manager.....Richard J. Sjoblom
Prog. Dir.....Roland Brooks
Ch. Eng.....Horace E. Bridges

WGAA—Cedartown—1941

Frequency: 1340 Kc.....Power: 250 Watts
Owned.....Polk County Bcstg. Co.
Business-Studio Address.....P. O. Box 807
Tel.: 777.....KBS
Representative.....Dora-Clayton
Sta. Mgr.....Frank Proctor

WCLA—Claxton—1958

Frequency: 1470 Kc....Power: 1000 Watts d.
Owned-Oper. By.....Evans County Bcstg. Co.
Business Address.....P.O. Box 431
Tel.: 970.....KBS
Representative.....Harry J. Cannon
Pres., Ch. Engr.....Howard C. Gilreath
Gen., Sta. Mgr.....Lowell L. Register
Program Director.....Janice J. Register

WCLS—Columbus—1955

Frequency: 1580 Kc....Power: 1,000 Watts, d.
Owned-Oper. By.....Muscogee Bcsgt. Co.
Address.....1028½ Broadway
Tel.: FA 7-3648.....Independent
Representative.....Walker-Rawalt; Clayton
Pres., Gen. Mgr.....Charlie H. Parish, Jr.
Commercial Manager.....Billy Freeman

WDAK—Columbus—1943

Freq.: 540 Kc....Power: 5000 Watts d., 500 n.
Owned-Operated By....Radio Columbus, Inc.
Business-Studio Address.....Martin Bldg.
Tel.: FA 2-5447.....NBC
Station Representative.....Headley Reed
Pres., Gen. Mgr.....Allen M. Woodall
Commercial Manager.....William Massie
Sales Promotion Mgr....Allen M. Woodall, Jr.
Program Director.....Lamar Lynn
Publicity Director.....Norman Bishop
Chief Engineer.....Dan O'Keefe

WGBA—Columbus—1947

Frequency: 1270 Kc....Power: 5000 Watts d.
Owned-Oper. By.....WGBA, Inc.
Business-Studio Address....1213½ Broadway
Tel.: FA 3-3603.....MBS
Representative .....Bob Dore
Pres., Gen. Mgr.....C. A. McClure
Station Manager.....Carolyn Milstead
Commercial Manager.....Mary Louise Reese
Sales Promotion Manager.....R. H. Ruppel
Prog. Dir.....W. L. Bowick Jr.
Publicity Director.....Bud Bryant
Chief Engineer.....F. Keith Brown

WPNX—Columbus—1952

(See listing in Phenix City, Ala.)

WRBL—Columbus—1928

Frequency: 1420 Kc.....Power: 5000 Watts
Owned-Operated By.....Columbus Bdcstg. Co.
Business-Studio Address.....1350 - 13th Ave.
Tel.: FA 2-0601.....CBS
Newspaper Affil.....Page Corp.
Sta. Rep. .....Hollingbery
Pres., Gen. Mgr.....J. W. Woodruff Jr.
Sta., Comm. Mgr.....Walter Graham
Sales Prom. Mgr.....Eleanor Whitelaw
Prog. Dir.....David Lea
Pub. Dir.....G. Brougham
Chief Engineer.....Joseph Gamble

WJJC—Commerce——1957

Frequency: 1270 Kc.....Power: 1 Kw.
Owned.....Jackson County Bcstg. Co.
Address .....Box 239
Tel.: FEderal 5-3155.....Independent
Newspaper Affiliation.....Commerce News
President.....Albert S. Hardy
Gen., Comm. Mgr.....Grady Cooper
Sales Promotion Manager.....Jim Mowry
Program Director.....Elizabeth Layton
Publicity Director.....Bill Anderson
Chief Engineer.....William J. Evans

WMJM—Cordele—1940

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By..Southeastern Bcstg. System
Business-Studio Address....20th Ave. & B St.
Tel.: 666.....MBS-KBS
Representative.....T. F. Clark
President.....James S. Rivers
General Mgr.....William E. Blizzard, Jr.
Comm. Manager.....Willard Belote

WCON—Cornelia—1953

Frequency: 1450 Kw.....Power: 250 Watts
Owned-Oper. By.....Habersham Bcstg. Co.
Address.....1 Burrell St.
Tel.: 1450.....Independent
Representative.....Indie Sales, Inc.
Pres., Gen. Mgr.....Jack Bradley
Sta., Comm. Mgr.....Billy C. Massey
Publicity Director.....Mrs. Janet Davison
Chief Engineer.....Eugene F. Hayes

WGFS—Covington—1953

Frequency: 1430 Kc.....Power: 1000 Watts d.
Owned.....R. William & Betty J. Hoffman
Address.....P. O. Box 869
Tel.: 2337.....KBS
Representative.....Sears & Ayer
Gen., Comm. Mgr.....Bill Hoffman
Program Dir.....David Snodgrass
Publicity Director.....Grier Stephenson

WBLJ—Dalton—1940

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Dalton Bdcstg. Corp.
Business Address.....River Bend Rd.
Tel.: Broadway 8-3300.....MBS, KBS
Pres., Gen. Mgr.....L. C. McCall
Commercial Mgr.....James L. Clark

WRCD—Dalton—1954

Frequency: 1430 Kc.....Power: 1000 Watts

Big Johnny Reb

540 KC

5000 Watts 24-Hour Operation

Pop. 1,446,600
E.B.I. $1,905,247,000

Source: Sales Management Survey of Buying Power

Call Headley-Reed or James Ayers

WDAK

COLUMBUS, GEORGIA

First on the Dial in Dixie

Owned-Oper. By.....Whitefield Bcstg. Co.
Address .....104 Pentz Street
Tel.: 1892.....Independent
Representative .....Dora-Clayton
General Manager .....Jim Honey
Comm. Manager.....Ed Jordan
Program Director.....Patty Hampton

WDWD—Dawson—1948

Frequency: 990 Kc.....Power: 1000 Watts D.
Owned-Operated By.....Dawson Bdcstg. Co.
Trans.-Bus.-Studio Address.....Box 390
Tel.: 416.....KBS-MBS
Representative .....Indie Sales
General Manager.....W. C. Woodall, Jr.
Program Director.....Barney Parnacott

WEAS—Decatur—1947

Frequency: 1010 Kc.....Power: 50 Kw. d.
Owned .....WEAS, Inc.
Business Address.....Decatur, Ga.
Tel.: DR 3-2521.....Independent
Representative..... Stars National
Station Manager .....Warren Roberts
Commercial Manager.....Dewey May
Program Director.....Bob Prather
Chief Engineer.....Malcolm Moore

WDMG—Douglas—1947

Frequency: 860 Kc.....Power: 5000 Watts
Owned-Operated By.....WDMG, Inc.
Business Address.....Box 590
Tel.: 1150 .....KBS
Representative .....Dora-Clayton
President.....B. F. J. Timm
General Mgr.....Mary Jarrard
Comm. Mgr.....Roy L. Jones

WSIZ—Douglas—1957

Frequency: 1310 Kc....Power: 1000 Watts d.
Owned.....Fernandina Beach Bcstrs.
Address.....P. O. Box 202
Tel.: 1140.....Independent
President.....Marshall W. Roland
Gen., Sta. Mgr.....Joe Vincent Trankina
Commercial Manager.....Ed Lund
Program Director.....Laverne Hall
Chief Engineer.....Earl McRae

WMLT—Dublin—1945

Frequency: 1330 Kc.....Power: 1 Kw.
Owned-Operated By.....Dublin Bdcstg. Co.
Business Address .....Frankilin St.
Tel.: 871.....MBS-KBS
General Manager.....W. Newton Morris
Sta. Mgr.....Frank Floyd Jr.

WXLI—Dublin—1958

Frequency: 1440 Kc.....Power: 1 kw., d.
Owned By.....Radio South, Inc.
Address.....P. O. Box 826
President.....J. A. Boling
Gen., Prom. Mgr.....J. M. Holland
Comm., Chief Eng.....W. C. Courson
Program Dir.....H. F. Lomanac

WTJH—East Point—1949

Frequency: 1260 Kc.....Power: 5000 Watts d.
Owned-Operated By.....James S. Rivers
Address .....2146 Dodson Drive
Tel.: DI 4-2233.....KBS
President.....James S. Rivers
Station Manager.....James A. Davenport
Sales Promotion Mgr.....Ray Kinnamon
Program Director.....Claude V. Jones
Publicity Director.....Elizabeth Hall
Chief Engineer.....William J. Hill III

WSGC—Elberton—1946

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Elberton Bcstg. Co.
Address .....Elberton
Tel.: ELberton .....KBS
Representative .....Continental
Manager.....Melvin C. Gorman

WBHB—Fitzgerald—1946

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Ben Hill Bdcstg. Corp.
Address .....Box 472
Tel.: 2077.....MBS-KBS
Representative .....Dora-Clayton
President .....Otto Griner
Gen. Mgr.....Paul E. Reid
Commercial Manager.....Tony Carter
Program Director.....Janet Willingham
Chief Engineer.....Mike Pelton

WFPM—Fort Valley—1951

Frequency: 1150 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Peach Belt Bcstg. Co.
Address .....Atlantic Highway
Tel.: TA 5-5547.....KBS
Representative.....Indie Sales, Keystone
President.....E. J. Young
Gen. Sta. Mgr.....Harris H. Hafer
Program Director.....Fantroy Fore
Chief Engineer.....James Varner

WDUN—Gainesville—1949

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....N.E. Ga. Bcstg. Co.
Address.....1140 Thompson Bridge Rd.
Tel.: LE 4-7331.....Independent
Representative....Thomas F. Clark, Dixieland
Pres., Gen. Manager.....John W. Jacobs, Jr.
Comm. Mgr.....Claire Palmour
Chief Engineer.....Gilmer Hulsey

WGGA—Gainesville—1941

Frequency: 550 Kc..Power: 5 Kw. d.; 500 W. n.
Owned-Operated By....Blue Ridge Bdcstg. Co.
Business Address.....Press-Radio Center
Tel.: LE 2-6211.....MBS-KBS
Newspaper Affil.....Daily Times
Representaitve.....Rambeau, Vance, Hopple
President.....Charles A. Smithgall
General Manager.....Robert Schwab
Commercial Manager.....James A. Hartley
Program Dir.....William A. Sellers
Publicity Director.....Ed Storie
Chief Engineer .....Wilbert Darracott

WLAB—Gainesville—1956

Frequency: 1580 Kc.....Power: 5 Kw., d.
Owned.....Hall County Bcstg. Co.
Business Address...117½ W. Washington St.
Tel.: LE 2-6331.....Independent
Representative .....Dora-Clayton
Pres., Gen. Mgr.....Ernest H. Reynolds, Jr.
Sta. Mgr., Prog. Dir.....Jim Stevenson
Comm., Sales Prom. Mgr.....Larry Lathem
Publicity Director.....Gene Robinson

WHIE—Griffin—1952

Frequency: 1320 Kw.....Power: 1000 Watts d.
Owned-Oper. By.....Telerad, Inc.
Address .....Box 971
Tel.: 9451.....Independent
Representative .....Dixieland; Forjoe
Pres., Comm. Mgr.....John T. Williams
Sta., Program Dir.....Fred L. Watkins
Publicity Dir.....Mrs. Genie Keene

WKEU—Griffin—1934

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Radio Station WKEU
Address .....Macon Rd.
Tel.: 5507.....MBS-KBS
General Manager.....A. W. Marshall, Jr.

WKLY—Hartwell—1947

Frequency: 980 Kc.....Power: 1000 Watts d.
Owned-Operated By.....WKLY Bcstg. Co.
Business Address.....P.O. Box 430
Tel.: FR 6-2222.....Independent
Newspaper Affil. .....Hartwell Sun
Representative.....Harry J. Cannon
Pres., Gen. Mgr.....Max G. Pfaender
Commercial Manager.....Burch Griffin
Program Director.....Ken Winchester
Chief Engineer.....Broadus McLane

WCEH—Hawkinsville—1952

Frequency: 610 Kc.....Power: 500 Watts
Owned.....Tri-County Bcstg. Co., Inc.
Address .....Box 184
Tel.: TW 3-3381.....KBS
Station Representative.....Gannon, Clark
President.....D. R. Jackson
Gen., Sta. Mgr.....J. D. Popwell
Sales Prom. Public.....R. Jackson
Program Director.....Jerry Conrad
Chief Engineer.....Robert Singleton

WGML—Hinesville—1958

Frequency: 990 Kc.....Power: 250 Watts
Owned By.....Liberty Bcstg. Co., Inc.
Address .....Box 15
Tel.: TR 6-3599.....Independent
President .....Roscoe Denmark
Gen., Comm. Mgr.....Don Kordecki
Program Dir.....Bill Scott
Chief Engineer.....James M. Wilder

WBGR—Jesup—1949

Frequency: 1370 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Altamaha Bcstg. Co.
Address.....P. O. Box 147
Tel.: GA 7-2444.....KBS
Representative.....Cont. Radio Sales
President .....W. G. Thomas, Sr.
Sta., Comm. Mgr.....Edward Lynch
Prog. Dir.....Paul Elliot
Chief Engineer.....Art Manning

WLFA—Lafayette—1954

Frequency: 1590 Kc.....Power: 5000 Watts
Owned-Oper. By.....Radio Dixie, Inc.
Business Address.....41-B N. Main St.
Tel.: 4-7676.....KBS
Representative .....Harry Cannon
President .....J. A. Gallimore
Gen., Sta. Mgr.....C. W. Gwyn
Chief Engineer.....Charles M. Lowry Jr.

WLAG—La Grange—1941

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....LaGrange Bdcstg. Co.
Business Address.....WLAG Bldg.
Tel.: TUxedo 2-3505.....MBS, KBS
Newspaper Affil.....Daily News
Rep.....Indie Sales; Dixieland Stations
President.....Roy C. Swank
General Manager.....Edwin Mullinax
Program Director.....Faye Scarbrough
Chief Engineer.....James McKay

WTRP—LaGrange—1953

Frequency: 620 Kw.....Power: 1000 Watts
Owned.....Chattahoochee Bcstg. Co., Ltd.
Address .....Hammett Bldg.
Tel.: 9877.....Independent
Transcription Service .....Thesaurus
Representative .....McGillvra
Partner, Gen. Mgr.....Byron H. Hurst, Jr.
Sta., Comm. Mgr.....George Pettett

WBML—Macon—1940

Frequency: 1240 Kc.....Power: 250 Watts
Owned.....Middle Georgia Bdcstg. Co.
Business Address...230 Second St.; Box 1325
Tel.: Sherwood 3-5454.....Independent
Representative .....Forjoe
President.....C. R. Rader
Gen., Sta. Mgr.....Georeg W. Patton
Program Director.....Don King
Chief Engineer.....C. L. Wilder

WCRY—Macon—1957

Frequency: 900 Kc.....Power: 250 Watts, d.
Owned-Operated By.....Bill Keller
Address.....1230 Cowan Street
Tel.: SHerwood 3-9348.....Independent
President .....Bill Keller
Gen. Sta. Mgr.....Robert V. Rogers
Chief Engineer.....Frank Huff

WIBB—Macon—1948

Frequency: 1280 Kc.....Power: 1000 Watts d.
Owned-Oper. By...Peach State Bcstg. Co., Inc.
Business Address.....Professional Bldg.
Tel.: SHerwood 2-2505.....Independent
Representative .....Walker-Rawalt; Clayton
Pres., Gen. Mgr.....Thomas H. Maxwell
Commercial Manager.....Donald C. Frost

WMAZ—Macon—1922

Freq.: 940 Kc..Power: 50,000 Wts. d., 10,000 n.
Owned-Oper. By.....Southeastern Bcstg. Co.
Address.....Bankers Insurance Bldg.
Tel.: SHerwood 2-7373.....CBS
Representative .....Avery-Knodel
Pres., Ch. Engr.....George P. Rankin, Jr.
General Manager.....Wilton E. Cobb
Commercial Mgr.....Frank Crowther
Sales Prom., Pub. Dir.....Joe Andrews

WNEX—Macon—1945

Frequency: 1400 Kc.....Power: 250 Watts
Owned.....Macon Bcstg. Co.
Business-Studio Address....2254 Rogers Place
Tel.: SH 5-3301.....ABC, MBS
Newspaper Affil...Macon Telegraph Pub. Co.
Representative .....Branham
President.....E. M. Lowe
Gen., Sta. Mgr.....Alfred Lowe
Program Director.....Mary A. Thompson
Ch. Eng.....E. Farber

WYTH—Madison—1955

Frequency: 1250 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Madison Bcstg. Co.
Business Address....Beacon Heights; Box 29
Tel.: 761.....KBS
Station Representative .....Continental
Pres., Comm. Mgr.....Henry W. Lanham
Gen., Sta. Mgr.....Wayne Foster
Sales Promotion Mgr.....Dorris Clark
Program Director.....Jim Crosley

WFDR—Manchester—1957

Frequency: 1370 Kc.....Power: 1 Kw. d.
Owned.....Radio Manchester, Inc.
Address .....Box 447
Tel.: TH 6-2490.....KBS
President.....Elmer Loftin
Gen. Mgr.....Cecil Grider
Sta., Comm. Mgr.....Joe Grammer

WBIE—Marietta—1955

Frequency: 1050 Kc.....Power: 500 Watts
Owned-Oper. By.....Marietta Bcstg. Co.
Address .....Box 91
Tel.: 8-0469.....Independent
Pres., Comm. Mgr.....Dudley D. McCaskill
Gen. Mgr., Chief Eng.....James Wilder
Program Dir.....Don Kordecki

WFOM—Marietta—1946

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Woofum, Inc.
Address .....Box 131
Tel.: 8-3396.....MBS, KBS
President.....Albert L. Jones
Station Manager.....Gerow Carr
Chief Engineer.....Jean Ludwick

WDAX—McRae—1957

Frequency: 1410 Kc.....Power: 1000 Watts d.
Owned.....Radio Telfair, Inc.
Address .....McRae, Ga.
Tel.: 6006.....KBS
Representative .....Indie Sales
President.....Allen M. Woodall
Sta. Mgr.....G. Ed Snyder
Commercial Manager.....Robert D. Feaster
Program Dir.....Lucy C. Jacobs
Publicity Dir.....Bruce Bostwick

WMVG—Milledgeville—1946

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Michael T. Landy
Business Address.....P.O. Box 476
Tel.: 2250.....MBS-KBS
Representative .....Harry Cannon
President.....Michael T. Landy
Sta. Mgr., Ch. Engr.....Joseph S. Boone
Program Director .....Josephine Ragsdale

WGSR—Millen—1958

Frequency: 1570 Kc.....Power: 250 Watts
Owned By.....Jenkins Broadcasting Sys.
Business Address.....P.O. Box 773
Tel.: 1080 .....KBS
President.....W. Herbert Brannen
Gen. Comm. Mgr., Ch. Eng....Jack V. LoPresti

WMRE—Monroe—1954

Frequency: 1490 Kc.....Power: 250 Watts
Owned.....Walton Bcstg. Co.
Address .....Box 191
Tel.: 8-1711 .....KBS
Pres., Gen. Mgr.....Warren G. Gilpin
Station Manager.....Derral Morris
Prog. Dir.....Mary Jane Campbell
Chief Engineer.....Hamilton Masters

WMGA—Moultrie—1939

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By .....WMGA
Business Address.....Tifton Highway
Tel.: YU 5-5770.....ABC-KBS
Representative.....James S. Ayers
Gen. Mgr.....John F. Pidcock
Sta., Comm. Mgr.....Roy F. Zess
Program Director.....Everett Griner
Chief Engineer.....Lamar Beaty

WMTM—Moultrie—1953

Frequency: 1300 Kc.....5 Kw. d.
Owned-Oper. By.....Colquitt Bcstg. Co.
Address.....P. O. Box 531
Tel.: YU 5-4517.....Independent
Representative .....T. F. Clark
President.....N. B. Mills
Sta. Mgr., Chief Engr.....D. J. Turner

WCOH—Newnan—1947

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Newnan Bcstg. Co.
Address .....Line Street
Tel.: ALpine 3-4636.....MBS
Representative .....Cannon
Pres., Gen. Mgr.....James O. Hardin, Jr.
Comm., Sales Prom. Mgr.....J. T. Williams, Jr.
Chief Engineer.....Harold Ward

WBBN—Perry—1956

Frequency: 980 Kc.....Power: 500 Watts d.
Owned.....Gateway Broadcasting Co.
Address.....Highway 41 South
Tel.: GA 9-2980.....KBS
Representative.....Thomas F. Clark
Gen., Sta., Comm. Mgr.....Al H. Evans
Program Director.....Jim Lee
Publicity Director.....Lyndol C. Evans
Chief Engineer.....Marvin D. Strickland

WSFB—Quitman—1955

Frequency: 1490 Kc.....Power: 250 Watts
Owned.....Quitman Broadcasting Co.
Address .....P. O. Box 632
Tel.: 2681.....KBS
Gen., Sta. Mgr.....Emerson W. Browne
Program Director.....Margie Bowman
Chief Engineer.....Emerson W. Browne

WLAQ—Rome—1947

Frequency: 1410 Kc.....Power: 1000 Watts
Owned-Operated By.....Mitchell Melof
Address .....Box 228
Tel.: 7767.....ABC
President .....Mitchell Melof
General Manager.....Don Mitchell
Chief Engineer.....Jean Ludwick

WRGA—Rome—1929

Frequency: 1470 Kc.....Power: 5000 Watts
Owned-Operated By.....Rome Bcstg. Corp.
Business Address.....P.O. Box 1187
Tel.: 9742.....MBS, KBS
Newspaper Affil.....Gainesville Daily Times
Representative .....Walker-Rawalt
Pres., Gen. Mgr.....Mather Payne
Secretary-treasurer .....Charles Smithgall
Station Manager.....Clarence Salmon
Commercial Manager.....Ben Lucas
Sales Promotion Mgr.....Rube Jackson
Program Director.....Jim Roberts
Publicity Director.....Lee Mowry
Chief Engineer.....R. A. Starr

WROM—Rome—1946

Frequency: 710 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Coosa Valley Radio Co.
Business-Studio Address....P. O. Drawer 473
Tel.: 2-0833.....Independent
Representative .....McGillvra
Comm. Mgr. .....Dean Covington
Gen. Mgr.....Edward N. McKay
Program Director.....Charlie Doss

WRIP—Rossville—1958

Frequency: 980 Kc.....Power: 500 Watts
Owned By.....Southern Broadcasting
Address .....Ellis Road
Tel.: WYman 8-3346.....Independent
President.....I. Jay Sadow
General Mgr.....Roy Morris
Program Dir.....Nell Woods
Chief Engineer.....John Andrews

WSNT—Sandersville—1956

Frequency: 1490 Kc.....Power: 250 Watts
Owned.....Washington Bcstg. Co., Inc.
Business Address...Morninsgide Dr., Box 150
Tel.: 3174.....KBS
Representative .....Dixieland, Continental
President.....Herschel L. Webster
Gen. Mgr.....John C. Foster
Station Manager.....Robert A. Kilgore
Program Director.....Mrs. Iola J. Daniel
Publicity Director.....Frank M. Roughton
Chief Engineer.....John L. Cooper

WCCP—Savannah—1946

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Carter C. Peterson
Bus.-Studio Address..Georgia State Bank Bldg.
Tel.: AD 2-4182.....MBS
Representative .....Walker
Pres., Gen. Mgr.....Carter C. Peterson
Sta., Comm. Mgr.....Weldon Herrin

WFRP—Savannah—1946

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Fisher Bcstg. Co.
Bus. Address....219 E. Charlton St., Box 336
Tel.: ADams 3-0478.....ABC, KBS
Representative.....Everett, McKinney, Inc.
Gen., Sta. Mgr.....John G. Williams
Sales Prom., Pub. Dir.....Bruce Lapp
Chief Engineer.....Harvey Thackston

WJIV—Savannah—1950

Frequency: 900 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....WJIV, Inc.
Business Address..128 W. Taylor St.; Box 737
Tel.: AD 4-7264.....Independent
Representative .....Stars Natl.
Chrmn. of Bd.....E. D. Rivers
President.....Marie B. Rivers
Station Manager.....James L. Woods
Commercial Manager.....Abram Eisenman
Program Director.....Ray G. "Danny" Clark
Chief Engineer.....J. Allen Brimmer

WSAV—Savannah—1939

Frequency: 630 Kc.....Power: 5000 Watts
Owned-Operated By.....WSAV, Inc.
Bus.-Studio Address...Liberty Natl. Bank Bldg.
Tel.: AD 6-0303.....NBC
Representative .....Eastman; Ayers
Pres., Gen. Mgr.....Harben Daniel
Comm. Mgr.....Robert Ward
Sales Prom., Public. Dir...Mrs. Shirley Slater
Program Dir.....Burl Womack
Chief Engineer.....Byron Strong

WSGA—Savannah—1956

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Coastal Bcstg. Inc.
Business-Studio Address....409 E. Liberty St.
Tel.: AD 3-8807.....Independent
Representative.....George P. Hollingbery
Pres., Gen. Mgr.....Donald K. Jones
Commercial Manager.....John M. Williams

Program Director.....Robert Banks
Chief Engineer.....Kenneth Orchard

WTOC—Savannah—1929

Frequency: 1290 Kc.....Power: 5000 Watts
Owned-Operated By.....Savannah Bcstg. Co.
Business-Studio Address.....516 Abercorn St.
Tel.: AD 2-0127.....CBS
Representative .....Avery-Knodel
Pres., Gen. Mgr.....William T. Knight, Jr.
Commercial Manager.....Ben Williams
Program Director.... .....Dwight J. Bruce
Sls. Prom. Mgr., Pub. Dir...Frank S. Bryson, Jr.
Chief Engineer.....Kyle E. Goodman

WWNS—Statesboro—1946

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....WWNS, Inc.
Address.....P. O. Box 146
Tel.: PO 4-5446.....KBS
Representative.....Harry J. Cannon
Pres., Gen. Mgr.....Don McDougald
Commercial Manager.....Jim H. Watson
Sales Promotion Mgr.....Eloise Ware
Program Director.....Worth McDougald
Publicity Dir.....J. Horace McDougald
Chief Engineer.....John Carlisle

WGTA—Summerville—1950

Frequency: 950 Kc.....Power: 1000 Watts
Owned-Oper. By.....Tri-State Bcstg. Co.
Business Address.....Holland Rd.
Tel.: 295-6.....Independent
Representative.....Stars National; Forjoe
General Manager.....William B. Farrar
Program Director.....Rogers Allison
Chief Engineer.....James S. Stowers

WJAT—Swainsboro—1950

Frequency: 800 Kc.....Power: 1000 Watts d.
Owned-Operated By.....WJAT, Inc.
Address .....Covena Rd., Box 371
Tel.: BElmont 7-2011.....Independent
General Manager.....James R. Denny
Sta., Sales Prom. Mgr.....John J. Bailes
Commercial Manager.....Doris M. Lewis
Program Director.....Sandra Thompson
Chief Engineer.....John H. All, Jr.

WSYL—Sylvania—1955

Frequency: 1490 Kc.....Power: 250 Watts
Owned By.....Sylvania Bcstg. Sys.
Tel.: LO 4-6601.....KBS
Gen., Sta. Mgr.....Edwin H. Bass
Sales Prom. Mgr.....Mildred E. Bass
Program Director.....Shirley Scott

WSFT—Thomaston—1947

Frequency: 1220 Kc.....Power: 250 Watts d.
Owned-Oper. By.....Thomaston Bcstg. Co.
Business-Studio Address.....WSFT Bldg.
Tel.: 5421 .....KBS
Representative .....Dora-Clayton
Gen. Mgr.....S. J. Carswell
Sta. Mgr., Pro. Dir.....Bill Haule
Comm. Mgr.....Claude Thames
Chief Eng.....Walt MacTammany

WKTG—Thomasville—1947

Frequency: 730 Kc.....Power: 1000 Watts d.
Owned-Operated By.....John H. Phipps
Address .....P. O. Box 358
Tel.: CA 6-5343.....Independent
Representative .....Thomas F. Clark
President .....John H. Phipps
Gen. Mgr.....L. Herschel Graves
Comm., Chief Engineer.....Leon Lloyd
Program Dir.....Ray Smith

WPAX—Thomasville—1934

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....H. Wimpy
Business-Studio Addres...117 Remington Ave.
Tel.: 909.....Independent
Owner .....H. Wimpy
Commercial Manaaer.....Al Feinberg

WTWA—Thomson—1948

Frequency: 1240 Kc.....Power: 250 Watts d.
Owned-Oper. By..Hickory Hill Bcstg. Co., Inc.
Business Address.....127 Journal St.
Tel.: 141.....MBS-KBS
Newspaper Affiliation.....McDuffie Progress
Pres., Gen. Mgr.....Frank F. Hash
Station Mgr., Chief Eng.....Gene D. Hardin
Commercial Mgr.....H. E. Buffington, Jr.

WTIF—Tifton—1957

Frequency: 1340 Kc.....Power: 250 Watts
Owned By.....WTIF, Inc.
Address.....P. O. Box 260
Tel.: 2400 .....Independent
Station Rep. .....Dora-Clayton
Pres., Gen. Mgr.....C. N. Todd
Program Dir.....Carl Wendell
Chief Engineer.....H. C. Clarke, Jr.

WWGS—Tifton—1946

Frequency: 1430 Kc.....Power: 5000 Watts
Owned-Oper. By.....Tifton Bcstg. Corp.
Address.....800 S. Main St.
Tel.: 1430 .....KBS
Representative.....Thomas F. Clark
Pres., Gen. Mgr.....Ralph N. Edwards
Station Mgr.....W. E. Sides
Comm. Mgr.....Evelyn K. Edwards

WLET—Toccoa—1941

Frequency: 1420 Kc.....Power: 5000 Watts d.
Owned-Oper. By.....R. G. LeTourneau
Address.....423 Prather Bridge Rd.
Tel.: TU 6-2191.....KBS
Representative....Thomas F. Clark, Dixieland
President.....R. G. LeTourneau
Sta., Comm. Mgr.....Virgle E. Craig
Prog., Pub. Dir.....Gene Bollinger
Chief Engineer.....C. H. Sutton

WNEG—Toccoa—1956

Frequency: 1320 Kc.....Power: 1 Kw.
Owned.....Stephens County Bcstg. Co.
Address.....108 E. Savannah St.
Tel.: TU 6-3131.....Independent

Pres., Gen. Mgr.....Charles H. Gaines
Sta., Comm. Mgr.....Roy E. Gaines
Program Director.....Jim Marquardt
Sales Prom. Mgr.....Ray Shader
Publicity Director.....Betty Faye Stowe
Chief Engineer.....Thomas Shockley

WGAF—Valdosta—1951

Frequency: 910 Kc.....Power: 5000 Watts
Owned-Operated By.....Valdosta Bcstg. Co.
Address.....116 W. Hill Ave.
Tel.: CH 5521.....Independent
Rep.....John E. Pearson
President.....George B. Cook
Program Dir.....Willard Belote
Chief Engineer.....E. W. Green

WGOV—Valdosta—1940

Frequency: 950 Kc....Power: 5 Kc. d., 1 Kc. n.
Owend-Oper...Georgia-Florida Radio & TV Co.
Bus. Address...Quitman Highway; Box 1182
Tel.: CH 2-4513.....MBS
Representative .....Stars Nat'l., Dora-Clayton
President.....W. H. Keller, Jr.
Sta. Mgr.....A. B. Smith
Commercial Manager.....Mrs. A. B. Smith
Chief Engineer.....Irvin F. Key

WJEM—Valdosta—1955

Frequency: 1150 Kc.....Power: 1000 Watts d.
Owned-Oper. By..Lowndes County Br'dcasters
Address.....Hwy. 84, Box 368
Tel.: CH 2-1565.....KBS
Representative .....Dixieland
General Mgr.....J. E. Massey, Jr.
Sales Prom. Mgr.....J. C. Johnson
Program Dir.....Bob Wickus
Chief Engineer.....Gerald Weeks

WVOP—Vidalia—1946

Frequency: 970 Kc.....Power: 5 Kw., d.
Owned-Operated By.....Vidalia Bcstg. Co.
Address .....Box 391
Tel.: 3029 .....KBS
Pres., Gen., Sta. Mgr.....Howard C. Gilreath
Pub. Dir.....R. E. Ledford
Prog. Dir.....Mrs. Ruby Bryant
Chief Engineer.....Loren Dorough

WRPB—Warner Robbins 1954

Frequency: 1350 Kc.....Power: 1000 Watts d.
Owned-Oper...Warner Robbins Bcstg. Co., Inc.
Bus. Address.....Commercial Circle; Box 727
Tel.: WA 3-2121.....Independent
Rep.....Cont. Radio Sales
Pres., Ch. Engr.....Edgar M. Nobles
General Manager.....Lloyd W. Harris
Commercial Manager....Charles G. Hill, Jr.
Program Director.....Don Powers
Publicity Director.....Lil Nobles

WKLE—Washington—1955

Frequency: 1370 Kc.....Power: 1000 Watts
Owned-Oper. By.....Radio Station WKLE
Address .....Berkshire Dr.
Tel.: 4081.....Independent
Pres., Owner .....Max G. Pfaender
General Manager.....Grady Berry, Jr.
Commercial Manager.....Burch Griffin
Prom. Mgr.....Richard Basinger
Prog. Dir.....I. Tucker Irvin
Chief Eng.....Broadus McLane

WACL—Waycross—1951

Frequency: 570 Kc...Power: 5 Kw. d., 1 Kw. n.
Owned-Operated By.....Teletronics Inc.
Business Address.....P.O. Box 858
Tel.: ATlas 3-4660.....Independent
Representative .....Thomas Clark
President.....James S. Rivers
General Manager.....James S. Rivers, Jr.
Commercial Manager.....M. L. Dixon
Program Director.....Mrs. June Smith
Chief Engineer.....L. E. McKinney

WAYX—Waycross—1936

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Radio WAYX, Inc.
Business-Studio Address...1600 Carswell Ave.
Tel.: AT 3-7100.....MBS, KBS
Newspaper Affil...Waycross Journal American
Representative .....Hal Holman
Gen. Mgr.....Ed. L. Von Nordeck
Commercial Manager.....Frank Walton
Prog. Dir.....R. Williamson
Chief Eng.....Milt Lovus

WBRO—Waynesboro—1954

Frequency: 1310 Kc.....Power: 1000 Watts d.
Owned.....Burke County Broadcasting Co.
Address .....Box 151
Tel.: 2139.....KBS
Pres., Gen., Sta. Mgr., Eng.....C. Pugh
Comm. Mgr.....J. Kennon McNutt

WBMK—West Point—1958

Frequency: 1310 Kc.....Power: 1000 Watts
Owned By.....Radio Valley, Inc.
Address.....P. O. Box 427
Tel.: 5-3061 .....KBS
President.....J. Didge Bishop
Gen., Sta. Mgr.....Jim Murphy
Commercial Mgr.....Sam Price, Jr.
Program Dir.....Bill Scott
Chief Engineer.....Albert Stanoel

WRLD—West Point—1940

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Valley Bcstg. Co., Inc.
Business Address.....602 N. Cherry Dr.
Tel.: 2-2771.....ABC
Pres., Gen. Mgr.....J. C. Henderson
Station Manager.....J. M. Driskill
Commercial Manager.....Stanley Ward
Sales Promotion Manager...Dorothy Forrester
Program Director.....Aileen Love
Chief Engineer.....Jim McLester

WIMO—Winder—1952

Frequency: 1300 Kc....Power: 1000 Watts d.
Owned-Operated By ...Winder-Monroe Bcstg.

Business Address.....P. O. Box 526
Tel.: 4831.....KBS
Representative .....Hil F. Best
President.....W. C. Woodall, Jr.
Gen., Comm., Sta., Sls. Mgr.....C. H. Grider
Program Director.....Ethel Grider
Publicity Director.....Laverne Hogan
Chief Engineer.....D. E. Stafford

Pop.: 569,500
Families: 143,300
Radio Homes: 128,800

Hawaii

Stations in State: 15
TV Homes: 104,700
TV Stations: 7

KHBC—Hilo—1936

Frequency: 970 Kc.....Power: 1000 Watts
Owned-Oper. By.....Hialand Deve. Corp.
Address .....Piihonua, Hilo
Newspaper Affiliation..Honolulu Star Bulletin
Representative.Peters, Griffin, Woodward, Inc.
President.....J. Howard Worrall
Sta., Sales Rep.....Melvin B. Wright

KILA—Hilo—1951

Frequency: 850 Kc.....Power: 1000 Watts
Owned-Operated By.....James E. Jaeger
Address .....Box 1497
Tel.: Hilo 4-372.....KBS
Station Representative .....Young
Gen. Mgr., Ch. Eng.....James E. Jaeger
Commercial Manager.....Lillian Isa
Program Director.....Freddie Win

KIPA—Hilo—1947

Frequency: 1110 Kc.....Power: 1,000 Watts
Owned-Oper. By....Big Island Bcstg. Co., Ltd.
Business-Studio Address.....P. O. Box 1602
Tel.: 40225 .....MBS
Representative .....Hollingbery
Pres., Gen. Mgr.....A. Harper Pollock
Program Dir.....Larry Tavares
Chief Engineer.....R. W. Jaderstrom

KAIM—Honolulu—1956

Frequency: 870 Kc.....Power: 1 Kw.
Owned.....Christian Bcstg. Assoc.
Address.....1136 12th Avenue
Tel.: Honolulu .....KBS
Representative .....Best, Moore
President.....Robert C. Loveless
Gen. Mgr.....Cornelius Keur
Comm. Mgr.....E. Henry Fallert

KGMB—Honolulu—1929

Frequency: 590 Kc.....Power: 5000 Watts
Owned By.....Hialand Deve. Corp.
Address.....1534 Kapiolani Blvd.
Tel.: 9-2011 .....CBS
Newspaper Affiliation .....Star-Bulletin
Representative.Peters, Griffin, Woodward, Inc.
President.....J. Howard Worrall
Sta. Mgr.....Melvin B. Wright

KGU—Honolulu—1922

Frequency: 760 Kc.....Power: 10,000 Watts
Owned-Operated By..Advertiser Pub. Co., Ltd.
Address .....Advertisers Bldg.
Tel.: 5-2977 .....NBC
Representative.....NBC Spot Sales
Newspaper Affil. .....Advertiser
President.....Lorrin P. Thurston
General Mgr.....William O. Paine
Comm. Mgr.....George C. Mansfield

KHON—Honolulu—1946

Frequency: 1380 Kc.....Power: 5,000 Watts
Owned-Operated By.....South Pacific Bcstrs.
Business Address.....1701 Ala Wai Blvd.
Tel.: 99-5395 .....Independent
Gen. Mgr.....Richard H. Lee
Sls. Prom. Mgr.....Donald Wesler

KHVH—Honolulu—1957

Frequency: 1040 Kc.....Power: 5 Kw.
Owned-Oper. By..Kaiser Hawaiian Vil. Radio
Business Address.....1290 Ala Moana Blvd.
Tel.: 5-3991 .....Independent
Station Representative .....Young
President.....Henry J. Kaiser, Sr.

AP News Is Preferred

. . . by Sponsors — because it insures a day-to-day association with quality.

AP Preferred

50 Rockefeller Plaza · New York 20, N. Y.

General Manager.....Richard C. Block
Sales Promotion Manager.....Dan Kawakami
Program Director.....Hal Boudreau
Chief Engineer.....Sakai Kimata

KIKI—Honolulu—1951

Frequency: 830 Kc.....Power: 250 Watts
Owned-Oper. By.....KIKI, Ltd.
Address.....320 Ward Ave.
Tel.: 6-3456 .....Independent
Representative .....Grant
Pres., Chief Eng.....Royal V. Howard
Gen., Sta. Mgr.....Angelo J. Rossi

KPOA—Honolulu—1946

Frequency: 650 Kc....Power: 10,000 Watts d.
Owned-Operated By.....Radio Hawaii, Inc.
Business Address.....575 Kamoku St.
Tel.: 9-5236 .....MBS
Representative.....George P. Hollingbery
President .....Harold Anderson
Comm. Mgr.....Perry W. Carle
Sales Promotion Manager.....Harry Soria
Program Director.....Ron Jacobs
Chief Engineer.....Bob Lang

KULA—Honolulu—1947

Frequency: 690 Kc. .....Power: 10,000 Watts
Owned-Operated By...Burnett Bcstg. Co., Inc.
Business Address.....P.O. Box 1479
Tel.: 6-3666 .....Independent
Station Representative .....McGavren-Quinn
General Manager.....Jack A. Burnett
Station Manager.....John DeMarco
Commercial Manager.....Charles Powers

KANI—Kaneohe, Oahu—1953

Frequency: 1150 Kc.....Power: 1000 Watts
Owned-Oper. By...Windward Bcstg. Co., Ltd.
Address.....P.O. Box 697, Oahu
Tel.: 24-2576 .....Independent
President .....Merril K. Riley
Manager .....Don Carter

KTOH—Lihue, Kauai—1940

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By....Garden Island Publ., Ltd.
Address .....Box 1748
Tel.: LI 2061.....NBC
Rep.....NBC Spot Sales
General Mgr.....Charles J. Fern
Station Mgr.....Tadashi Eto

KMVI—Wailuku-Maui—1947

Frequency: 550 Kc.....Power: 1000 Watts
Owned-Oper. By.....Maui Publ. Co., Ltd.
Business Address.....Box 374
Tel.: 33-981 .....NBC
Newspaper Affil.....Maui News
Representative .....Thomas A. Clarke
President.....J. Walter Cameron

KPOA
RADIO
DOMINATES!

ALL OF HAWAII with
10,000 WATTS
AT 650 ON THE DIAL
. . . and the MOST in listeners, too

6:00 A.M. — 12 Noon.....19%
12 Noon — 6:00 P.M.....16%
6:00 P.M. — Midnight.....20%
(Mon. thru Sun.)
(Latest PULSE of Honolulu's 10 stations)

THE POWERHOUSE OF THE PACIFIC
Vice-Pres. — Fin Hollinger

General Manager.....Ezra J. Crane
Sta., Asst. Gen. Mgr.....Richard E. Mawson
Commercial Manager .....Frank Kovacic
Sales Prom., Pub. Dir.....W. J. Belknap
Chief Engineer.....Spencer Shiraishi

KAHU—Waipahu—1950

Frequency: 920 Kc.....Power: 1000 Watts

Owned-Oper. By.....Rural Bcstg. Co., Ltd.
Business Address....94-1088 Farrington Hwy.
Tel.: 273121 .....Independent
Station Representative .....Palmer
President.....Dr. Timothy Wee
General Manager.....Harry En Chu
Program Director.....John Livingston
Chief Engineer.....Robert Pearson

Pop.: 666,000
Families: 201,000
Radio Homes: 194,000

Idaho

Stations in State: 33
TV Homes: 145,000
TV Stations: 7

KBLI—Blackfoot—1951

Frequency: 690 Kc.....Power: 1 Kw.
Owned-Oper. By.....KBLI, Inc.
Address .....Box 192
Tel.: 780 .....Independent
Station Representative .....Forjoe
President .....Howard Johnson
Gen., Sta. Mgr.....Tom Thompson
Prog. Dir.....Bruce Allen
Commercial Mgr.....Gloria Dillard
Publicity Director.....Keith Martindale
Chief Engineer.....Don Clark

KBOI—Boise—1947

Frequency: 950 Kc.....Power: 5000 Watts
Owned-Operated By..Boise Valley Bcstrs., Inc.
Bus.-Studio Address.....1007 W. Jefferson
Tel.: 3-2511.....CBS
Rep.....Peters, Griffin, Woodward, Inc.
Pres., Gen. Mgr.....Westerman Whillock
Sta., Comm. Mgr.....Earl Glade, Jr.
Sales Prom. Mgr.....Vestal Baker
Publicity Director.....Hank Curtis
Chief Engineer.....James Johntz, Jr.

KGEM—Boise—1946

Frequency: 1140 Kc.....Power: 10,000 Watts
Owned.....Idaho Bcstg. & TV Corp.
Address .....Box 4158
Tel.: 4-3511 .....MBS, KBS
Representative .....Avery-Knodel
President .....Cecil Heftel
Gen. Mgr.....David Miles
Program Director.....James Cowan
Commercial Mgr.....Robert Weisenburger
Chief Engineer.....Robert V. Beadles

KIDO—Boise—1928

Frequency: 630 Kc.....Power: 5000 Watts
Owned-Oper. By.....Mesabi Western Corp.
Address .....Chamber of Commerce Bldg.
Tel.: 2-4611.....NBC
Representative .....John Blair
President.....William E. Boeing
Commercial Mgr.....John Young
Prog. Dir.....Vern Moore
Chief Engineer.....Harold Toedtemeier

KYME—Boise—1955

Frequency: 740 Kc.....Power: 500 Watts

Owned-Operated By...Keith & Ellen Patterson
Address.....P. O. Box 2794
Tel.: 2-3575.....Independent
Representative .....Meeker Co.
Pres., Gen. Mgr.....Keith E. Patterson
Comm. Mgr.....Lou Clemens
Prog. Dir.....Richard Sybert

KBAR—Burley—1946

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By .....KBIO, Inc.
Business-Studio Address.....P. O. Box 461
Tel.: OR 8-2244.....ABC-KBS
Rep.....Art Moore; Lee O'Connell
President.....Jessica L. Longston
General Mgr.....Robert E. Pollock
Station Mgr.....E. Dennis Skoglund
Commercial Mgr.....Keith Conner
Sales Prom. Mgr.....Charles Gropp
Program Dir.....Eileen Shumway
Publicity Dir.....Frank Burke
Chief Engineer.....Terry Carter

KCID—Caldwell—1946

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Caldwell Bcstg. Co.
Address .....819 Main St.
Tel.: 9-3608 .....KBS
Station Rep.....Harlan G. Oakes
Pres., Gen. Mgr.....Clair B. Hull
Sta., Comm. Mgr.....Duane D. Wolfe
Program Director.....Howard F. Shaw
Chief Engineer.....James L. Young

KVNI—Coeur D'Alene—1946

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....Rexard Co.
Business-Studio Address.....Blackwell Island
Tel.: MOhawk 4-2196.....Independent
Pres., Sta. Mgr.....Rex Koury
Program Dir.....Dex Dexter
Sales Prom. Mgr.....Bernard Merriman
Chief Engineer.....Ed Baker

KORT—Grangeville—1954

Frequency: 1230 Kc.....Power: 250 Watts d.
Owner .....Kebco, Inc.
Address .....Box 72
Tel.: 51.....KBS
Representative .....Keystone

Pres., Comm. Mgr.....Ed. M. Brainard
General Mgr.....Kay Brainard
Chief Engineer.....Robert C. Gordon

KID—Idaho Falls—1928

Freq.: 590 Kc.....Power: 5 Kw. d., 1 Kw. n.
Owned-Operated By.....Idaho Radio Corp.
Address .....Amond Road
Tel.: JAckson 2-5100.....CBS
Representative .....Walker-Rawalt
President.....A. W. Schwieder
General Mgr.....C. N. Layne
Sta., Comm. Mgr.....Leonard Wasden
Program Dir.....Leo Higham
Sales Prom. Mgr.....Lorin Ward
Publicity Dir.....Mel Richardson
Chief Engineer.....Carroll Secrist

KIFI—Idaho Falls—1946

Frequency: 1260 Kc....Power: 5000 Watts d.
Owned-Oper. By....E. Idaho Bcstg. & TV Co.
Business-Studio Address.....Box 581
Tel.: JA 3-1171.....ABC-MBS-KBS
Newspaper Affil.....Post. Register
Representative .....Avery-Knodel
Pres., Gen. Mgr.....J. M. Brady
Sta. Mgr.....Dewain Silvester
Comm. Sales Prom. Mgr.....Dan Markam
Prog. Dir.....Jim Harold
Publicity Director.....Muriel Smith
Chief Engineer.....Verne Sulier

KUPI—Idaho Falls—1957

Frequency: 980 Kc.....Power: 1000 Watts d.
Owned.....J. Ronald Bayton
Address .....Box 370
Tel.: JA 2-1101.....Independent
Rep.....W. S. Grant
Owner.....J. Ronald Bayton
Comm. Mgr.....Allen Mabry
Sales Prom. Mgr.....John Fulmer
Program Director.....Bill Goodhope
Chief Engineer.....B. J. Bayton

KART—Jerome—1956

Frequency: 1400 Kc.....Power: 250 Watts
Owned .....KART
Address .....L'Herisson Bldg.
Tel.: EA 4-2321.....Independent
Pres., Gen. Mgr.....K. Clark
Commercial Mgr.....Noel Brittain
Public.-Program Director.....Marian Clark
Chief Engineer.....Bob Phillips

KWAL—Kellogg-Wallace 1938

Frequency: 620 Kc.....Power: 1000 Watts
Owned-Oper. By.....Metals Bcstg. Co.
Address.....Box R, Osborn, Ida.
Tel.: 1-6101 .....Independent
Representative .....Holman, Art Moore
Pres., Gen. Mgr.....R. Lee Black
Commercial Mgr.....J. C. Campbell
Prog. Publicity Dir.....Wesley Roberts
Chief Engineer.....Robert Tremblay

KOZE—Lewiston—1955

Frequency: 1300 Kc...Power: 5 Kw. d., 1 Kw. n.
Owned-Oper. By.....Lewis Clark Bcstg. Co.
Address.....2829 Country Club Dr.
Tel.: SH 3-2502.....Independent
Representative.....Gil-Perna, Feltis, Jacobson
Gen. Mgr., Co-Owner.....J. H. Matlock
Sta. Mgr., Co-Owner.....E. A. Hamblin
Commercial Mgr.....Bill Wippel
Sales Prom. Mgr.....Jim D. Kime
Program Director.....By Taylor
Publicity Director.....Doug Woodall
Chief Engineer.....Tim Waide

KRLC—Lewiston—1935

Frenq.: 1350 Kc.....Power: 5 Kw. d., 1 Kw. n.
Owned By.....Donald A. Thomas
Address.....P. O. Box 287
Tel.: SH 3-1551.....Independent
Representative .....Forjoe, Art Moore
Gen. Mgr.....Donald Thomas
Program Director.....Alben Nelson
Chief Engineer.....Harold Holbrook

KRPL—Moscow—1947

Frequency: 1400 Kc.....Power: 250 Watts
Owned .....KRPL, Inc.
Address .....Box 396
Tel.: TU 2-1283.....KBS
Representative .....Moore, Hil F. Best
Pres., Gen. Mgr.....Gale Mix
Comm. Mgr.....James Sanberg
Sales Prom. Mgr.....Shirley Mix
Program Director.....Bob Gese
Publicity Director.....Dave La Favour
Chief Engineer.....Dale Bobbitt

KFXD—Nampa—1930

Frequency: 580 Kc.....Power: 5000 Watts
Owned-Oper. By.....E. G. Wenrick Bcstg. Co.
Business Address.....1024 12th Ave. S.
Tel.: 6-4611.....Independent
Representative .....Holman
Co-Owner, Gen. Mgr.....Ken Kilmer
Sta. Comm. Manager.....Doyle Chain
Prog. Dir.....Shirl Black
Sales Promotion Mgr.....John Beudreau
Publicity Director.....Ellis Whitt
Chief Engineer.....G. M. Rose

KLER—Orofino—1958

Frequency: 950 Kc.....Power: 500 Watts d.
Owned By.....Clearwater Broadcasting Co.
Address .....Orofino, Ida.
Tel.: GRanite 3-2502.....Independent
Station Representative.....Feltis, Jacobson
Co-Owners.....J. H. Matlock, E. A. Hamblin
Station Manager.....John Mix
Chief Engineer.....Dick Gohlman

KPID—Payette—1957

Frequency: 1450 Kc.....Power: 250 Watts
Owned By.....E. F. Hash
Address.....35 S. 8th St.
Tel.: MIdway 2-3351.....KBS
President.....Earl F. Hash

Gen. Mgr., Chief Engineer.....D. L. Dodd
Commercial Mgr.....Joe Lyle
Program Dir.....James Williams
Promotion Mgr.....Jo Lynn Warner

KSEI—Pocatello—1926

Frequency: 930 Kc.....Power: 5000 Watts
Owned-Operated By.....Pioneer Bcstrs. Corp.
Business-Studio Address.....Box 31
Tel.: CEdar 3-2121.....NBC
Representative.....Weed; Art Moore
Pres., Gen. Mgr.....Henry H. Fletcher
Commercial Mgr.....John R. Taylor
Program Director.....Ruthe A. Fletcher
Publicity Director.....Olive L. Greene
Chief Engineer.....Ellis W. Call

KWIK—Pocatello—1946

Frequency: 1240 Kc.....Power: 250 Watts
Owned.....Pocatello Radio, Inc.
Address .....1140 Yellowstone
Tel.: 1240 .....MBS-KBS
Representative .....Avery-Knodel
President.....Don W. Burden
General Manager.....R. W. Burden
Comm. Mgr.....Bill Adelstein
Program Director.....Lee Parsons
Chief Engineer.....Del Chapman

KYTE—Pocatello—1956

Frequency: 1290 Kc.....Power: 1 Kw. d.
Owned.....Pocatello Bcstg. Co.
Address.....355 Yellowstone Ave.
Tel.: 1290 .....KBS
Representative .....Ayres
President.....Thomas R. Becker
Station Manager.....Al Stuetzle
Sales Prom. Mgr.....Roy Nicholson
Program Director.....P. McKissen
Publicity Director.....M. Doyle
Chief Engineer.....Dwight L. Zundel

KPST—Preston—1948

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By....Voice of The Rockies, Inc.
Address .....Preston
Tel.: 600.....KBS
Representative .....Continental
President.....Leo R. Hawkes
Gen. Mgr., Chief Eng.....D. A. Nash, Jr.
Program Dir.....Ruby Nash

KRXK—Rexburg—1951

Frequency: 1230 Kc.....Power: 250 Watts
Owned.....Snake River Radio & TV Co., Inc.
Address.....445 S. 2nd East
Tel.: EL 6-5488.....KBS
Station Representative .....BTS
Pres., Gen. Mgr.....Gene Shumate
Comm. Mgr.....Wes Lawrence
Prog. Dir., Chief Eng.....Jim Clawson

KAYT—Rupert—1955

Frequency: 970 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Inland Bcstg. Co.
Address .....Rupert
Tel.: HE 6-3746.....Independent
Representatives .....Feltis, Jacobson
Pres., Gen. Mgr.....Mervin V. Ling
Sta. Comm. Mgr.....George McDonald
Chief Engineer.....E. C. Miller

KSPT—Sandpoint—1949

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Bauer Bcstg. Co.
Address.....P. O. 431
Tel.: CO 3-2179.....KBS
Sta. Rep.....Art Moore
General Mgr. .....Norman Bauer
Comm. Mgr.....I. M. Rossmiller

KBRV—Soda Springs—1957

Frequency: 540 Kc.....Power: 500 Watts, d.
Owned By....Caribou Broadcasting Co. Inc.
Business Address.....Box 1267, Pocatello
Tel.: Soda Springs 775.....KBS
Station Representative .....Feltus
President.....Wendell P. Marshall
General Manager.....Glen S. Marshall
Station Maanger.....R. Dale Dunn
Program Director.....Curtis Empey
Chief Engineer.....Paul Haviland

KEEP—Twin Falls—1946

Frequency: 1450 Kc.....Power: 250 Watts
Owned By.....Radio Sales Corp.
Address.....P. O. Box 511
Tel.: RE 3-7512.....KBS
Station Rep.....Gill-Perna
President.....Frank C. McIntyre
Comm. Mgr.....Wayne Douglas
Prog. Dir.....Lenny Hesterman
Chief Engineer.....Walt Snow

KLIX—Twin Falls—1946

Frequency: 1310 Kc.....Power: 1000 Watts
Owned.....Southern Idaho Bcstg. & TV Co.
Business Address...Eastland & Elizabeth Ave.
Tel.: BE 3-5840.....Independent
Rep. .....Avery-Knodel
President.....A. L. Glasmann
V.P., Gen. Sta. Mgr.....G. O. Glasmann
Sales Prom. Mgr.....Juneau Shinn
Program Director.....Dave Eardley
Chief Engineer.....John Maxson

KTFI—Twin Falls—1928

Frequency: 1270 Kc...Power: 5000 d., 1000 n.
Owned-Operated By.....Radio Bcstg. Corp.
Address.....241 Main Ave. W.
Tel.: 2400.....NBC
Representative .....Weed
Pres., Gen., Sta. Mgr.....F. M. Gardner
Pub., Prog. Dir., Sales Prom. Mgr.....L. Parker
Chief Engineer.....Allen Lee

KWEI—Weiser—1947

Frequency: 1220 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Inland Bcst. Co.
Business-Studio Address.....Box 791
Tel.: 700.....Independent
Station Representative.....Jacobson, Feltis
Pres., Gen. Mgr.....M. V. Ling
Sta., Comm., Sls. Mgr., Prog. Dir....D. Quigley
Chief Engineer.....Edwin C. Miller

Pop.: 10,175,000
Families: 3,095,000
Radio Homes: 3,035,000

Illinois

Stations in State: 94
TV Homes: 2,799,000
TV Stations: 25

WOKZ—Alton—1948

Frequency: 1570 Kc.....Power: 1000 Watts, d.
Owned-Oper. By.....Palen Bcstg. Corp.
Address .....Godfrey Road
Tel.: 5-2525 .....Independent
Rep. .....Sears & Ayer
Pres., Gen. Sta. Mgr.....Edward N. Palen
Comm., Sales Prom. Mgr.....H. Bunyan
Program Director.....Russ Benson
Publicity Dir.....Jim Palem
Chief Engineer.....Nicholas Bono

WRAJ—Anna—1957

Frequency: 1440 Kc.....Power: 500 Watts
Owned.....Anna Bcstg. Co., Inc.
Address .....Anna Hotel
Tel.: 1113 .....Independent
Representative .....Stars National
President.....Pierce E. Lackey
Sta., Comm. Mgr.....Robert P. Joseph
Prog. Dir., Ch. Engr.....Donald C. Michel

WMRO—Aurora—1938

Frequency: 1280 Kc.....Power: 250 Watts, d.
Owned-Oper. By...V. G. Cofey & B. A. Oswalt
Business-Studio Address.....184 River St.
Tel.: 7-4215.....Independent
Prog. Dir.....Jeanne M. Doran
Managers .....Cofey; Oswalt

WIBV—Belleville—1947

Frequency: 1260 Kc.....Power: 1000 Watts, d.
Owned-Operated By.....Belleville Bcstg. Co.
Bus.-Studio-Transmitter Address..2100 W. Main
Tel.: AD 3-5000.....Independent
Representative .....Indie Sales
President.....John W. Lewis
Gen., Sta. Mgr.....William C. Bailey
Comm., Sales Prom. Mgr.....Robert Bohn
Program Director.....Lee W. Coffee
Chief Engineer.....Marvin M. Mollring

WJBC—Bloomington—1924

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....Bloomington Bcstg. Corp.
Address.....209 E. Washington
Tel.: 5-2078.....ABC
Newspaper Affil.....Daily Pantagraph
Representative .....John E. Pearson
President.....Loring C. Merwin
Exec. V.P., Gen. Mgr.....Vernon A. Nolte
Commercial Manager.....John McDermott
Program Dir.....Jerry Collins
Chief Engineer.....Fred Bailey

WKRO—Cairo—1942

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By....Cairo Broadcasting Co.
Business Address.....Box 311
Tel.: 1490.....Independent
Gen.-Station-Comm. Mgr.....Merrill C. Currier

WBYS—Canton—1947

Frequency: 1560 Kc.....Power: 250 Watts, d.
Owned-Operated By...Fulton Co. Bcstg. Co.
Business-Studio-Transmitter...East Linn Limits
Tel.: 1877 .....ABC
President.....Harriett B. Winsor
General Manager.....Charles E. Wright
Program Director.....Elizabeth Sawyer
Chief Engineer.....William I. Wortman

WCIL—Carbondale—1946

Frequency: 1020 Kc....Power: 1000 Watts, d.
Owned-Operated By...Southern Illinois Bcstg.
Business-Studio Address.....218 W. Main St.
Tel.: 2160 .....Independent
Sta. Mgr., Ch. Engr.....Paul F. McRoy
Sales Promotion Mgr.....Larry Doyle

WROY—Carmi—1948

Frequency: 1460 Kc.....Power: 1000 Watts d.
Owned-Oper. By .....Carmi Bdcstg Co.
Address .....U. S. Route 460
Tel.: 4161.....Independent
Membership .....NAB
Gen., Sta. Mgr.....S. A. Hassan

WCAZ—Carthage—1921

Frequency: 990 Kc.....Power: 1000 Watts d.
Owned-Oper. By..Superior Bcstg. Service, Inc.
Address.....502 Wabash Ave.
Tel.: 520.....Independent
Station Rep.....Sears & Ayer
Manager .....John Palmer

WCNT—Centralia—1946

Frequency: 1210 Kc....Power: 1000 Watts, d.
Owned.....Southern Illinois Bcstg. Co.
Address .....Box 428
Tel.: 5151.....Independent
Representative .....Bob Dore
President.....C. W. Rodgers
Gen., Sta. Mgr.....Richard O. Bieser
Sales Promotion Mgr.....Celia Mainer
Program Director.....Errol Hubbard
Chief Engineer.....R. Millmaker

WDWS—Champaign—1937

Frequency: 1400 Kc.....Power: 250 Watts
Owner....The Champaign News Gazette, Inc.
Business Address .....48 Main St.
Tel.: FLeetwood 6-1855.....CBS
Newspaper Aff. .....News-Gazette
Representative.....The Meeker Co.
President.....Mrs. Helen M. Stevick
Gen., Sta. Mgr.....Larry Stewart
Program Dir.....Constance Vogt
Chief Engineer.....Robert Brown

WKID—Champaign-Urbana 1948

Frequency: 1580 Kc. Power 250 Watts d
Owned-Operated By.....WKID Bcstg. Co.
Address .....P. O. Box 192
Tel.: EM 7-5431.....Independent
Representative .....John E. Pearson
President.....Donald T. Harding
V.P., Gen. Mgr.....Robert F. Meskill
Ch. Eng.....George Scharf

WEIC—Charleston—1954

Frequency: 1270 Kc.....Power: 1000 Watts
Owner.....The Friendly City Bcstrs.
Address .....Box 107
Tel.: DI 5-2149.....KBS
Rep. .....Sears & Ayer
Pres., Gen. Mgr.....Jack Owens
Commercial Manager.....Betty Owens
Sales Promotion Mgr.....Hugh Birdsong
Prog., Pub. Dir.....Bill Carmody
Ch. Eng.....William Setliffe

WAAF—Chicago—1922

Frequency: 950 Kc....Power: 1000 Watts, d.
Owned-Operated By.....Corn Belt Pub., Inc.
Business Address.....221 N. LaSalle St.
Tel.: RA 6-1932.....Independent
Newspaper Affil.....Drovers Journal
Representative .....Forjoe
President .....Ward A. Neff
Exec. V.P.....W. E. Hutchinson
Gen., Sta. Mgr.....Thomas L. Davis
Sales Prom. Mgr.....Ralph Kelley
Program Dir., Pub. Dir.....Bill Bauer
Chief Engineer.....Carl W. Ulrich

WAIT—Chicago—1941

Frequence: 820 Kc.....Power: 5000 Watts, d.
Owned-Operated By.....Radio Station WAIT
Bus.-Studio Address.....188 W. Randolph St.
Tel.: FR 2-0660.....Independent
Station Rep.....Avery-Knodel
Gen. Mgr., Prog. Dir.....Robert O. Miller
Sales Promotion Mgr.....Louis "Tex" Frenkel
Chief Engineer.....Harry Berg

WBEE—Chicago—1955

Frequency: 1570 Kc.....Power: 1000 Watts d.
Owned.....Rollins Bcstg., Inc.
Address.....6205 S. Cottage Grove
Tel.: NO 7-4124.....Independent
Representative .....Rollins, Grant
President.....O. Wayne Rollins
Gen. Mgr.....Robert A. Wencel
Dir. Sales.....A. R. Lanphear
Dir. Pub. Rel.....Tim Crow
Dir. Eng.....G. R. Chambers
Chief Engineer.....J. R. Burdeau

WBBM—Chicago—1923

Frequency: 780 Kc. .....Power: 50,000 Watts
Owned-Operated By.....CBS, Inc.
Address .....630 N. McClurg Ct.
Tel.: WH 4-6000.....CBS
Sta. Rep.....CBS Spot Sls.
General Manager.....H. Leslie Atlass
Asst. Gen. Mgr.....E. H. Shomo
Executive Ass't.....C. W. Doebler
Sales Manager.....W. J. Connelly
Sales Prom. Mgr.....Loren R. Hollenbaek
Publicity Director.....George Condon
Program Director.....Arthur Thorsen
Production Manager.....Kenneth Carbonel
Chief Engineer.....J. J. Beloungy

WCFL—Chicago—1926

Frequency: 1000 Kc.....Power: 50,000 Watts
Owned.....Chicago Federation of Labor
Business-Studio Address..666 Lake Shore Dr.
Tel.: MO 4-2400.....Independent
Representative ..... Burke-Stuart
General Manager.....Martin F. Hogan
Commercial Mgr.....Thomas E. Haviland

WCRW—Chicago—1926

Frequency: 1240 Kc.....Power: 100 Watts
Owned-Operated By.....Clinton R. White
Address.....2756 Pine Grove Ave.
Tel.: .....DI 8-4440

WEDC—Chicago—1926

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Emil Denemark, Inc.
Address.....3860 W. Ogden Ave.
Tel.: CR 7-4100.....Independent
President .....Emil Denemark
Sta., Comm. Mgr.....Bill Mack
Chief Engineer.....Richard Tomasiewicz

SPECIALIZED SELLING PAYS OFF —

MORE THAN 500 DIFFERENT NATIONAL ACCOUNTS ARE BUYING FROM **B. T. S.** . . . *TODAY!*

TAPE PLAYBACKS BRING OUR STATIONS 'IN PERSON'

BROADCAST TIME SALES

'DAZZLES 'EM WITH FOOTWORK'

How do you measure Chicago Radio Stations?

Here are two "yardsticks" that show how WGN RADIO measures up!

NIELSEN COVERAGE SERVICE No. 2

Total Radio Homes in Area	4,939,780	**WGN** leads by	**975,540**
Homes Reached Day or Night—			
Monthly	1,663,050	**WGN** leads by	**336,450**
Weekly	1,497,710	**WGN** leads by	**268,930**
Daytime Circulation—			
Weekly	1,349,700	**WGN** leads by	**221,420**
Daily	826,580	**WGN** leads by	**20,810**
Nighttime Circulation—			
Weekly	850,440	**WGN** leads by	**224,000**
Daily	465,440	**WGN** leads by	**109,430**

NIELSEN, SEPTEMBER-NOVEMBER 1958 NSI REPORT*

Quarter Hour Firsts (Entire Week)	**WGN 1st**
Average Quarter Hour Audiences:	**WGN 1st**
Entire Week (6:00 A.M.-12 Midnight)	**WGN 1st**
Afternoons (12 Noon-6:00 P.M. Entire Week)	**WGN 1st**
Nighttime (6:00 P.M.-Midnight-Entire Week)	**WGN 1st**
Weekends (Sat-Sun., 6:00 A.M.-7:00 P.M.)	**WGN 1st**

Reaching More Homes Than Any Other Chicago Radio Station

WGN-radio Chicago

441 N. Michigan Ave., Chicago 11, Illinois

WGES—Chicago—1924

Frequency: 1390 Kc.....Power: 5000 Watts d.
Bus. Address.....2708 W. Washington Blvd.
Tel.: SA 2-1700.....Independent
General Manager.....John A. Dyer
Commercial Mgr.....Elizabeth M. Hinzman
Sales Promotion Manager.....K. P. Freda
Program Director.....Herbert Rudolph
Chief Engineer.....William Shunk

WGN—Chicago—1924

Frequency: 720 Kc.....Power: 50,000 Watts
Owned-Operated By.....Tribune Co.
Bus.-Studio Address.....441 N. Michigan Ave.
Newspaper Affiliation...The Chicago Tribune
Tel.: MI 2-7600.....Independent
Representative .....Edward Petry
President.....J. Howard Wood
Gen., Sta. Mgr.....Ward L. Quaal
Gen. Sales Mgr.....Chas. E. Gates
Commercial Manager..William A. McGuineas
Sales Promotion Manager ..Charles A. Wilson
Program Director.....Bruce Dennis
Publicity Director.....James Hanlon
Dir. of Engineering.....Carl J. Meyers

WHFC—Chicago—1925

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By .....WHFC, Inc.
Address.....3350 S. Kedzie Ave.
Tel.: CL 4-7411.....Independent
Rep. .....Charles Bernard
General Manager.....Richard W. Hoffman
Commercial Mgr.....Florence Summers

WIND—Chicago—1927

Frequency: 560 Kc.....Power: 5000 Watts
Owned-Oper. By....Westinghouse Bcstg. Co.
Business Address.....400 N. Michigan Ave.
Tel.: WHitehall 4-2170.....Independent
Representative.....AM Radio Sales
V.P., Gen. Mgr.....Ralph L. Atlass
Program Dir.....Don Quinn
Sales Prom. Mgr.....David Croninger
Publicity Director.....Lynn Mahoney
Chief Engineer.....Kenneth C. Shirk

Owners of: WBZ-WBZA, Boston-Springfield, Mass.; KYW, Cleveland; KDKA, Pittsburgh; WOWO, Fort Wayne, Ind.; KEX, Portland, Ore.

WJJD—Chicago—1934

Frequency: 1160 Kc.....Power: 50,000 Watts
Owned-Oper. By.....Plough Bcstg. Co.
Bus.-Studio Address...230 N. Michigan Ave.
Tel.: ST 2-5466.....Independent
Representative..Radio-TV Representatives, Inc.
President.....Harold R. Krelstein
Gen., Sta. Mgr.....Frederick G. Harm
Commercial Mgr.....Lloyd Webb
Sales Prom., Pub. Dir.....Fred Livingston
Program Dir.....Ralph Blank
Chief Eng.....Walter F. Myers

Owners of: WMPS, Memphis, Tenn.; WCOP, Boston; WCAO, Baltimore, Md.

WLS—Chicago—1924

Frequency: 890 Kc.....Power: 50,000 Watts
Owned-Oper. By.....WLS, Inc.
Business Address....1230 Washington Blvd.
Tel.: MO 6-9700.....ABC
Representative .....John Blair
President.....James E. Edwards
Gen., Sta. Mgr.....Glenn Snyder
Sales Manager.....Arch Madsen
Sales Prom., Pub. Dir.....Roland Sack
Program Director.....Harold Safford
Chief Engineer.....Thomas Rowe

WMAQ—Chicago—1922

Frequency: 620 Kc.....Power: 50,000 Watts
Owned-Operated By..National Bcstg. Co., Inc.
Business-Studio Address....Merchandise Mart
Tel.: SU 7-8300.....NBC
Representative.....NBC Radio Spot Sales
President (NBC).....Robert E. Kintner
V.P. (NBC), Gen. Mgr.....Lloyd E. Yoder
Sales Manager.....Rudi Neubauer
Sales Promotion Manager.....John M. Keys
Prog. Mgr.....Richard Johnson
Publicity Director.....Chet Campbell
Chief Engineer.....Howard Luttgens

WSBC—Chicago—1925

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By....WSBC Bcstg. Co., Inc.
Business-Studio Address..2400 W. Madison St.
Tel.: MO 6-9060.....Independent
Representative .....Devney
President.....Louis B. Lee
Comm. Mgr.....Marge Strasser
Program Dir.....Richard D. Lane

WHOW—Clinton—1947

Frequency: 1520 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Cornbelt Bcstg. Co.
Business Address.....401½ S. Side Sq.
Tel.: 305.....Independent
Representative .....Holman
President .....J. R. Livesay
Gen Mgr., Chief Eng.....Rolland O. Looper
Comm. Sales Prom. Mgr.....Jim Williams

WDAN—Danville—1938

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By...Northwestern Pub. Co.
Address.....1500 N. Washington
Tel.: 1700.....CBS
Representative .....Everett-McKinney, Inc.
General Manager.....Robert J. Burow
Sta. Mgr.....Max Shaffer
Program Dir.....Honore Ronan
Chief Engineer.....Norlyn Dossey

WITY—Danville—1953

Frequency: 980 Kc.....Power: 1 Kw.
Owned.....Vermilion Bcstg. Corp.
Address .....P. O. Box 142
Tel.: 1312 .....Independent
Representative .....Burn-Smith
President.....Gilbert E. Metzger

Gen., Sta. Mgr.....Elzer Marks
Comm., Sales Prom. Mgr.....William O'Toole
Publicity Director.....Cathy Scheurich
Chief Engineer.....Taylor Clawson

WDZ—Decatur—1921

Frequency: 1050 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Mid-States Bcstg. Co.
Business-Studio Address.....265 S. Park St
Tel.: 3-9744.....Independent
Representative.....Peters, Griffin, Woodward
Pres., Gen. Mgr.....Frank C. Schroeder, Jr.
Commercial Manager.....Clark O. Whitman
Program Director.....Harry Michaels
Chief Engineer.....Willard F. Hall

WSOY—Decatur—1925

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Illinois Bcstg. Co.
Address.....1100 E. Pershing Road
Tel.: 5371.....CBS
Representative.....Weed
President.....Frederick W. Schaub
Gen. Mgr.....M. H. Stuckwish
Comm. Mgr.....Dale E. Eyman
Prog., Pub. Dir.....Robert B. King
Chief Engineer.....Allan Doyle

WLBK—De Kalb—1947

Frequency: 1360 Kc.....Power: 500 Watts d.
Owned-Oper. By..DeKalb Radio Studios, Inc.
Business-Studio Address.....711 N. First St.
Tel.: 6-3485.....Independent
Representative.....Sears & Ayer
Pres., Gen. Mgr.....George C. Biggar
Commercial Manager.....Richard Meier
Program Director.....R. C. Brown
Publicity Dir.....Fran Booton
Chief Engineer.....W. Dean Clayton

WDQN—Du Quoin—1951

Frequency: 1580 Kc.....Power: 250 Watts
Owned-Oper. By.....DuQuoin Bcstg. Co.
Address.....Music Center
Tel.: LI 2-3894.....KBS
Representative.....Devney
Pres., Gen. Mgr.....M. R. Lankford
Comm. Sales Prom. Mgr.....Gene Showalter
Program, Ch. Eng.....E. Neil Pike

WAMV—East St. Louis—1935

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Radio Missouri Corp.
Business-Studio Address.....Broadview Hotel
Tel.: BR 1-4626.....ABC
Representative.....Weed & Co.
President.....Robert W. Day
General Mgr.....Elmer Willrich
Program, Sales Prom. Mgr.....Dan Stengle
Publicity Dir.....Ray Nelson
Chief Engineer.....Earle White

WCRA—Effingham—1947

Frequency: 1090 Kc.....Power: 250 Watts, d.
Owned-Operated By.....Effingham Bcstg. Co.
Address.....110 N. Banker St.
Tel.: 1090.....Independent
Representative.....Devney
President.....Joseph E. McNaughton
Gen. Mgr.....George Walker
Program Director.....R. E. Woody

WRMN—Elgin—1949

Frequency: 1410 Kc.....Power: 500 Watts
Owned-Oper. By.....The Elgin Bdcstg Co.
Address.....156 Division St.
Tel.: SH 1-7700.....Independent
News Affil.....Pekin Times, Yuma Sun
Representative.....Devney
Pres., Gen. Mgr.....J. Richard Sutter
Prog. Dir., Ch. Engr.....Floyd Brown
Publicity Director.....Pearl Reynolds

WEAW—Evanston—1946

Frequency: 1330 Kc.....Power: 1000 Watts
Owned.....No. Shore Bcstg. Co., Inc.
Address.....Box 1330
Tel.: UN 4-7600.....Independent
Rep.....Good Music Bctrs., Grant Webb
Pres., Gen. Sta. Mgr.....Edward A. Wheeler
Commercial Manager.....Don Springgate
Sales Promotion Mgr.....Robert Cronin
Pub. Dir.....Doris Peterson
Program Director.....Mike Locigno

WNMP—Evanston—1946

Frequency: 1590 Kc.....Power: 1000 Watts d.
Owned-Oper. By..Evanston Broadcasting Co.
Bus.-Studio-Transmitter....1580 Sherman Ave.
Tel.: GR 5-1590.....Independent
Representative.....Devney
President.....Angus D. Pfaff
Chief Engineer.....Thomas Mills

WFIW—Fairfield—1953

Frequency: 1390 Kw.....Power: 500 Watts d.
Owned-Oper. By...Wayne County Bcstg. Co.
Address.....Box 72
Tel.: 2159.....KBS
Representative.....Grant Webb
Co-Owner, Gen. Mgr.....Thomas S. Land
Co-Owner.....Bryon Davidson
Commercial Mgr.....Garnet Williams
Program Director.....Darrell Linne
Chief Engineer.....Gil Wallace

WFRL—Freeport—1947

Frequency: 1570 Kc.....Power: 1000 Watts d.
Owned-Operated By..Freeport Bcstg. Co., Inc.
Business-Studio Address....9 N. Chicago Ave.
Tel.: ST 436.....Independent
Representative.....Headley-Reed
Pres., Gen. Mgr., Chief Eng...Vincent S. Barker
Commercial Manager.....David Taylor
Prog. Dir.....Bud Walters

WGIL—Galesburg—1937

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By....Galesburg Bcstg. Co., Inc.
Business Address.....312 Hill Arcade
Tel.: 4626.....Independent

Newspaper Affiliation....Daily Register Mail
Representative .....Wm. G. Rambeau
President.....William C. Pritchard
Gen., Sta. Mgr.....George D. Donaldson
Prog. Dir.....Edward J. Gale
Chief Engineer.....R. L. Baughman

WQUB—Galesburg—1957

Frequency: 1590 Kc....Power: 5000 Watts d.
Owned.....Knox County Bcstg. Corp.
Address.....36 Park Plaza
Tel.: DIckens 2-3161.....Independent
Representative .....Hollingbery
President .....G. Laverne Flambo
Exec. V.P. & Gen. Mgr.....W. E. McClenahan
Sales Promotion Manager.....E. P. Davis
Program Director.....Jack Davis
Publicity Director.....Sally Mathers
Chief Engineer.....Douglas Horner

WEBQ—Harrisburg—1923

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....First Trust Association
Business-Studio-Transmitter....100 E. Poplar St.
Tel: 3-7282 .....KBS
Gen.-Station-Comm. Mgr.....Inglis M. Taylor
Sales Prom. Mgr.....Ken Hamilton
Program Director.....Norma Slaton
Publicity Director.....Charles Branum
Chief Engineer.....Elmer L. Gladson

WMCW—Harvard—1955

Frequency: 1600 Kc.....Power: 500 Watts
Address.....205 E. Brainard
c/o.....Mrs. Esther Blodgett

WJPF—Herrin—1940

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Egyptian Bcstg. Co.
Business-Studio Address.....P. O. Box 179
Tel.: 381-382 .....MBS
Representative .....Holman
President.....Maybelle J. Lyerla
Gen., Sta. Mgr.....Charles R. Cook
Sales Promotion Manager.....Fred Simmons
Program Director.....Louise Samuel
Publicity Director.....Frank Samuel
Chief Engineer.....Ben E. Orf

WLDS—Jacksonville—1941

Frequency: 1180 Kc.....Power: 1000 Watts d.
Owned..Jacksonville Radio & TV Bcstg. Corp.
Business Address.....Fox Theatre Bldg.
Tel.: CH 5-7171.....KBS
Newspaper Affil.....Journal-Courier
Representative .....Hal Holman
President .....Robert Fay
Gen., Sta. Mgr.....R. Karl Baker
Program Director.....T. J. Fairburn
Chief Engineer.....G. J. Cassens

WJOL—Joliet—1929

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....WJOL, Inc.
Business-Studio-Transmitter....601 Walnut St.
Tel.: 6-4761.....Independent
Representative .....John Pearson
Pres., Gen. Mgr .....Joseph F. Novy
Station Manager.....J. F. Cerny
Prog. Dir.....Eileen Caron
Chief Engineer.....Frank Woodcroft

WKAN—Kankakee—1947

Frequency: 1320 Kc.....Power: 1000 Watts d.
Owned-Oper. By..Kankakee Daily Journal Co.
Business-Studio Address..180 N. Schuyler Ave.
Tel.: WElls 3-6633.....Independent
Representative .....Sears-Ayer
President .....Burrell Small
General Manager.....Bruce Brown
Station Manager.....Robert Hawkins
Program Director.....Orren Allain
Chief Engineer .....Richard Eckels

WKEI—Kewanee—1952

Frequency: 1450 Kc.....Power: 100 Watts
Owned-Operated By.....WKEI Bcstg. Co.
Address.....202½ N. Tremont
Tel.: 4471.....KBS
Representative.....H. F. Best
Pres., Gen. Mgr., Chf. Engr.....E. D. Scandrett
Prog., Pub. Dir.....Paul Messplay

WTAQ—La Grange—1950

Frequency: 1300 Kc.....Power: 500 Watts n.
Owned-Oper. By.....S & S Bcstg. Co.
Address .....Box 408
Tel.: FL 2-1300.....Independent
Representative.....W. Donald Roberts
President .....Charles Sebastian
V. P., Sta. Mgr.....Russ Salter
Commercial Manager.....Ralph Faucher
Sales Prom. Mgr.....Stanley Noyes
Program Dir.....Ted Carlson
Asst. Mgr.....Arthur Schlaman
Chief Engineer.....Bill Ward

WLPO—La Salle—1947

Frequency: 1220 Kc.....Power: 1000 Watts d.
Owned-Oper. By...La Salle County Bcstg. Co.
Bus. Ad.....P. O. Box 215
Tel.: CApitol 3-3100.....Independent
Newspaper Affiliation....Daily News Tribune
Representative .....Grant Webb
President .....Peter Miller
Gen. Mgr.....William Holm
Program Director.....Dan Dunlap
Publicity Director.....Laverne Waltman
Chief Engineer.....Lawrence McCann

WAKO—Lawrenceville—1959

Frequency: 910 Kc.....Power: 500 Watts, d.
Owned By.....Lawrenceville Bcstg. Co.
Address .....Box 210
Tel.: 910 .....Independent
Partner.....Ray J. Lankford

WPRC—Lincoln—1947

Frequency: 1370 Kc.....Power: 500 Watts d.
Owned-Oper. By .....Prairie Radio Corp.
Address.....P. O. Box 37
Tel.: 1370 .....KBS
Representative .....Sears & Ayer

Pres., Gen. Mgr.....Ray F. Knochel
Comm. Manager.....Paul E. Rankin
Program Director.....Earle Layman
Publicity Director.....John H. Deal
Chief Engineer.....Donald Thompson

WSMI—Litchfield—1950

Frequency: 1540 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Mid-Illinois Bcstg. Co.
Address .....Box 241
Tel.: 100.....Independent
Representative .....Hil Best
Pres., Gen. Mgr.....Hayward L. Talley

WKAI—Macomb—1947

Frequency: 1510 Kc.....Power: 250 Watts d.
Owned-Operated By .....WKAI Bcstg. Co.
Address.....113 E. Carroll St.
Tel.: TEmple 3-4129.....KBS
Newspaper Affiliation.....Daily Journal
President.....William H. Rudolph
General Manager.....Robert E. Douglas
Business Manager.....Verna M. Frye
Program Director.....J. Jean Marconnet

WGGH—Marion—1949

Frequency: 1150 Kc.....Power: 5000 Watts d.
Owned-Operated By.....Marion Bcstg. Co.
Business Address.....P. O. Box 311
Tel.: WYandotte 3-8101.....Independent
Representative.....Sears & Ayer
Pres., Chief Eng.....George W. Dodds
Gen., Sta., Comm. Mgr.....Jim Duncan

WLBH—Mattoon—1946

Frequency: 1170 Kc.....Power: 250 Watts d.
Owned-Operated By.....Mattoon Bcstg. Co.
Bus.-Studio Address.....1632½ B'way Ave.
Tel.: AD 4-6464.....Independent
Representative .....Holman
President, Gen.-Station Mgr.....J. R. Livesay
Commercial Manager.....Ken Wooddell
Sales Prom. Mgr.....Robert Veech
Program Director.....Robert Guess
Chief Engineer.....Ray Livesay

WMOK—Metropolis—1951

Frequency: 920 Kc.....Power: 1,000 Watts d.
Owned-Oper. By.....Fort Massac Bcstg. Co.
Business Address..National State Bank Bldg.
Tel.: 2106 .....KBS
Representative .....Holman
Gen. Mgr.....James H. Firmin
Commercial Manager.....Virgil E. Smith
Program Director.....Fleeta Firmin
Chief Engineer.....Carlos M. Steele

WQUA—Moline—1946

Frequency: 1230 Kc. Power: 250 Watts
Owned-Oper. By.....WQUA, Inc.
Address.....1319 Fifth Ave.
Tel.: 4-6727.....ABC
Representative.....Geo. P. Hollingberry Co.
President.....G. LaVerne Flambo
V.P., Gen. Mgr.....J. Maxim Ryder
Commercial Manager.....Lester Johnson
Production Manager.....Robert Nelson
Chief Engineer.....Howard Elliott

News Is Preferred...

...by Listeners ..*because it is dependable as well as interesting.*

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50 Rockefeller Plaza • New York 20, N. Y.

WRAM—Monmouth—1957

Frequency: 1330 Kc.....Power: 1 Kw.
Owned .....Prairieland Bcstrs.
Address.....First & Main St.
Tel.: 666 .....Independent
Representative .....Pearson
Gen. Mgr.....Stephen P. Bellinger
Comm. Mgr.....Richard V. Taber
Program Dir.....Jack Edsel
Chief Engineer.....Fred Hoy

WVMC—Mount Carmel—1948

Frequency: 1360 Kc.....Power: 500 Watts
Owned ..... WVMC
Business Address.....Box 450
Tel.: 1360 .....Independent
President.....Stephen P. Bellinger
Gen., Comm. Mgr.....Charles H. Green
Sales Prom. Mgr.....R. L. Knutstrom
Program Director.....David K. Naber
Publicity Director .....Albert Freedman
Chief Engineer.....Eugene Garrett

WMIX—Mt. Vernon—1946

Frequency: 940 Kc.....Power: 5000 Watts, d.
Owned-Oper. By..Mt. Vernon Radio & Tel. Co.
Address.....121½ N. 9th Street
Tel.: 3500.....Independent
Representative .....John E. Pearson Co.
President .....John Russell Mitchell
General Manager.....R. J. Cheney
Comm. Mgr.....C. Schoch
Chief Engineer.....Robert MacConnell

WINI—Murphysboro—1954

Frequency: 1420 Kc.....Power: 500 Watts d.
Owned-Oper. By..Martha D. & Robert M. Rapp
Business Address.....1602 Elm
Tel.: 282 .....KBS
Representative.....Hil F. Best
Gen., Sta. Mgr.....Lew Barwick
Chief Engineer.....Lester D. Bilderback

WOPA—Oak Park—1950

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Village Bcstg. Co.
Address.....408 S. Oak Park Ave.
Tel.: VI 8-5760.....Independent
Representative .....Stars National
General Manager.....E. Sonderling
Station Mgr.....Al Michel

WVLN—Olney—1947

Frequency: 740 Kc.....Power: 250 Watts d.
Owned-Operated By.....Illinois Bcstg.
Address .....Decatur, Ill.
Tel.: EX 3-2156.....Independent
Pres.,.....Fred W. Schaub
Exec. V.P.....M. Lindsay
Gen. Mgr.....E. C. Dorsey
Comm. Mgr.....Charles R. Griggs
Prog. Dir.....Joe Kosack
Chief Engineer.....Stanley Greatline

WCMY—Ottawa—1952

Frequency: 1430 Kc.....Power: 500 Watts d.
Owned-Operated By.....Carl H. Meyer
Address.....417 W. Madison St.
Tel.: 551.....Independent
Pres., Gen. Mgr., Ch. Eng.....Carl H. Meyer
Comm. Mgr.....D. M. Meyer
Sta. Mgr., Prog. Dir.....Robert Meyer

WPRS—Paris—1951

Frequency: 1440 Kc.....Power: 500 Watts d.
Owned-Operated By.....Paris Bcstg. Corp.
Address .....Box 262
Tel.: 5-0153.....Independent
Pres., Gen. Mgr.....Adlai C. Ferguson, Jr.
Commercial Mgr.....James D. Savoye
Prog. Dir.....John Powell
Publicity Dir.....Gene Tyler
Chief Engineer.....Harry Hubbert

WSIV—Pekin—1946

Frequency: 1140 Kc.....Power: 1000 Watts d.
Owned-Operated By....Pekin Bcstg. Co., Inc.
Business-Studio Address.....Arcade Bldg.
Tel.: 6-2134.....Independent
Representative.....Sears & Ayer
Pres., Gen. Mgr.....W. Kenneth Patterson
Sta. Mgr., Pub. Dir.....George C. Udry
Comm., Sales Prom. Mgr.....William Hill
Program Director.....Roland Struhbar
Chief Engineer.....Lowell Lovely

WEEK—Peoria—1946

Frequency: 1350 Kc.....Power: 1000 Watts
Owned-Operated By...West Central Bcstg. Co.
Bus. Add.....2907 Springfield Rd.
Tel.: 9-3961.....NBC
Representative .....Headley-Reed
President.....Robert S. Kerr
V.P., Gen. Mgr.....Fred C. Mueller
Commercial Manager.....Coleman Scott
Program Director.....Bill Dorn
Pub. Dir.....Albert Knapp
Ch. Eng.....Wayne Lovely

WIRL—Peoria—1948

Frequency: 1290 Kc.....Power: 5000 Watts
Owned-Oper. By.....Frudeger Bcstg. Co.
Bus.-Studio Address..121 N.E. Jefferson Ave.
Tel.: 4-9239.....Independent
Representative .....H-R
President.....Robert W. Frudeger
General Mgr.....Howard H. Frederick
Program Director.....Robyn Weaver
Chief Engineer.....Ray Schneider

WMBD—Peoria—1927

Frequency: 1470 Kc. Power 5000 Watts
Owned-Oper. By.....WMBD, Inc.
Address.....212 S.W. Jefferson Ave.
Tel.: 6-0711.....CBS
Reps.....Peters, Griffin, Woodward, Inc.
Pres.....Charles C. Caley

Vice Pres.....Robert O. Runnerstrun
Station Mgr.....Hal Sunberg
Program Dir.....Bill Mayer
Publicity Dir.....R. James Bateman
Chief Engineer.....George Pyle

WPEO—Peoria—1946

Frequency: 1020 Kc....Power: 1000 Watts d.
Owned-Oper. By.....Radio One Corp.
Address.....614-A Main St.
Tel.: 4-9249.....Independent
Representative .....Bolling
Gen. Mgr.....K. R. Greenwood
Commercial Manager.....Guy Fowler
Sales Promotion Manager.....Ken Baugh
Program Director.....Harry Harrison
Chief Engineer.....Jerald Devore

WBBA—Pittsfield—1954

Frequency: 1580 Kc.....Power: 250 Watts d.
Owned .....Pike Broadcasting Co.
Address .....Pittsfield
Tel.: 650.....Independent
Representative.....Continental Radio Sales
President.....G. B. Meyer
Sta. Mgr., Chief Eng.....Frank Luepke

WGEM—Quincy—1947

Frequency: 1440 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Quincy Bcstg. Co.
Business-Studio Address.....Hotel Quincy
Tel.: BA 2-6840.....ABC
Newspaper Affiliation...Quincy Herald Whig
Representative.....Young Reps., Inc.
President.....T. C. Oakley
General Manager.....Joe Bonansinga
Comm. Mgr.....J. Ben Stewart
Prog. Dir.....Fred Colgan
Pub. Dir.....Hal Heidbreder
Chief Engineer.....Frank E. Laughlin

WTAD—Quincy—1927

Freq.: 930 Kc....Power: 5 Kw. d., 1 Kw. n.
Owned-Operated By.....Lee Bcstg., Inc.
Address.....510 Maine St.
Tel.: BA 2-6200.....CBS
Newspaper Affiliation...Hannibal Courier Post
Representative.....Weed & Co.
President.....Lee P. Loomis
Gen., Nat'l Sales Mgr.....Walter J. Rothschild
Asst. Natl. Sls., Comm. Mgr..Wayne W. Cribb
Sales Prom. Mgr., Pub Dir.....Dick Moore
Program Director.....Robert Eickmeyer
Chief Engineer.....J. E. Gray

WTAY—Robinson—1956

Frequency: 1570 Kc.....Power: 250 Watts d.
Owned-Oper. By.....Ann Broadcasting Corp.
Business Address.....P.O. Box 266
Tel.: 1373.....KBS
Representative.....Hil F. Best
Pres., Gen. Mgr.....Kathryn A. Duncan
Comm., Sales Prom. Mgr.....James L. Foster
Program Director.....Thelma Dorsey
Publicity Director.....Jack Weber
Chief Engineer.....Danny Doss

WROK—Rockford—1929

Freq.: 1440 Kc...Power: 1 Kw. d.; 500 W. n.
Owned-Operated By...Winnebago News. Inc.
Bus.-Studio Address....Rockford News Tower
Tel.: 2-6621 .....ABC
Representative ..... H-R
President.....E. K. Todd
Gen., Sta. Mgr.....John J. Dixon
Commercial Manager.....David Salisbury
Sls. Prom. Mgr., Pub. Dir.....Betty L. Thro
Program Director.....Maurice P. Owens
Chief Engineer.....Maurice H. Nelson

WRRR—Rockford—1953

Frequency: 1330 Kc.....Power: 1000 Watts
Owned-Operated by.....Radio Rockford, Inc.
Address.....113 S. Court St.
Tel.: 8-1869.....Independent
Representative .....Radio-TV Reps.
President.....Burrell L. Small
General Manager.....William R. Walker
Comm., Sls. Prom. Mgr.....Don Hoover
Program Director.....H. Irving Tingley
Publicity Director.....William Kelsey
Chief Engineer.....George Reynolds

WHBF—Rock Island—1925

Frequency: 1270 Kc.....Power: 5000 Watts
Owned-Operated By....Rock Island Bcstg. Co.
Business-Studio Address.....231 18th St.
Tel.: RI 6-5441.....CBS
Newspaper Affiliation....Rock Island Argus
Representative .....Hyett, Avery-Knodel
President.....Ben H. Potter
V.P., Gen., Sta. Mgr.....Leslie C. Johnson
Asst. Mgr., Dir. Sales.....Maurice Corken
Merchandising Mgr.....Heber Darton
Program Dir.....Frank S. Hicks
Publicity Dir.....Fern Hawks
Chief Engineer.....Robert J. Sinnett

WJBD—Salem—1956

Frequency: 1350 Kc.....Power: 500 Watts, d.
Owned.....Salem Bcstg. Co.
Address.....121 S. Walnut St.
Tel.: 2000.....Independent
Representative .....Grant Webb
Gen., Sales Mgr.....Bryan Davidson
Prog. Dir.....Coley Cowan
Chief Engineer.....Bryan Davidson

WHCO—Sparta—1955

Frequency: 1230 Kc.....Power 250 W.
Owned.....Hirsch Communication Eng. Corp.
Address..324 Broadway, Cape Girardeau, Mo.
Tel.: SP 333.....Independent
President.....Robert O. Hirsch
General Manager.....James F. Collins
Station Sls. Prom. Manager..Buford L. Mabrey

WCVS—Springfield—1926

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....WPFA Radio, Inc.
Business-Studio Address.....P. O. Box 1088
Tel.: 4-9855 .....Independent

President.....J. William O'Connor
Station Manager.....Al Evans
General Manager.....Ed Smith
Commercial Manager.....Ken Spengler
Sales Promotion Mgr.....Bob Tefentiller
Program Director.....Jim McKinney
Publicity Director.....Carol Dewing

WMAY—Springfield—1950

Freq.: 970 Kc...Power: 1 Kw. d.; 500 W. n.
Owned-Oper. By.....Lincoln Bcstg. Corp.
Address.....711 Myers Bldg.
Tel.: 4-1766.....NBC
Representative.....John E. Pearson
Pres., Gen., Sta., Comm. Mgr..Gordon Sherman
Prom., Pub. Dir.....Joan Meisner
Program Director.....Syl Binkin
Chief Engineer.....Melvin Feldman

WTAX—Springfield—1930

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....WTAX, Inc.
Business Address.....712 S. 31st St.
Tel.: 2-4441.....CBS
Representative.....Weed
Pres., Gen. Mgr.....Oliver J. Keller
Commercial Manager.....O. J. Keller, Jr.
Sales Promotion Manager.....W. J. Simon
Program Director.....John W. Midgley
Publicity Dir.....Bill Miller
Chief Engineer.....E. C. Swaringen

WSDR—Sterling—1949

Frequency: 1240 Kc.....Power: 100 Watts
Owned-Oper. By.....Blackhawk Bdcstg. Co.
Address.....Lawrence Bldg.
Tel.: MA 3400.....Independent
Pres., Gen. Mgr.....Sam Bartlett
Comm. Mgr.....Lillian Bartlett
Asst. Sta. Mgr.....John Rowwer
Chief Engineer.....Ed Fisher

WIZZ—Streator—1953

Frequency: 1250 Kw.....Power: 500 Watts d.
Owned-Oper. By.....Streator Bcstg. Co.
Address.....Box 377
Tel.: 2-2947.....Independent
Representative.....John E. Pearson
General Manager.....Vernon R. Nunn
Comm. Mgr.....Jack Hallstrom
Program Director.....Ken Pollock
Chief Engineer.....Verne Buland

WTIM—Taylorville—1949

Frequency: 1410 Kc.....Power: 1000 Watts d
Owned-Operated By.....Moyer Bcstg. Co.
Address.....Radio Rd.
Tel.: DE 6-7900.....Independent
Representative.....Continental
President.....Roger Moyer
General Manager.....James C. Hilderbrand

WKRS—Waukegan—1949

Frequency: 1220 Kc.....Power: 1000 Watts d.
Owned-Operated By.....News-Sun Bcstg. Co.
Business Address.....P. O. Box 500
Tel.: DElta 6-7900.....Independent
Representative.....Devney
Gen., Comm. Mgr.....Alfred F. Sorenson
Chief Engineer.....Stanley G. Chadwick

WFRX—West Frankfort—1951

Frequency: 1300 Kc.....Power: 1000 Watts d.
Owned.....Pyramid Radio Bcstg. & TV Corp.
Address.....1300 S. Logan
Tel.: 3-5321.....KBS
Representative.....Hal Holman
President.....Dr. Guy W. Lambert
Gen. Mgr.....Walter C. Schafer

WCBD—Zion—1947

Frequency: 820 Kc.....Power: 5000 Watts
Owned-Oper. By.....Michael J. Mintern
Business Address.....2700 Enoch Ave.
Managing Director.....Michael J. Mintern
Commercial Manager.....Carl Q. Lee

Pop.: 4,639,000
Families: 1,475,000
Radio Homes: 1,421,000

Indiana

Stations in State: 61
TV Homes: 1,315,000
TV Stations: 18

WCBC—Anderson—1946

Frequency: 1470 Kc. ....Power: 1000 Watts d.
Owned-Operated By .....Civic Bdcstg Corp.
Address.....Box 350
Tel.: 3-5321.....KBS
Station Rep.....Hil Best
President.....Paul E. Billheimer
General Manager.....Gordon Beck
Sales Manager.....Raymond Pettis

WHBU—Anderson—1923

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By...Anderson Bcstg. Corp.
Business-Studio.....640 Citizens Bank Bldg.
Tel.: 7791.....CBS
Representative.....Walker
President.....C. Bruce McConnell
General Manager.....John R. Atkinson
Chief Engr.....W. J. Hecht

WBIW—Bedford—1948

Frequency: 1340 Kc. .....Power: 250 Watts
Owned-Operated By.....Bedford Bcstg. Co.
Address.....P. O. Box 127
Tel.: BRowning 5-7555.....Independent
Representative.....McGillvra
Co-owners.....A. I. & J. H. McGillvra
Chief Engineer.....Carl J. Finger

WTTS—Bloomington—1949

Freq.: 1370 Kc.....Power 5 Kw. d., 500 W. n.
Owned-Oper. By.....Sarkes Tarzian, Inc.
Business-Studio Address....535 S. Walnut St.
Tel.: 2-3366.....ABC
Representative .....Meeker
Membership .....NAB
President .....Sarkes Tarzian
Gen. Mgr., Prog. Dir.....Glenn Van Horn
Sales Mgr.....Ray Bartlett

WBNL—Boonville—1950

Frequency: 1540 Kc.....Power: 250 Watts d.
Owned-Oper. By.....Boonville Bcstg. Co.
Address .....Lynnville Road
Tel.: 980.....KBS
Pres., Chief Eng.....H. C. Sanders
Gen., Program Dir.....Norman Hall
Comm., Sales Prom. Mgr.....David B. Gentry
Publicity Dir.....Olus Justus

WCSI—Columbus—1950

Frequency: 1010Kc.....Power: 500 Watts d.
Owned-Oper. By.....White River Bcstg.
Address .....Box 469
Tel.: DRexel 6-7411.....Independent
Representative .....Clark
President.....R. L. Heminger
Gen. Mgr.....Jack E. Douglas
Commercial Mgr.....J. F. Kauper
Program Dir.....Bob Edwards
Chief Engineer.....Max Cockley

WCNB—Connersville—1948

Frequency: 1580 Kc.....Power: 250 Watts d.
Owned-Operated By.....News Examiner Co.
Business-Studio Address.....406 Central Ave.
Tel.: 1950.....Independent
Newspaper Affil.....News Examiner
-Representative .....Gill-Perna
Secretary.....G. S. Tatman
Gen., Comm. Mgr.....E. M. Jackson

WCMR—Elkhart—1956

Frequency: 1270 Kc.....Power: 5 Kw. d.
Owned .....WCMR
Business Address.....Box 261
Tel.: 3-4567 .....KBS
Representative .....Hil F. Best
President.....Clarence C. Moore
Gen., Sta. Mgr.....Paul R. Deck
Comm., Sales Prom. Mgr.....Don Freed
Publicity Director... .....C. C. Moore
Chief Engineer.....Kent Ragsdale

WTRC—Elkhart—1931

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Truth Radio Corp.
Business-Studio Address.....Box 636
Tel.: 3-1960.....NBC
Newspaper Affiliatio.n.....Elkhart Truth
Representative .....H-R Reps
President.....John F. Dille, Jr.
Gen. Mgr.....Paul C. Brines
Commercial Mgr.....Gerard Maloney
Asst. Mgr.....Edwin J. Lasko
Prog. Dir.....Edwin Huot
Sales Prom., Publicity Dir.....Ken Owens
Chief Engineer.....Lester Zellmer

WEOA—Evansville—1936

Frequency: 1400 Kc.....Power: 250 Watts
Owned .....WEHT, Inc.
Business-Studio Address.....Box 395
Tel.: HA 4-9215.....CBS
Representative .....Gill-Perna
President.....Edwin G. Richter, Jr.
General Manager..... ...William R. Hight
Prog. Dir.....Peter Dooley
Publicity Director.....Priscilla Finberg
Chief Engineer.....William Schultz

WGBF—Evansville—1923

Frequency: 1280 Kc..Power: 5 Kw. d.; 1 Kw. n.
Owned-Operated By.....On The Air, Inc.
Business-Studio Address...1001 Diamond Ave.
Tel.: HA 2-1171.....NBC
Representative .....Weed & Co.
President.....Henry B. Walker
Ex. V.P., Gen., Sta. Mgr.....Martin L. Leich
Program Director.....Mrs. Pat Roper
Publicity Dir.....Gene Crawford
Chief Engineer.....Erwin P. Schoeny

WIKY—Evansville—1947

Frequency: 820 Kc.....Power: 250 Watts d.
Owned-Oper. By...South Central Bcstg. Corp.
Address.....Box 148
Tel.: 4-8284.....Independent
Representative.....John E. Pearson Co.
Pres., Gen.-Sta. Mgr.....John A. Engelbrecht
Chief Engineer.....George F. Stoltz

WJPS—Evansville—1948

Frequency: 1330 Kc..Power: 5 Kw. d.; 1 Kw. n.
Owned-Operated By.....WJPS, Inc.
Business-Studio Address.....206 Main St.
Tel.: HArrison 4-6946.....ABC
Representative ....Bolling
President.....Robert S. Davis
Gen., Sta. Mgr.....Verne Paule
Sales Manager.....R. L. Byers
Prom. Mgr., Prog. Dir....Charles H. Caldwell
Chief Engineer.....James Jared

WANE—Ft. Wayne—1948

Frequency: 1450 Kc.....Power: 250 Watts
Owned..... ..Indiana Broadcasting Corp.
Address.....2915 W. State Blvd.
Tel.: ANthony 9411.....CBS
Representative .....Petry
President.....C. Wrede Petersmeyer
Station Mgr.....Reid G. Chapman
Program Dir.....James Holston
Chief Engineer..... ....C. E. Wallace
Owners of: WISH, Indianapolis.

WGL—Ft. Wayne—1924

Frequency: 1250 Kc.....Power: 1000 Watts
Owned-Oper. By..News-Sentinel Bcstg. Co., Inc.
Bus.-Studio Address....201½ W. Jefferson St.

Tel.: EA 3366 ..... ABC
Newspaper Affiliation ..... News-Sentinel
Representative ..... Headley-Reed
President ..... Helene R. Foellinger
Gen., Sta., Comm. Mgr. ..... Merrill C. Johnson
Sales Prom. Mgr., Pub. Dir. .. Patricia McDowell
Program Director ..... William Hausman
Chief Engineer ..... Damon Wilson

WKJG—Ft. Wayne—1947

Frequency: 1380 Kc. ..... Power: 5000 Watts
Owner ..... WKJG, Inc.
Business-Studio Add. ..... 220 E. Jefferson St.
Tel.: ANthony 2295 ..... NBC
Representative ..... H-R
President ..... John F. Dille, Jr.
Gen. Sta. Mgr. ..... Edward G. Thoms
Commercial Manager ..... Carleton Evans
Program Dir. ..... Calo Mahlock
Sales Prom. Mgr. ..... Wilson Schroeder
Chief Eng. ..... Eugene A. Chase

WOWO—Ft. Wayne—1925

Frequency: 1190 Kc. ..... Power: 50 Kw.
Owner ... Westinghouse Broadcasting Co., Inc.
Bus. Studio Address ... 124 W. Washington St.
Tel.: AN 9436 ..... Independent
Sta. Rep ..... Peters, Griffin, Woodward
After July 1 ..... AM Radio Sales
President ..... Donald H. McGannon
Gen., Sta. Mgr. ..... Carl W. Vandagrift
Commercial Manager ..... Tom Longsworth
Sales Prom. Mgr. ..... Paul Lindsay
Program Dir. ..... Cal Bollwinkel
Publicity Dir. ..... Hilda C. Woehrmeyer
Chief Engineer ..... Hal Brokaw

Owners of: WBZ-WBZA, Boston-Springfield, Mass.; KYW, Cleveland; KDKA, Pittsburgh; KEX, Portland, Ore.; WIND, Chicago, Ill.

WILO—Frankfort—1953

Frequency: 1570 Kc. ..... Power: 250 Watts
Owned ..... Lake Erie Radio & TV Corp.
Address ..... 52½ E. Washington St.
Tel.: 3338 ..... Independent
Station Rep. ..... Hil Best
President ..... Theodore M. Nelson
Gen. Mgr. ..... Howard G. Pearcy
Commercial Manager ..... Phil Wise
Program Director ..... James Cronkright
Chief Engineer ..... David Bodley

WGRY—Gary—1950

Frequency: 1370 Kc. .... Power: 500 Watts d.
Owned-Oper. By ..... WGRY, Inc.
Address ..... 3669 B'way
Station Rep. ..... Grant Webb
President ..... George Whitney
Mgr. ..... Todd Branson

WWCA—Gary—1949

Frequency: 1270 Kc. ..... Power: 1000 Watts
Owned-Operated By .. Lake Bdcastg Co., Inc.
Address ..... Hotel Gary
Tel.: TU 6-9171 ..... Independent
Station Rep. ..... John E. Pearson Co.
Pres., Gen., Mgr. ..... Dee O. Coe
Sta. Mgr. ..... Joseph A. Haas
Sales Prom. Mgr. ..... Thomas B. March
Program Director ..... Gerry Grainger
Chief Engineer ..... Victor Voss

WKAM—Goshen—1954

Frequency: 1460 Kc. .... Power: 1000 Watts, d.
Owned-Operated By ... Kosciusko Bcstg. Corp.
Address ..... Hotel Goshen
Tel.: 3-2219 ..... Independent
Representative ..... Rambeau
President ..... William N. Udell
General Mgr. ..... C. J. Pajakowski
Program Dir. ..... Robert Harris
Chief Engineer ..... Henry Weaver

WJOB—Hammond—1928

Frequency: 1230 Kc. ..... Power: 250 Watts
Owned-Oper. By ..... South Shore Bcstg. Corp.
Address ..... 6405 Olcott
Tel.: TI 4-1230 ..... Independent
Representative ..... Rambeau
Pres., Gen. Mgr. ..... R. C. Adair
Station Manager ..... Len Ellis
Sales Promotion Mgr. ..... Bill Murphy
Program Director ..... Jerry Mitchell
Publicity Director ..... Hugh Pieron
Chief Engineer ..... Carl Hayworth

WHLT—Huntington—1957

Frequency: 1300 Kc. ..... Power: 500 Watts
Owsed-Operated By ... Radio Huntington, Inc.
Business Address ..... Hotel LaFontaine
Tel.: 3404 ..... Independent
Pres., Gen. Mgr. ..... William J. Warren
Chief Engineer ..... Charles Yelverton

WFBM—Indianapolis—1926

Frequency: 1260 Kc. ..... Power: 5000 Watts
Owned By .. .. Time, Inc.
Address ..... 1330 N. Meridian St.
Tel.: MElrose 4-8521 ..... ABC
Representative ..... Katz
President ..... W. C. Pullen, Jr.
V.P., Gen. Mgr. ..... Eldon Campbell
Nat. Sales Mgr. ..... Hugh L. Kirby
Comm. Mgr. ..... Frank Small
Prom. Mgr. ..... John F. Hurlbut
Program Dir. ..... Robert Yeager
Asst. Promotion Manager .... Keith C. Strange
Chief Engineer ..... Kelly Robbins

WGEE—Indianapolis—1956

Frequency: 1590 Kc. ..... Power: 5 Kw. d.
Owned ..... Rollins Bcstg. Co.
Address ..... 4800 E. Raymond St.
Tel.: FL 9-5591 ..... Independent
Representative ..... Rollins, Grant
President ..... O. Wayne Rollins
Gen., Comm. Mgr. ..... Arnold C. Johnson
Chief Engineer ..... Edgar Bouchard

WIBC—Indianapolis—1938

Freq. 1070 Kc. .. Power: 50 Kw. d.; 10 Kw. n.
Owned-Operated By ..... WIBC, Inc.

Business-Studio Address.....2835 N. Illinois
Tel.: WA 4-2661.....Independent
Representative .....John Blair
President, Gen. Mgr.....Richard M. Fairbanks
V.P., Commercial Manager....Gilbert I. Berry
Promotion Director.....Robert W. Bidlack
Prog. Dir.....William L. Dean
Chief Engineer.....Robert W. Minton

WIRE—Indianapolis—1924

Frequency: 1430 Kc.....Power: 5000 Watts
Owned-Oper. By.....Indianapolis Bcstg., Inc.
Business-Studio Add...307 N. Pennsylvania St.
Tel.: ME 5-1541.....NBC
Representative....Peters, Griffin & Woodward
President.....Eugene C. Pulliam
Gen., Sta. Mgr.....William C. Worcester
Comm. Manager.....Daniel C. Park
Sales Prom., Pub. Dir.....Richard Clester
Prog. Dir.....Donald Bruce
Chief Eng.....Eugene E. Alden

WISH—Indianapolis—1941

Frequency: 1310 Kc..Power: 5 Kw. d.; 1 Kw. n.
Owned-Oper. By.....Indiana Bcstg. Corp.
Business-Studio Address..1440 N. Meridian St.
Tel.: ME 4-6411.....CBS
Representative .....Petry
President.....C. Wrede Petersmeyer
Gen., Sta. Mgr.....Robert B. McConnell
Comm. Manager.....Robert Ohleyer
Sales Prom. Mgr., Pub. Dir.....Ray Reisinger
Program Director.....William E. Frosch, Jr.
Chief Engineer.....Stokes Gresham, Jr.
Owners of: WANE, Fort Wayne, Ind.

WXLW—Indianapolis—1948

Frequency: 950 Kc.....Power: 5 Kw. d.
Owned-Oper. By.....Radio Indianapolis, Inc.
Address.....3003 Kessler Blvd.
Tel.: WA 5-6494.....Independent
Representative.....John Pearson Co.
President.....Lyman S. Ayres
General Manager.....Robert D Enoch
Assistant Manager.....Eugene W. Strack
Program Director..... ....Greg Smith
Chief Engineer.....Bert Goetzinger

WITZ—Jasper—1948

Frequency: 990 Kc. ....Power: 1000 Watts d.
Owned-Operated By ..Jasper on the Air Inc.
Address.....P. O. Box 167
Tel.: 678.....KBS
President .....Dr. Gilbert E. Metzger
General Manager.....Dennis J. Keller
Commercial Manager.....Al Farber
Sales Prom. Mgr.....Don Bohnert
Program Director.....John Williamson
Publicity Director.....Pat Pinnick
Chief Engineer.....Peter Russo

WAWK—Kendallville—1955

Frequency: 1570 Kc.....Power: 250 Watts d.
Owned-Oper. By....Noble DeKalb Bcstg. Co.
Address .....Box 47
Tel.: 764.....Independent
V.P., General Manager.....Paul L. King
Commercial Manager.....Weldon Cornell
Program Director.. .....Fred Manahan
Chief Engineer.....John Biddle

WIOU—Kokomo—1949

Frequency: 1350 Kc.....Power: 1000 Watts
Owner .....Booth Broadcasting
Business Address.....210½ North Main St.
Tel.: GL 7-1194.....CBS
Representative .....Weed
President.....John L. Booth
Gen. Sta. Mgr.....John Carl Jeffrey
Commercial Manager.... ...Richard Schuler
Prog. Dir.....Hugo J. DiSalvo
Pub. Dir.....Dorothy Overton
Chief Engineer.....Elvin Cunningham

WASK—Lafayette—1942

Frequency: 1450 Kc..... Power: 250 watts
Owned.....Lafayette Bcstg., Inc.
Business-Studio Address .....McCarty Lane
Tel.: 27306 .....MBS
Representative.....Wm. G. Rambeau
President.....E. Joseph Bannon
General Manager.....Henry Rosenthal
Comm. Mgr.....Dick Pittenger
Program Dir.....Sid Knight
Chief Engineer.....Richard Cochran

WLOI—La Porte—1948

Frequency: 1540 Kc.....Power: 250 Watts d.
Owned-Oper. By...La Porte County Bcstg. Co.

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Address.....P. O. Box 385
Tel.: 4144.....Independent
Sta. Rep. .....Pearson
President.....Dee O. Coe
Gen. Mgr.....Robert L. Harris
Sales Prom. Mgr.....Thomas B. March
Chief Engineer.....Victor Voss

WBTO—Linton—1953

Frequency: 1600 Kw.....Power: 500 Watts d.
Owned-Oper. By.....The Linton Bcstg. Co.
Business Address...Highway 54 W., Box 231
Tel.: 63 .....KBS
President.....H. C. Sanders
General Manager.....H. D. Boardman

WSAL—Logansport—1949

Frequency: 1230 Kc. .....Power: 250 Watts
Owned-Operated By..Logansport Bcstg. Corp.
Address .....P. O. Box 399
Tel.: 3111.....MBS
President..... .....Glenn L. Miller
Gen., Sta. Mgr.....Richard E. Jackson
Comm. Mgr.....Joe Wiler
Sales Prom., Pub. Dir.....Carol Zimmerman
Program Director.....Gene A. Waters
Chief Engineer.....Raymond A. Olson

WORX—Madison—1953

Frequency: 1270 Kc.....Power: 1000 Watts
Owned-Oper. By .....WORX
Address .....Telegraph Hill
Tel.: 1270.....KBS
Representative.....Hil F. Best Co.
Pres., Chief Eng.....C. E. Henson
General Manager.....Dick Witty
Comm. Mgr.....Lloyd L. Walker

WBAT—Marion—1947

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By .... Marion Radio Corp.
Business-Studio Address...303½ S. Adams St.
Tel.: 5500.....CBS
Representative .....Everett-McKinney
President.....Lester G. Spencer
V. P., Gen. Mgr.....William Fowler
Comm. Mgr.....A. G. Von Dielingen

WMRI—Marion—1955

Frequency: 860 Kc.....Power: 250 Watts
Owned By..... .....WMRI, Inc.
Business Address.....610 S. Adams St.
Tel.: 5705 .....Independent
Newspaper Affil.....Chronicle Leader-Tribune
Representative.....Sears & Ayer
President .....Gardner Thomas
Gen. Mgr.....Robert Fincannon
Comm. Sales Prom. Mgr.....Robert Wright
Program Director.... .....James Landry, Jr.
Publicity Director.....Don Tillman
Chief Engineer.....Robert Shively

WIMS—Michigan City—1947

Freq.: 1420 Kc...Power: 1 Kw. d.; 500 Wts. n.
Owned.....Northern Indiana Bcsters., Inc.
Business-Studio Address....Old Chicago Road
Tel.: TR 4-5245.....Independent
Representative.....Rambeau, Vance, Hopple
Pres., Gen. Mgr.....William N. Udell
Comm. Mgrs.....Al Hlaus-S. C. McDonnell
Program Dir.....Robert E. Pfister
Sale Prom. Mgr.....Howard Heckner
Publicity Dir.....Sam Searfoss
Chief Engineer.....Robert E. Schilling

WPCO—Mount Vernon—1955

Frequency: 1590 Kc.....Power: 500 Watts d.
Owned.....Mt. Vernon Broadcasting Co.
Address .....Box 231
Tel.: PO 3-4484.....KBS
Pres., Gen. Mgr.....H. C. Sanders
Sta., Comm. Mgr.....F. Courtney Smith
Chief Engineer.....Ervin White

WLBC—Muncie—1926

Frequency: 1340 Kc ..... Power: 250 Watts
Owned-Operated By .. Tri City Radio Corp.
Business Address.....Box 271
Tel.: AT 8-4403.....CBS
Representative .....Hal Holman
Pres., Gen. Sta. Mgr.....D. A. Burton
Commercial, Prom. Mgr.....Bill Craig
Program Director.....Lee Allerton
Chief Engineer.....Pat Finnegan

WLRP—New Albany—1949

Frequency: 1570 Kc.....Power: 1000 Watts d.
Owned-Operated By..Ohio Valley Bcstg., Inc.
Business Address..1570 Clifton Ave., Box 526

W

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Sales

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Tel.: WH 4-2235 ..... Independent
Station Rep. ..... Hil F. Best Co.
Pres., Gen., Sta. Mgr. ..... Roy L. Hickox
Comm., Sales Prom. Mgr. ..... Ronald Watson
Program Director ..... Jerry Fordyce
Publicity Dir. ..... Bill Gillum
Chief Engineer ..... Robert Metzler

WOCH—North Vernon—1955

Frequency: 1460 Kc. ..... Power: 500 Watts
Owned ..... Dorrell Ochs
Address ..... P. O. Box 46
Tel.: FI 9-8421 ..... Independent
President, Gen. Mgr. ..... Dorrell Ochs
Sta. Mgr. ..... Arno Walker
Comm. Mgr. ..... Marguerite Ochs
Program Dir. ..... Eddie Sears
Publicity Director ..... Tom Porter
Chief Engineer ..... Edwin Healy

WARU—Peru—1954

Frequency: 1600 Kc. ..... Power: 1000 Watts
Owned-Oper. By .. Wabash-Peru Bcstg Co., Inc.
Address ..... Hwy. 24
Representative ..... McGillvra
President, Gen. Mgr. ..... Dr. Wendell Hansen
Station Manager ..... Howard Roby
Chief Engineer ..... Bob Bassett

WPGW—Portland—1950

Frequency: 1440 Kc. ..... Power: 500 Watts d.
Owned-Oper. By ..... Glenn West
Address ..... Box 608
Tel.: 1094 ..... KBS
Owner, Gen. Mgr. ..... Glenn West

WRAY—Princeton—1950

Frequency: 1250 Kc. ..... Power: 1000 Watts d.
Owned-Oper. By ..... Princeton Bcstg. Co.
Address ..... Box 8
Tel.: FU 5-4861 ..... Independent
Representative ..... Devney
Gen., Sta. Mgr. ..... M. R. Lankford
Commercial Mgr. ..... D. T. Critchfield
Program Director ..... Stuart Lankford
Chief Engineer ..... John S. Sanders

WKBV—Richmond—1926

Frequency: 1490 Kc ..... Power: 250 Watts
Owned-Operated By .... Central Bcstg. Corp.
Address ..... W. Main St.
Tel.: 3-1156 ..... ABN
Representative ..... Robert Meeker
Pres., Gen., Sta. Mgr. ..... Lester G. Spencer
Comm., Sls. ..... Roland L. Nusbaum
Sales Prom. Mgr. ..... C. E. Stevens
Publicity Director ..... W. Woehrmann
Program Director ..... Marie Robbins
Chief Engineer ..... L. J. Duning

WSLM—Salem—1953

Frequency: 1220 Kw. ..... Power: 1000 Watts d.
Owned-Oper. By ..... Don H. Martin
Address ..... Radio Ridge
Tel.: 700 ..... KBS
Representative ..... Hil F. Best
Pres., Gen. Mgr. ..... Don H. Martin
Commercial Mgr. ..... Margaret Martin
Sales Promotion Mgr. ..... Boyd Smedley
Program Director ..... Margaret Martin
Chief Engineer ..... Darrell Dixon

WJCD—Seymour—1949

Frequency: 1390 Kc. ..... Power: 1000 Watts
Owned-Oper. By ..... Dr. Azra C. Baker
Address ..... 1534 Ewing St.
Tel.: JAckson 2-1390 ..... Independent
Representative ..... Kentucky Sales
Station Mgr. ..... Bob Shippee
Program Dir. ..... Fred Osborne
Chief Engineer ..... Arthur T. Kindell

WJVA—South Bend—1947

Frequency: 1580 Kc. ..... Power: 1000 Watts, d.
Owned By ..... Booth Broadcasting Co.
Address ..... Box 179
Tel.: CE 4-1111 ..... MBS
Representative ..... Rambeau, Vance, Hopple
President ..... John L. Booth
Managing Dir. ..... M. G. Creel
Commercial Mgr. ..... Charles Sharpless
Program Dir. ..... Al Waters
Publicity, Sales Prom. Mgr. ..... Jack Picton
Chief Engineer ..... Louis Ellis

WNDU—South Bend—1944

Frequency: 1490 Kc ..... Power: 250 Watts
Owned-Oper. By .. Michiana Telecasting Corp.
Address ..... Box 989
Tel.: CE 3-7111 ..... ABC
Representative ..... Edward Petry
Pres. ..... Rev. Theodore M. Hesburgh
Gen. Manager ..... Bernard C. Barth
Station Manaer ..... W. T. Hamilton
Commercial Manager ..... Daniel Martin
Program Director ..... Wm. Etherton
Sales Prom. Mgr. ..... Evelyn Manuszak
Chief Engineer ..... Bazil O'Hagan

WSBT—South Bend—1921

Frequency: 960 Kc. ..... Power: 5000 Watts
Owned-Operated By The South Bend Tribune
Bus.-Studio Address .... 300 W. Jefferson Blvd.
Tel.: CE 3-3141 ..... CBS
Newspaper Affiliation .... South Bend Tribune
Representative ..... Paul H. Raymer
President ..... Franklin D. Schurz
General Manager ..... Neal B. Welch
Commercial Manager ..... Will R. Darch
Promotion Manager ..... James Halpin
Program Dir. ..... Robert Drain
Chief Engineer ..... Arthur R. O'Neil

WTCJ—Tell City—1948

Frequency: 1230 Kc ..... Power: 250 Watts
Owned-Operated By ..... James R. Brewer
Address ..... Tell City
Tel.: 740 ..... KBS
Owner, Manager ..... James R. Brewer

WBOW—Terre Haute—1927

Frequency: 1230 Kc ..... Power: 250 Watts
Owned-Operated By ..... Radio WBOW, Inc.

Business-Studio Address.....303 S. 6th St.
Tel.: CR 5034.....NBC
Representative .....Weed
President..... ....J. W. O'Conner
Station Manager.....Ralph Harque
Commercial Manager.....Karl Walwik
Program Director.....Bill Roberts
Chief Engineer.....Howard Stewart

WMFT—Terre Haute—1958

Frequency: 1300 Kc.....Power: 500 Watts d.
Owned.....Citizens Bcstg. Co., Inc.
Business Address.....641 Ohio St.; Box 894
Tel.: C-9618 .....Independent
Representative .....Burn-Smith
Pres., Gen. Mgr.....Archie S. Mobley, Sr.
Comm., Sales Prom. Mgr.....Sigel A. Roush
Program Directro.. .....Pauline A. Mobley
Publicity Director.....Mrs. Wilma Sapp
Chief Engineer.....Don H. Causey

WTHI—Terre Haute—1947

Frequency: 1480 Kc.....Power: 1000 Watts d.
Owned-Oper. By Wabash Valley Bdg. Corp.
Address.....918 Ohio St.
Tel.: CR 9481.....CBS
Representative .....Bolling
President.....Anton Hulman, Jr.
Gen. Mgr.....Joseph M. Higgins
Sales Prom. Mgr.....Charles Cogan
Program Director.....Ben Falber, Jr.
Chief Engineer..... ....Russ Arnold

WAOV—Vincennes—1940

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Vincennes Sun Co.
Business Address.....Grand Hotel
Tel.: 787-788.....MBS
Newspaper Affil.....Sun Commercial
Representative...Peters, Griffin & Woodward
President.....Eugene C. Pulliam
Gen. Mgr.....Howard N. Greenlee
Station Mgr.....A. H. Edmondson, Sr.
Comm., Prom. Mgr.....William Litherland
Program Director.....Robert Duckworth
Publicity Dir.....William Arthur
Chief Engineer.....Ralph Baldwin

WRSW—Warsaw—1952

Frequency: 1480 Kc.....Power: 500 Watts
Owned-Oper. By..Reub Williams & Sons, Inc.
Address .....Times Building
Newspaper Affil. .....Times-Union
President.....R. B. Williams
General Manager.....C. R. Williams
Station Manager.....William Mollenhour
Commercial Manager.....Jack Essenberg
Sales Prom., Pub. Mgr.....William Long
Program Director.....Marie Snyder

WAMW—Washington—1955

Frequency: 1580 Kc.....Power: 250 W., d.
Owned-Operated By..Washington Radio, Inc.
Address.....615 S.E. 11th St.
Tel.: 1810.....KBS
Newspaper Affil.....Wash. Herald
Representative.....Hil F. Best
President.....Mrs. H. B. Bausman
General Manager.....Joe Edwards
Commercial Manager.....Joe Floerke
Prog. Dir.....Gene Cabel
Chief Engineer.....Joe Fox

Pop.: 2,875,000
Families: 884,000
Radio Homes: 876,000

Iowa

Stations in State: 65
TV Homes: 776,000
TV Stations: 12

KLGA—Algona—1956

Frequency: 1600 Kc.....Power: 5 Kw. d.
Owned.....Kossuth County Bcstg.
Address .....Box 47
Tel.: CY 4-2475.....KBS
Representative ....Walker-Rawalt
President .....Frederick Epstein
Gen. Mgr., Ch. Engr.....James J. Wychor
Prog. Dir.....Elaine Hutchins

KASI—Ames—1948

Frequency: 1430 Kc.....Power: 1000 Watts d.
Owned-Operated By...Story County Bcstg. Co.
Business-Studio Address.....328½ Main St.
Tel.: CE 2-3152.....KBS
Representative .....Hopewell
Pres., Gen. Mgr.....William Evans
Program Dir.....Carol Farmer
Chief Engineer.....Bruce Thatcher

KJAN—Atlantic—1950

Frequency: 1220 Kc.....Power: 250 Watts d.
Owned-Operated By..Nishna Valley Bcstg. Co.
Address .....North Olive
Tel.: 1717.....KBS
Pres., Comm. Mgr.....E. G. Faust
Co-Mgrs.....F. G. Miller-H. A. Preston
Program, Publicity Dir.....Robert Einhaus
Chief Engineer.....Arnold E. Wilson

KWBG—Boone—1950

Freq.: 1590 Kc...Power: 1 Kw. d.; 500 Wts. n.
Owned-Operated By.....Boone Bcstg. Co.
Address .....P. O. Box 36
Tel.: 1590 .....KBS
Newspaper Affil.....News-Republican
President.....Mary G. Garvey
General Manager.....H. A. Garvey
Program Director.....Tom Quinlan
Comm., Sales Prom. Mgr....Richard G. Canier
Chief Engineer.....John W. Stribling

KBUR—Burlington—1941

Frequency: 1490.....Power: 250 Watts
Owned-Operated By....Burlington Bcstg. Co.

Business-Studio Address.....Roosevelt Ave.
Tel.: PL 2-2701.....ABC
Representative .....Rambeau
Pres., Gen. Mgr.....G. B. McDermott
Station Manager.....David H. Steinle
Commercial Manager.....Willis Schwartz
Sales Prom., Pub. Dir.....Ken Buehl
Program Director.....Richard Mosena
Chief Engineer.....Cletus Paull

KCIM—Carroll—1950

Frequency: 1380 Kc.....Power: 1000 Watts
Owned-Oper. By.....Carroll Broadcasting Co.
Address .....Radio Park
Tel.: 4321.....Independent
Representative .....Pearson
General Manager.....Leo R. Mayr
Commercial Manager.....Lee Sandberg
Progam Director.....Neil Trobak
Chief Engineer.....Don Stanzyk

KCRG—Cedar Rapids—1947

Frequency: 1600 Kc.....Power 5000 Watts
Owned-Oper. By.....Cedar Rapids TV Co.
Address.....104 1st St., S.W.
Tel.: EM 4-4194.....MBS
Newspaper Affil.....Gazette
Representative.....Everett McKinney
President .....Joseph F. Hladky, Jr.
General Manager..... ....Redd Gardner
Publicity Director.....Edna A. Herbst
Chief Engineer.....Ira McDaniel

KPIG—Cedar Rapids—1949

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Cedar Rapids Bcstg.
Business Address.....211 1st St., S.W.
Tel.: EM 3-8265.....Independent
Representative .....Devney
President .....John C. Kelly
Gen., Sta. Mgr.....James I. Mitchell
Commercial Manager.....James L. Stramel
Program Director.....Robert Carpenter
Chief Engineer.....Wayne C. Cornils

WMT—Cedar Rapids—1922

Frequency: 600 Kc.....Power: 5000 Watts
Owned.....American Bcstg. Stations, Inc.
Bus.-Studio Address..Paramount Theater Bldg.
Tel.: EM 4-0171.....CBS
Representative .....Katz
President.....William B. Dolph
V.P., General Manager....William B. Quarton
Manager .....Kenneth L. Hastie
Sales Mgr.....Beryl W. Starbuck
Promotion Mgr.....Jim Bowermaster
Program Manager.....Dean Landfear
Publicity Director.....Chuck Worcester
Chief Engineer.....George Hixenbaugh

KCOG—Centerville—1949

Frequency: 1400 Kc.....Power: 100 Watts
Owned.....Centerville Bcstg. Co.
Address.....1910 S. Main St.
Tel.: 407 .....KBS
Newspaper Affil.....Daily Iowegian
President.. .....Robert K. Beck
Gen., Sta. Mgr.....Clyde Holbrook
Comm. Mgr., Ch. Eng.....W. H. Lemen
Program Director.....Richard King

KCHA—Charles City—1949

Frequency: 1580 Kc.....Power: 500 Watts d.
Owned-Oper. By.....Radio Incorporated
Address.....300½ N. Main St.
Tel.: 787 .....KBS
Pres., Gen. Mgr.....L. J. Bromberg
Commercial Manager.....Robert Brown
Program Director.....Richard Snyder
Publicity Director.....Kay Sullivan
Chief Engineer.....Vern Bromberg

KCHE—Cherokee—1952

Frequency: 1440 Kc.....Power: 500 Watts d.
Owned-Operated By....Cherokee Bcstg. Co.
Address.....219½ W. Main St.
Tel.: 51.....KBS
Representative .....Best
Pres., Gen. Mgr.....C. Reznikow

KCLN—Clinton—1956

Frequency: 1390 Kc.....Power: 1 Kw.
Owned.....Valley TV & Radio, Inc.
Address.....514 S. Second St.
Tel.: CH 3-2174.....Independent
V.P., Mgr.....Kenneth M. Parker
Comm. Mgr.....Kenneth A. Willis
Prog. Dir.....Cres Fluegel

KROS—Clinton—1941

Frequency: 1340 Kc. .....Power: 250 Watts
Owned-Operated By ...Clinton Bdcstg Corp.
Address .....246 Fifth Avenue South
Tel.: CH 2-1252.....MBS
Representative .....Pearson
President, General Manager...B. M. Jacobson
Oper. Dir., Ch. Eng.....G. A. Parker

KSWI—Council Bluffs—1947

Frequency: 1560 Kc. .....Power: 500 Watts d.
Owned-Operated By ....Nonpareil Bdctg. Co.
Address.....120 S. Main
Tel.: COuncil Bluffs.....KBS
Newspaper Affil.....New Nonpareil
Representative.....Arthur Hagg & Assoc.
Gen., Sta. Mgr., Chief Eng..Robert H. O'Brien
Commercial Manager.....C. D. Hoovler
Sales Prom., Pub.....Marjorie W. Morris
Program Director.....R. M. Hallgren

KSIB—Creston—1946

Frequency: 1520 Kc....Power: 1000 Watts d.
Owned-Oper. By...Southwest Iowa Bcstg. Co.
Address .....Radio Center
Tel.: ST 2-2155.....KBS
Representative .....Pearson
President.....Arden D. McKee
Gen., Sta., Comm. Mgr.....E. M. Horning
Prog., Pub. Dir.....J. R. Mills
Chief Engineer.....Wayne Hatchett

KFMA—Davenport—1952

Frequency: 1580 Kc.....Power: 500 Watts d.
Owned-Oper. By.....Doralcar Assoc. Inc.
Address.....228 N. La Salle, Chicago
Tel.: FRanklin 2-6220.....Independent
President .....Howard Dorsey
Commercial Mgr.....Howard Fischer
Chief Engineer.....Harold Higby

KSTT—Davenport—1946

Frequency: 1170 Kc.....Power: 1000 Watts
Owned-Operated By...Quint Cities Bcstg. Co.
Address.....310 Harrison St.
Tel.: 6-2541.....MBS
Representative .....Walker-Rawalt
Pres., Gen. Mgr.....Frederick Epstein
Commercial Manager.....William Parker
Program Director.....Kenneth Draper
Publicity Director.....Thomas Elkins
Chief Engineer.....George Stephenson

WOC—Davenport—1922

Frequency: 1420 Kc. ....Power: 5000 Watts
Owned-Operated By ....Tri-City Bdcstg. Co.
Address.....805 Brady Street
Tel.: 3-3661.....NBC
Representative....Peters, Griffin, Woodward
President .....Col. B. J. Palmer
Station Manager.....Ernest C. Sanders
Sales Manager.....F. Pax Shaffer
Sales Prom. Mgr.....Richard Upp
Program Dir.....Raymond E. Guth
Chief Eng.....P. Arvidson

KDEC—Decorah—1947

Frequency: 1240 Kc.....Power: 250 Watts d.
Owned-Operated By.....Scenic Bcstg. Co.
Business-Studio Address...308½ W. Water St.
Tel.: 1240.....KBS
Pres., Gen. Mgr.....Verne Koenig
Commercial Mgr.....Kenneth Bjerke
Chief Engineer.....Donald Jackson

KDSN—Denison—1956

Frequency: 1580 Kc.....Power: 500 Watts
Owned By.....Denison Bcstg. Co.
Address .....Box 337
Tel.: 34.....Independent
Pres., Gen. Mgr.....Walter F. Morrison
Prog., Chief Engineer.....Jim A. Peterson

KCBC—Des Moines—1946

Frequency: 1390 Kc.....Power: 1000 Watts
Owned-Operated By...Fletcher-Mitchell Corp.
Address .....Box 1404
Tel.: CRestwood 7-4483.....ABC
Representative .....Devney
President.....James I. Mitchell
Gen., Sta. Mgr.....Claire E. Grant
Commercial Manager.....Bob Bunce
Sales Prom. Mgr.....Don Purdy
Program Director.....Bob Lutz
Chief Engineer.....Robt. S. Brown

KIOA—Des Moines—1948

Freq.: 940 Kc.....Power: 10 Kw. d., 5 Kw. n.
Owned.....Public Radio Corp.
Business Address.....5th and Park Sts.
Tel.: ATlantic 2-9191.....Independent
Representative .....Weed
President .....Lester Kamin
Gen., Sta. Mgr.....James C. Dowell
Program Director.....Don MacKinnon
Chief Engineer.....Lyle W. Nolan

KRNT—Des Moines—1935

Frequency: 1350 Kc.....Power: 5000 Watts
Owned-Operated By.....Cowles Bcstg. Co.
Business Address.....9th & Pleasant Sts.
Tel.: CH 3-4141.....CBS
Newspaper Affiliation .....Register-Tribune
Station Representative .....Katz
General-Station Managr.....Bob Dillon
Commercial Manager.....Paul Elliott
Business Mgr.....Richard Percival
Program Director .....Dick Covey

KSO—Des Moines—1921

Frequency: 1460 Kc.....Power: 5000 Watts
Owned-Operated By.....KSO Inc.
Address.....1910 Ingersoll Ave.
Tel.: CH 3-0571.....Independent
Representative.....John E. Pearson
President.....Lyman S. Ayres
General Manager.....Raymond W. Baker
Chief Engineer.....Samuel Mazza

KWDM—Des Moines—1948

Frequency: 1150 Kc.....Power: 1000 Watts
Owned-Operated By..Des Moines Bcstg. Corp.
Business-Studio Address.....419½ Locust
Tel.: AT 2-8363.....MBS
Pres., Comm. Mgr.....George W. Webber
Gen., Sta. Mgr.....Robert L. Webber
Program Director.....Edith D. Webber
Chief Engineer.....Werner Schwarz

WHO—Des Moines—1924

Frequency: 1040 Kc.....Power: 50,000 Watts
Owned-Operated By.....Central Bcstg. Co.
Address.....1100 Walnut St.
Tel.: AT 8-6511.....NBC
Representative....Peters, Griffin & Woodward
President.....Col. B. J. Palmer
V. Pres. & Resident Mgr.....Paul A. Loyet
Exec. V. Pres.....Ralph Evans
Sales Manager.....Robert H. Harter
Program Director.....Cecil C Huntzinger
Chief Engineer.....Roy W. Pratt

KDTH—Dubuque—1941

Frequency: 1370 Kc.....Power: 1000 Watts
Owner.....Dubuque Telegraph-Herald
Bus.-Studio Address...Eighth Ave. & Bluff St.
Tel.: 3-7351 .....ABC
Station Representative .....Pearson
President .....Fred Woodward
General Manager.....K. S. Gordon
Commercial Manager.....A. C. Newburgh

Program Director.....Robert Gribbon
Chief Engineer.....Donald Abitz

WDBQ—Dubuque—1933

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....WDBQ Bcstg. Co.
Business Address....2763 Pennsylvania Ave.
Tel.: 3-8241.....MBS
Representative .....Devney
President .....Oswald Friend
General Manager.....Philip T. Kelly
Commercial Manager.....Patrick G. Fleming
Program Director.....Terry Dorsey
Chief Engineer.....Donald Heim

KLIL—Estherville—1952

Frequency: 1340 Kc.....Power: 100 Watts
Owned .....KLIL, Inc.
Address .....Box 155
Tel.: EMerson 2-3521.....KBS
Pres., Gen. Mgr.....Jack Turnbull
Commercial Manager.....Lucille Turnbull
Program Director.....Don Gard
Sales Prom. Mgr.....Al Howard
Publicity Director.....George Turner
Chief Engineer.....Wilbur Ralph

KMCD—Fairfield—1958

Frequency: 1570 Kw.....Power: 250 Watts d.
Owned-Oper. By..Bcstng. Engineering Services
Business Address.....Highway 34; Box 394
Tel.: 345 .....ABC
Representative.....Rambeau, Vance, Hopple
President.....G. B. McDermott
Gen., Sta. Mgr.....William W. Hansen
Program Director.....Robert H. Morrison
Publicity Director.....Donald Picken
Chief Engineer.....Cletus S. Paull

KVFD—Ft. Dodge—1939

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Northwest Bcstg. Co.
Business-Studio Address.....Warden Bldg.
Tel.: 4-0351.....MBS
Representative .....Pearson
President, Gen., Sta., Mgr.....Edward Breen
Comm., Sales Prom. Mgr.....Max E. Landes
Program Director.....Drexel Peterson
Chief Engineer.....David G. Sinclair

KWMT—Fort Dodge—1956

Frequency: 540 Kc.....Power: 1000 Watts d.
Owned.....American Bcstg. Stations, Inc.
Business Address.....Box 220
Tel.: 7-2651.....Independent
Representative .....Everett-McKinney
President.....William B. Dolph
Gen. Mgr.....Burns Nugent
Program Director.....Don Rose
Chief Engineer.....Earl Larson

KXGI—Ft. Madison—1948

Frequency: 1360 Kc.....Power: 1 Kw. Watts d.
Owned-Oper. By.....C. & R. Gillespie
Business-Studio Address.....Marquette Bldg.
Tel.: 1360.....KBS
Representative .....Devney
General Mgr.....John E. Armel
Prog. Dir.....Jack Lee

KGRN—Grinnell—1957

Frequency: 1410.....Power: 500 Watts d.
Owned.....Grinnell Bcstg. Corp.
Address.....P. O. Box 67
Tel.: BE 6-5444.....KBS
Pres., Gen. Mgr.....Jerreil Henry
Commercial Mgr.....Vic Scyer
Program Dir.....Robert Armstrong

KXIC—Iowa City—1948

Frequency: 800 Kc.....Power: 1000 Watts d.
Owned-Oper. By..Johnson County Bcstg. Corp.
Business Address...108½ E. Washington St.
Tel.: 8-1181 .....KBS
Representative .....Pearson
President.....Scott Swisher
General Sta. Mgr.....Gene Claussen
Commercial Mgr.....F. M. Broders
Program Director.....Robert Shellady
Chief Engineer.....Elliott Full

KOKX—Keokuk—1947

Freq.: 1310 Kc.....Power: 1 Kw. d., 500 w. n.
Owned-Operated By .....Keokuk Bdcstg. Co.
Business Address.....Hotel Iowa Bldg.
Tel.: 3670 .....Independent
Representative.....John E. Pearson
President.....H. W. Stadler
General Manager.....Robert W. Erickson
Commercial Manager.....Rudy Thompson
Program Director.....John Husak
Chief Engineer.....Joe Malkin

KLEM—Le Mars—1954

Frequency: 1410 Kc.....Power: 1000 Watts
Owned-Oper. By.....George M. De Ruyter
Address .....Box 1410
Tel.: 1410 .....KBS
Representative.....W. Donald Roberts
Manager.....George M. DeRuyter
Assistant Manager.....Robert Coddington

KMAQ—Maquoketa—1958

Frequency: 1320 Kc.....Power: 500 Watts
Owned By.....Jackson County Bcstg. Co.
Business Address.....136½ S. Main St.
Tel.: OLive 2-2426.....Independent
Partners....H. & R. Goetz and M. Meythaller
Gen. Comm. Mgr.....Robert K. Brown
Sales Prom. Manager.....Duane Willey
Chief Engineer.....Raymond Shields

KFJB—Marshalltown—1923

Frequency: 1230 Kc.....Power: 250 Watts
Operated By.....Marshall Electric Co.
Address.....133 E. Main St.
Tel.: 3361.....Independent
Newspaper Affil. .....Times-Republican
Representative .....Pearson
President.....John W. Norris
General Manager.....Paul G. Norris, Jr.

Station Manager.....William P. White
Comm. Mgr.....William C. Doll
Prog., Pub. Dir.....Dale Smith
Chief Engineer.....Herbert Anderson

KGLO—Mason City—1936

Frequency: 1300 Kc.....Power: 5000 Watts
Owned-Operated By.....Lee Radio, Inc.
Bus.-Studio Address.....2nd & Pennsylvania
Tel.: GArden 3-2540.....CBS
Representative .....Weed
President.....Lee P. Loomis
Exec. V.P., Gen. Mgr.....Herbert R. Ohrt
Nat. Sales Mgr.....Walter J. Rothschild
Commercial Manager.....Lloyd Loers
Program Director.....Bob Clausen
Chief Engineer.....Roger Sawyer

KRIB—Mason City—1952

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By....Western Broadcasting Co.
Address .....Mason City
Tel.: GArden 4-1276.....Independent
President Wm. T. Johns, Jr.
Gen., Sta. Mgr.....Chas. Loufek
Commercial Mgr.....Gordon Lund
Program, Publicity Dir.....Robert S. Hale
Chief Engineer.....Earle Fritz

KSMN—Mason City—1948

Frequency: 1010 Kc.....Power: 1000 W., d.
Owned-Oper. By....H. Campbell-D. Blanchard
Address.....5 W. State
Representative.....Hil F. Best
General Manager.....Robert L. Booe
Sales Prom. Dir.....Richard Brinkmann
Chief Engineer.....Hubert Marshall

KWPC—Muscatine—1947

Frequency: 860 Kc.....Power: 250 Watts
Owned-Operated By.....Muscatine Bcstg. Co.
Address.....Mulberry & Houser
Tel.: AM 3-2442.....Independent
Representative .....Pearson
Gen., Sta. Mgr.....George J. Vogler
Commercial Manager.....Vince Beckey
Program Director.....Marion Templeman
Chief Engineer.....David McGowan

KCOB—Newton—1955

Frequency: 1280 Kc.....Power: 1000 W. d.
Owned By.....Richard C. Brandt
Address .....Box 190
Tel.: 2100.....Independent
Representative .....Grant Webb
General Manager.....Jack Kohrumel
Prog. Dir.....Blean A. Calkins

KOEL—Oelwein—1950

Freq.: 950 Kc....Power: 1 Kw. d., 500 Watts n.
Owned-Oper. By..Northeast Iowa Radio Corp.
Address.....109 S. Frederick
Tel.: 120.....Independent
Representative .....Pearson
President.....C. W. Crahan
Gen., Sta. Mgr.....W. J. Teich
Comm., Prom. Mgr.....Donald McKee
Prog., Pub. Dir.....Dale Wood
Chief Engineer.....Arnold Zaruba

KBOE—Oskaloosa—1950

Frequency: 740 Kc.....Power: 250 Watts d.
Owned-Oper. By.....Oskaloosa Bcstg. Co.
Address .....Box 518
Tel.: OR 3-3493.....Independent
Representative .....Pearson
President.....E. G. Wenrick
Gen., Sta., Comm. Mgr.....Glen Stanley
Program Director.....Lester Wright
Publicity Director.....John Halligan
Chief Engineer.....William Brubaker

KBIZ—Ottumwa—1941

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....KBIZ, Inc.
Address.....209 E. Second St.
Tel.: MU 2-4535.....ABC
Representative.....W. D. Roberts
President.....James J. Conroy
Exec. V.P., Gen. Mgr.....Dale Cowle
Sales Prom. Mgr., Pub. Dir.....Kay Rea
Program Director.....Jim Bolen
Chief Engineer.....Loyd Hanson

KLEE—Ottumwa—1954

Frequency: 1480 Kc.....Power: 500 Watts d.
Owned.....Carroll H. Marts
Address.....425½ West 2nd St.
Tel.: MU 4-5425.....KBS
Pres., Gen. Mgr.....J. W. O'Connor
Sta., Comm. Mgr.....Joseph Salvi
Program Director.....John E. Palmer
Chief Engineer.....David Barcus

KFNF—Shenandoah—1924

Freq.: 910 Kc.....Power: 1000 Wts. d., 500 n.
Owned-Operated By.....Capital Bcstg. Co.
Address .....405 Sycamore
Tel.: 1302.....Independent
Representative .....H-R
President .....Don Searle
General, Station Manager.....K. C. Titus
Program Director.....Pete Howard
Chief Engineer.....Franz Cherny

KMA—Shenandoah—1925

Frequency: 960 Kc.....Power: 5 Kw. d.
Owned-Operated By.....May Bcstg. Co.
Address .....Kina Auditorium
Tel.: 192.....ABC
Representative .....Edward Petry
President.....Edward W. May
General Mgr.....Owen Saddler
Station Mgr.....Anthony Koelker
Commercial Mgr.....Cecil H. Hamilton, Jr.
Prog., Publicity Dir.....Duane Modrow
Program Director.....Dean Naven
Chief Engineer.....Don Burrichter

KMNS—Sioux City—1949

Frequency: 620 Kc.....Power: 1000 Watts
Owned-Oper. By.....Siouxland Bcstg. Co.
Address.....620 Insurance Exchange Bldg.
Tel.: 8-0628.....Independent
Representative .....Pearson
President .....James Stuart
General Manager.....Jan Dellinger
Program Director.....Donald Frost
Publicity Dir.....Nancy Burns
Chief Eng.....Philip Maher

KSCJ—Sioux City—1927

Frequency: 1360 Kc.....Power: 5000 Watts
Owned-Operated By.....Perkins Bros. Co.
Business-Studio Address.....415 Douglas St.
Tel.: 5-7993.....ABC
Newspaper Affiliation .....Journal-Tribune
Representative.....George P. Hollingbery
President.....W. R. Perkins
Sta., Comm. Mgr.....Eugene T. Flaherty
Sales Prom. Mgr., Pub. Dir.....Jean Harraday
Program Dir.....Elizabeth Sammons
Chief Engineer.....S. C. Dier

KTRI—Sioux City—1938

Frequency: 1470 Kc.....Power: 5000 Watts
Owned-Operated By....Sioux City Bcstg. Co.
Address .....400 Commerce Bldg.
Tel.: 8-0165.....Independent
Representative .....Everett-McKinney
President .....John C. Kelly
General Manager.....Lennon Kelly
Chief Engineer.....Sam Seldon

KICD—Spencer—1942

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By..Iowa Great Lakes Bcstg. Co.
Address .....Highway 71, N.
Tel.: 1240.....Independent
Representative .....Pearson
Pres., Gen. Mgr.....Ben B. Sanders
Commercial Mgr.....Mary Lundt
Program, Oper. Mgr.....Mason Dixon
Chief Engineer.....Eldon Kanago

KAYL—Storm Lake—1948

Frequency: 990 Kc.....Power: 250 Watts d.
Owned-Operated By....Cornbelt Bcstg. Co.
Address .....Park Building
Tel.: RE 2-3520.....KBS
President .....O. J. Grau
Sta. Mgr., Prog. Dir.....Paul Benson
Commercial Manager.....Aleda W. Horner
Publicity Director.....Andy Lynn
Chief Engineer.....Robert L. Lamb

KWWL—Waterloo—1947

Freq.: 1330 Kc.....Power: 5 Kw. d., 1 Kw. n.
Owned-Operated By ..Black Hawk Bdcstg Co.
Address .....Insurance Bldg.
Tel.: AD 4-4404.....MBS
Representative .....Avery-Knodel, Inc.
President.....Ralph J. McElroy
Gen., Sta. Mgr.....Bill C. Baldwin
Program, Publicity Dir.....Donald V. Abbott
Sales Prom. Mgr.....Douglas Chingo
Chief Engineer.....T. W. Kirksey

KXEL—Waterloo—1942

Frequency: 1540 Kc..... Power: 50,000 Watts
Owned-Oper. By.....Cy N. Bahakel
Address.....Highway 20 East
Tel.: AD 3-3371.....ABC
Representative .....Bolling
President .....Egmont Sonderling
V.P., Mgr.....Alan Henry
Commercial Manager.....Al Laval
Comptroller.....William E. Craig
Dir. of Operations.....Don E. Kassner

KWVY—Waverly—1958

Frequency: 1470 Kc.....Power: 1 kw., d.
Owned By.....Cedar Valley Bcstg. Co.
Address.....123 1st St. S.E.
Tel.: 1470 .....Independent
Pres., Gen. Mgr.....J. W. Talbott
Program Dir.....J. A. Meyer
Chief Engineer.....B. N. Murphy

KJFJ—Webster City—1950

Frequency: 1570 Kc.....Power: 250 Watts d.
Owned-Oper. By.....Triangle Bcstrs.
Address .....Box 222
Tel.: TEmple 2-1410.....KBS
Representative.....Hil F. Best
Pres., Comm. Mgr.....D. D. Trey
Sta. Mgr., Ch. Engr.....Glen Barnett
Program Director.....G. D. Warland
Publicity Director.....Cal Haworth

Pop.: 2,275,000
Families: 724,000
Radio Homes: 672,000

Kansas

Stations in State: 47
TV Homes: 571,000
TV Stations: 10

KSOK—Arkansas City—1947

Freq.: 1280 Kc.....Power: 1 Kw. d., 100 W. n.
Owned-Operated By .The KSOK Bdcstg. Co.
Address.....P.O. Drawer 917
Tel.: 2666 .....Independent
President.....Oscar S. Stauffer
Gen. Sta. Mgr.....S. C. Thompson
Commercial Manager.....R. M. Potter
Program Director.....Earl Clayton, Jr.
Chief Engineer.....N. Wayne Owens

KARE—Atchison—1939

Frequency: 1470 Kc. .... Power: 1000 Watts
Owned-Oper. By ..Griffith-Buenning Bdstg. Co.
Address.....Fifth & Kansas Ave.
Tel.: 2477 .....KBS
Representative.....Sears & Ayer

Co-Owners....J. M. Griffith, Paul H. Buenning
Station Mgr.....James H. Griffith
Comm. Mgr.....Paul H. Buenning
Program Director.....Ed Arthur
Chief Engineer.....L. H. Winegardner

KCRB—Chanute—1952

Frequency: 1460 Kc.....Power: 1000 Watts d.
Owned-Operated By..Midwest Bdcstg System
Address.....P.O. Box 132
Tel.: 434.....KBS
Representative .....Best
President.....Cecil W. Roberts
Comm. Mgr.....Jack Smirl
Program Director.....Evelyn Beech
Station Manager.....Glen A. Halbe

KGGF—Coffeyville—1930

Frequency: 690 Kc..Power: 10 Kw. d.; 5 Kw. n.
Owned-Oper. By..The Midwest Bcstg. Co., Inc.
Business-Studio Address.....8th & Elm
Tel.: 1843.....ABC
News. Affil..Journal, Winfield Courier, Others
Representative .....Hollingberry
President.....Richard M. Seaton
Gen., Sta., Sales Prom. Mgr., Pub. Dir..R. Pratt
Commercial Manager.....E. B. Spoonamore
Program Dir.....Richard S. Embody
Chief Engineer.....J. S. Jaminet

KXXX—Colby—1947

Frequency: 790 Kc.....Power: 5000 Watts d.
Owned.....Town & Farm Co., Inc.
Address .....Grand Island, Neb.
Tel.: HO 2-3305.....Independent
Rep. .....H-R Reps.
President .....Don Searle
Exec. V.P.....William A. Martin
Station Manager.....Ed. Mason
Regional Sales Mgr.....Bill Moore
Business Mgr.....Willard Morton

KFRM—Concordia—1947

Frequency: 550 Kc.....Power: 5000 Watts d.
Owned-Oper. By.....KMBC Bcstg. Co.
Address .....KMBC Building
Tel.: HA 2650.....ABC-MBS
Representative....Peters, Griffin & Woodward
Pres., Comm. Mgr., Pub. Dir.....Don Davis
V. P., Sls. Mgr.....G. T. Higgins
Exec. V. P.....J. T. Schilling
Sta. Mgr., Prog. Dir.....Dick Smith
Chief Eng.....Henry Goldenberg

KNCK—Concordia—1954

Frequency: 1390 Kc.....Power: 500 Watts d.
Owned.....General Bcstg. Co., Inc.
Address .....Concordia, Kans.
Tel.: 1414.....KBS
Pres., Gen., Sta. Mgr.....W. F. Danenbarger
Comm. Mgr., Prog. Dir.....Oscar W. Allen
Chief Engineer.....Lyle Fick

KGNO—Dodge City—1930

Frequency: 1370 Kc..Power: 5 Kw. d.; 1 Kw. n.
Owned-Oper. By.....Dodge City Bcstg. Co.
Business Address.....705 Second St.
Tel.: HU 3-3151.....MBS
Newspaper Affil.....Dodge City Daily Globe
Representative...Venard-Rintoul & McConnell
President.....J. C. Denious, Jr.
Gen., Station Mgr.....W. Elliott
Comm., Prom. Mgr.....Ruth Petersen
Program Director.....Don Mills
Chief Eng.....Bob Ellinger

KBTO—El Dorado—1953

Frequency: 1360 Kw.....Power: 500 Watts d.
Owned-Oper. By.....El Dorado Bcstg. Co.
Address .....205½ S. Main
Tel.: 130.....KBS
Representative .....Indie Sales
Owner.....O. A. Tedrick
General Manager.....Jim Platt
Sales Prom. Mgr.....Jay Pratt
Program Dir.....Bob Lutz

KVOE—Emporia—1939

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Bluestem Bcstg. Co., Inc.
Address .....Box 350
Tel.: 154.....KBS
Representative .....Clark
Pres., Gen. Mgr.....E. J. McKernan, Jr.
Commercial Mgr.....Robert Ruple
Sales Prom, Mgr.....Charles Putt
Operations Head.....Curt Stallings
Chief Engineer.....Charles Stark

KMDO—Fort Scott—1954

Frequency: 1600 Kc.....Power: 500 Watts d.
Owned.....Ft. Scott Bcstg. Co.
Address .....Box 72
Tel.: 2545.....KBS
Pres., Gen. Mgr.....Lloyd C. McKenney
Comm., Sta. Mgr.....Jim McKenney
Program Dir.....Connie Minnick
Sales Prom.....J. Morrey & C. Stevens
Publicity Dir.....Jim Ross
Chief Engineer.....Dale Holland

KIUL—Garden City—1935

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....KIUL, Inc.
Address.....509 Main St.
Tel.: BRidge 6-3251.....NBC-KBS
Newspaper Affili. .....Telegram
Representative.....Hal Holman
President, General Mgr.....Robert Wells
Commercial Manager.....Joe Weddle
Sales Prom. Mgr.....Lucille Kaiser
Program Dir.....Tony Jewell
Publicity Dir.....Mary Connors
Chief Eng.....Joe Tennessen

KNCO—Garden City—1949

Frequency: 1050 Kc.....Power: 1000 Watts
Owned-Oper. By..Ark Valley Bcstg. Co., Inc.
Address .....Box 247
Tel.: BRidge 6-4366.....Independent
Representative .....Continental
President .....Ellsworth Sherman
General Manager.....John Hendry
Comm. Prog. Dir.....Ken O'Donnell
Chief Engineer.....Gene Conjurske

KWGB—Goodland—1947

Frequency: 730 Kc.....Power: 1000 Watts d.
Owner-Oper. By.....Goodland Bcstg. Co.
Address .....Box 569
Tel.: 331.....MBS-KBS
Owner, General Mgr.....James E. Blair
Commercial Mgr.....Bert Blair

KVGB—Great Bend—1937

Frequency: 1590 Kc.....Power: 5000 Watts
Owned-Operated By.....KVGB, Inc.
Address.....2007 17th St.
Tel.: GLadstone 3-4318.....NBC
Newspaper Affil.....Daily Tribune
Representative .....Hollingbery
President.....Helen Townsley Coogan
General Mgr.....Grover C. Cobb
Asst. Mgr.....Robert D. Hilgendorf
Commercial Mgr.....Sherwood R. Parks
Program Dir.....Ray H. Beals
Chief Engineer.....Gilbert Hanzlicek

KAYS—Hays—1948

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....KAYS, Inc.
Address.....2450 Hall St.
Tel.: MArket 4-2578.....KBS
Representative .....Hal Holman
President .....Ross Beach
Gen., Sta. Mgr.....Bob Schmidt
Sta. Comm. Mgr.....Kay Melia
Prom. Director.....Don Gill
Sales Prom. Mgr.....Bob Churchill
Publicity Dir.....Carl Wells
Chief Engineer.....Jim Kane

KWBW—Hutchinson—1935

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By....Nation's Center Bcstg. Co.
Business-Studio Address.....17th & Harding
Tel.: MO 2-4486.....NBC-KBS
Representative .....Devney
Pres., Sta. Mgr.....Fred L. Conger
General Manager .....Fred Conger
Commercial Director.....Robert Hanna
Prog. Dir.....Dick Fraley
Chief Engineer.....Marvin Reese

KWHK—Hutchinson—1946

Frequency: 1260 Kc...Power: 1 Kw. d.; 500 n.
Owned-Operated By....KWHK Bcstg. Co., Inc.
Business-Studio Address.....18 W. 5th St.
Tel.: 5-4461.....Independent
Representative .....Everett-McKinney
Pres., Gen. Mgr.....J. D. Hill
Commercial Manager.....Vern Minor

KIND—Independence—1947

Frequency: 1010 Kc.....Power: 250 Watts d.
Owned-Operated By.....Central Bcstg., Inc.
Bus.-Studio Transmitter.....114 North 8th St.
Tel.: 1010.....MBS-KBS
President .....Nels Rupard
Station Manager.....Lou Emerson

KJCK—Junction City—1949

Frequency: 1420 Kc. ...Power: 1000 Watts d.
Owner-Oper. By.....Junction City Bcstg. Co.
Address.....724½ No. Washington St.
Tel.: CE 8-3165.....KBS
Representative .....Indie Sales
President.....R. L. Weir, Jr.
Station Mgr.....A. B. Valencia
Program Dir.....John Chaney
Sales Prom. Mgr.....Pat Powers
Chief Engineer.....Royce Baerg

KCKN—Kansas City—1925

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Cy Blumenthal
Address .....4121 Minnesota
Tel.: FA 1-3200.....Independent
Representative .....Grant Webb
President .....Cy Blumenthal
Gen. Sta. Mgr.....Ed Charles
Program Director.....Jack Call
Sales Manager.....M. Bredemeier

KNCO

Regional Radio

For the Great Western Plains

MUSIC - NEWS - WEATHER

- - - SPORTS - - -

AREA: 18,300 Square Miles

POPULATION: 129,000

The Center Of Kansas' Greatest Agricultural Region. A Market Grossing Over A Quarter Of A Billion Dollars Annually In Retail Sales, And An Additional $150,000,000 In Food, Drug, Auto, and Service Station Sales.

DIAL 1050

Box 247 Garden City, Kansas

1,000 WATTS

KLWN—Lawrence—1951

Frequency: 1320 Kc.....Power: 500 Watts d.
Owned-Operated By.....Lawrence Bcstrs. Inc.
Address .....Route 5
Tel.: VI 3-1320.....Independent
Representative.....Indie Sales
President .....Lee Morgan
General Manager.....Arden Booth
Commercial Manager.....Bill Basket
Program Director.....Ron Douglas
Chief Engineer.....Earl Sundbye

KCLO—Leavenworth—1948

Frequency: 1410 Kc. ....Power: 500 Watts d.
Owned-Oper. By..Geo. B. & Florance Anderson
Address .....P. O. Box 809
Tel.: 5003.....KBS
Representative .....Hil F. Best
General Manager.....George B. Anderson
Station Manager.....Bob Kent
Chief Engineer.....A. F. Morales

KSCB—Liberal—1948

Frequency: 1270 Kc.....Power: 1000 Watts d.
Owned-Oper. By....Seward County Bcstg. Co.
Business Address.....P. O. Box 311
Tel.: MA 4-3891.....Independent
Representative.....Hil F. Best
President .....Alf M. Landon
Station Manager.....Leon S. Salathiel
Commercial Manager.....Mark Shor
Prog. Dir.....Jay Mullen
Chief Engineer.....Alvin Peters

KMAN—Manhattan—1950

Frequency: 1350 Kc.....Power: 500 Watts d.
Owned-Oper. By.....Manhattan Bcstg. Co.
Address.....114 No. 4th St.
Tel.: PR 8-4451.....KBS
Newspaper Affil. .....Mercury
President.....Fred A. Seaton
Gen., Sta. Manager.....Lowell E. Jack
Commercial Manager.....David Jackson
Program Director.....Shel Smith
Chief Engineer.....Harold Luehring

KNDY—Marysville—1956

Frequency: 1570 Kc.....Power: 250 Watts, d.
Owned.....Marshall Transmitter Inc.
Address.....803½ Broadway
Tel.: 255.....KBS
Gen., Comm. Mgr.....T. K. McDonnell
Program, Pub. Director.....Al Hunter
Chief Engineer.....Gary Vadnais

KNEX—McPherson—1949

Frequency: 1540 Kc.....Power: 250 Watts d.
Owned-Operated By.....K. R. Krehbiel
Address .....Box 186
Tel.: 1540.....KBS
Newspaper Affil.....Daily Republican
Gen. Mgr.....Claude Hughes
Prog., Pub. Dir.....M. Heitschmidt
Chief Engineer.....Claude Hughes

KJRG—Newton—1953

Frequency: 950 Kc.....Power: 500 Watts, d.
Owned.....Geo. Basil Anderson
Address .....Box 77
Tel.: 3240.....KBS
Station Rep.....Best, Biddick
Owner, Gen. Mgr.....Geo. Basil Anderson
Station Mgr.....Robert Kent

KOFO—Ottawa—1949

Frequency: 1220 Kc.....Power: 250 Watts d.
Owned-Operated By.....Ottawa Bcstg. Co.
Address.....P. O. Box 46
Tel.: CHerry 2-1220.....Independent
Partners.....Roderick B. Cupp, E. W. Cupp
General Mgr.....Roderick B. Cupp
Commercial Mgr.....Ronald G. Reed
Program Director.....Charles P. Wilser, Jr.
Chief Eng.....James A. Jarvis

KLKC—Parsons—1948

Frequency: 1540 Kc.....Power: 250 Watts d.
Owned-Oper. By.....Community Bcstg. Co.
Address.....109½ S. Central
Tel.: PArsons .....KBS
Station Mgr.....Richard R. Combs

KOAM—Pittsburg—1937

Freq.: 860 Kc.....Power: 10 Kw. d., 5 Kw. n
Owned-Oper....The Pittsburg Bcstg. Co., Inc.
Address .....Professional Bldg.
Tel.: 2165.....NBC
Representative .....Hollingbery
President.....E. V. Baxter
Gen., Sta. Mgr.....John O. Bartlow
Commercial Mgr.....W. Stout
Sales Prom. Mgr.....Paul Hudson
Chief Engineer.....Jack Lawrence

KSEK—Pittsburg—1947

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By....Stauffer Publications, Inc.
Address.....1340 E. Quincy
Tel.: 742.....KBS
Newspaper Affil.....Headlight Sun
Representative .....Avery-Knodel
President.....O. S. Stauffer
General Manager.....Jeral C. Ziegler
Commercial Manager.....Jack Rogers
Program Director.....Michael Treps
Chief Engineer.....John Glynn

KWSK—Pratt—1952

Frequency: 1570 Kc.....Power: 250 Watts
Owned .....Clem Morgan
Address .....209½ S. Main St.
Tel.: GReenwood 2-4405.....KBS
Owner, Gen. Mgr.....Clem Morgan
Program Director.....A. B. Morgan
Comm. Mgr., Chief Eng.....F. Morgan Jr.

KRSL—Russell—1956

Frequency: 990 Kc.....Power: 250 Watts
Owned.....KILO Broadcasting Co.

Address .....Box 548
Tel.: HU 3-2194.....KBS
Representative .....Rest
Owner, Gen. Mgr.....Fred L. Thompson
Comm., Chief Eng.....Charles Thompson

KSAL—Salina—1937

Frequency: 1150 Kc.....Power: 5000 Watts
Owned By.....Salina Bcstg., Inc.
Bus.-Studio Address.....7th & Iron
Tel.: TA 3-3701.....MBS
Sta., Comm. Mgr.....R. V. Jensen
Chief Eng.....Don Englehart

WIBW—Topeka—1927

Frequency: 580 Kc.....Power: 5000 Watts
Owned By.....Stauffer Publications, Inc.
Address .....Box 119
Tel.: CE 3-2377.....CBS
Newspaper Affil. ..... Journal, Capital
Representative .....Avery-Knodel
President.....O. S. Stauffer
General Manager .....Thad Sandstrom
Sales Mgr.....Hilton Hodges

KJAY—Topeka—1949

Frequency: 1440 Kc..Power: 5 Kw. d.; 1 Kw. n.
Owned-Oper. By.....KJAY, Inc.
Address.....916 Kansas Ave.
Tel.: CE 3-1336.....Independent
Representative .....Gill-Perna
President.....Dale S. Helmers
General Manager.....Ed Schulz
Station Manager.....Edwin V. Schulz
Commercial Manager.....Robert Rohrs
Program Director.....Joe Stavas
Chief Engineer.....Rae Bowman

KTOP—Topeka—1947

Frequency: 1490 Kc.....Power: 250 Watts
Owned .....Bailey Axton
Address .....Box 538
Tel.: CE 4-3444.....MBS-KBS
General Manager.....Bailey Axton
Comm., Prom. Mgr.....Louise Axton
Program Director.....Merle Blair
Station Manager.....Bob Barber
Publicity Director.....Roger Wilson
Chief Engineer.....Henry Guch

WREN—Topeka—1926

Frequency: 1250 Kc.....Power: 5000 Watts
Owned-Operated By...WREN, Bdcstg. Co., Inc.
Address.....10th & Fillmore Sts.
Tel.: CE 2-0505.....ABC
Representative .....Hollingberry
President.....Alf M. Landon
Gen., Sta. Manager.....Max G. Falkenstein
Commercial Manager.....Paul Dixson
Program Manager.....Bob Richmond
Sales Promotion Manager.....Bonnie Purnell
Chief Engineer.....Al King

KAKE—Wichita—1947

Frequency: 1240 Kc.....Power: 250 Watts
Owned .....KAKE Broadcasting Co., Inc.
Address .....1500 North West St.
Tel.: WH 3-4221.....MBS
Representative..Venard, Rintoul & McConnell
President .....Mark H. Adams
Gen., Sta. Mgr.....Martin Umansky
Commercial Manager.....Roger Peppard
Program Director.....Scot McCullough
Chief Engineer.....Ire E. Courtney

KLEO—Wichita—1936

Frequency: 1480 Kc..Power: 5 Kw. d.; 1 Kw. n.
Owned-Operated By.....Dandy Broadcasting
Business-Studio Address....1015 N. Broadway
Tel.: HO 4-2387.....Independent
Representative .....Bolling
General Mgr.....K. R. Greenwood
Commercial Mgr.....Ron Blue
Program Dir.....Tom Dunn
Chief Engineer.....Len Ballard

KFBI—Wichita—1922

Freq.: 1070 Kc.....Power: 10 Kw. d., 1 Kw. n.
Owned-Operated By...Jayhawk Bdcstg. Corp.
Business-Studio Address.....Box 1402
Tel.: TE 8-3377.....Independent
Representative .....Avery-Knodel
President.....Charles "Buddy" Rogers
Gen., Sta. Mgr.....Joseph B. Kirby
Program Dir.....Geo. Cromwell
Comm. Mgr.....Dale McCoy, Jr.
Chief Engineer.....Gene Williams

KFH—Wichita—1922

Frequency: 1330 Kc....Power: 5000 Watts d.
Owned-Operated By...Radio Station KFH Co.
Business-Studio Address.....KFH Bldg.
Tel.: AM 2-4491.....CBS
Newspaper Affiliation .....Eagle
Representative .....Blair
President .....John Rigby
Gen. Mgr.....T. P. Bashaw
Comm. Mgr.....John Merrell
Program Supv.....Donald Anderson
Sales Prom. Mgr.....Russell Lowe
Publicity Director.....Bob Adams
Chief Engineer.....Leslie Campbell

KSIR—Wichita—1958

Frequency: 900 Kc.....Power: 250 Watts d.
Owned By.....KSIR, Inc.
Business Address.....Box 933
Tel.: WH 2-3253.....Independent
Station Representative .....Pearson
Pres., Comm. Mgr.....Mack Sanders
Gen. Sta., Chief Eng.....K. W. Pyle

KWBB—Wichita—1951

Frequency: 1410 Kc...Power: 5 Kw. d., 1 Kw. n.
Owned-Oper. By...Wichita Beacon Bcstg. Co.
Address.....2829 Salina Ave.
Tel.: TE 8-3331.....Independent
Representative .....Hollingbery
President.....O. E. Bradley
V.P., Gen. Sta. Mgr.....J. Milton Hall
Comm. Mgr.....Harold H. Hale
Program Director.....Virginia Welch

Pop.: 3,209,000
Families: 883,000
Radio Homes: 865,000

Kentucky

Stations in State: 78
TV Homes: 617,000
TV Stations: 9

WANY—Albany—1958

Frequency: 1390 Kc.....Power: 1000 Watts
Owned By.....Albany Bcstg. Co.
Business Address.....Box 1471
Tel.: 150 .....KBS
Station Representative.....Kentucky Radio
Presidents.....Wallace Allred-Cecil Speck
General Manager.....Cecil Speck
Station Manager.....Welby Hoover
Commercial Manager.....Sidney H. Scott
Sales Prom., Prog. Dir.....Darrell Speck
Chief Engineer.....George Daugherty

WCMI—Ashland—1935

Frequency: 1340 Kc.....Power: 250 Watts
Owned By.....WCMI Radio, Inc.
Address .....120 20th Street
Tel.: EA 4-6111.....CBS
Representative .....George P. Hollingbery
President .....George H. Clinton
Gen. Comm. Mgr.....W. R. Martin
Chief Engineer.....Robert L. Gilmore

WTCR—Ashland—1954

Frequency: 1420 Kc.....Power: 5000 Watts d.
Owned .....WTCR, Inc.
Address.....Box 2031, Huntington, W. Va.
Tel.: EAst 4-7131.....Independent
Representative .....Bolling
President.....Connie B. Gay
V.P., Gen. Mgr., Comm. Mgr.....H. S. Tweel
Sales Prom. Mgr.....Jimmy Oakes
Program Director.....Margaret Stephens
Chief Engineer.....Edwin Walters

WBVL—Barbourville—1955

Frequency: 950 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Brown Radio & TV Co.
Address.....109 Sycamore St.
Tel.: 498.....Independent
Representative .....Hil F. Best
Pres., Gen. Mgr.....Dwight L. Brown
Sales Prom. Mgr.....Homer L. Jackson
Program Dir.....Bessie L. McDonald
Chief Eng.....Everett Lawson

WBRT—Bardstown—1955

Frequency: 1320 Kc.....Power: 1000 W. d.
Owner.....Bardstown Broadcasting Co.
Address.....216 N. 3rd
Tel.: FI 8-3943.....KBS
President.....Lawrence W. Adams
Prog. Dir.....Glenn Nickels
Sales Prom., Chief Eng.....Don Allen

WCBL—Benton—1954

Frequency: 1290 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Purchase Bcstg. Co.
Address .....Box 126
Tel.: LA 7-2581.....KBS
Representative .....Continental
President.....J. Shelby McCallum
General Manager.....Ray Mofield
Program Dir.....Globe Pollock
Chief Engineer.....Paul Herrington, Jr.

WKCT—Bowling Green—1947

Freq.: 930 Kc...Power: 1 Kw. d.; 500 Wts. n.
Owned-Oper. By ...Daily News Bdcstg. Co.
Address .....804½ College St.
Tel.: VI 3-4325.....ABC
Newspaper Affiliation..Park City Daily News
Representative .....Pearson
President .....J. Ray Gaines
Gen., Sta. Mgr., Sales Mgr.....Al Temple
Program, Public. Dir.....Jack Eversole
Chief Engineer.....Jack Hendricks

WLBJ—Bowling Green—1939

Freq.: 1410 Kc.....Power: 5 Kw. d., 1 Kw. n.
Owned-Oper. By...Bowling Green Bcstrs., Inc.
Address .....901 Fairview
Tel.: VI 3-3212.....MBS-KBS
President.....Cy N. Bahakel
Sta. & Comm. Mgr.....Bob Proctor
Prog. Dir.....Bud Tyler
Publicity Director.....Clyde Mankin

WTCO—Campbellsville—1950

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Taylor Co. Bcstg. Co.
Address.....P. O. Box 28
Tel.: 380.....KBS
Representative .....Hil F. Best
President.....H. T. Parrott
General Manager.....Redman L. Turner
Sta. & Comm. Mgr.....Thomas Kerr
Prog. Dir.....Kerr & Naomi Beard
Chief Engineer.....Harvey Kingsbury

WMTA—Central City—1954

Frequency: 1380 Kc.....Power: 500 Watts
Owner.....Central City, Greenville Bcstg. Co.
Address.....110 North First St.
Tel.: 818.....Independent
Representative .....Hil F. Best
Station Mgr.....Bobby Anderson

WNES—Central City—1955

Frequency: 1600 Kc.....Power: 500 Watts, d.
Owner.....Muhlenberg Bcstg. Corp.
Address.....Box 325
Tel.: 1000.....KBS
Rep.....Kentucky Radio Sales
President.....Andy Anderson
Gen., Mgr.....Ronald L. Beane
Promotion Mgr.....Dean Harden

WAIN—Columbia—1951

Frequency: 1270 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Tri-County Bcstg. Corp.

Address .....Columbia
Tel.: 4111.....KBS
Pres., Gen. Mgr.....S. C. Bybee
Sta. & Comm. Mgr.....Lanier Burchett
Sales Prom Mgr.....Jim Gaskin
Program Dir.....Ray Doss
Chief Engineer.....Lewis Owens

WCTT—Corbin—1947

Frequency: 680 Kc.....Power: 1000 Watts
Owned-Oper. By....Corbin Times-Tribune, Inc.
Business Address .....Corbin
Tel.: 123 .....MBS-KBS
Newspaper Affil.....Corbin Times-Tribune
President.....J. Springer Robinson
General Manager.....John L. Crawford
Station Manager.....Rufus Disney
Program Director.....Archie Wyatt
Commercial Mgr.....S. G. Hembree
Chief Engineer.....Chas. Sulfredge

WZIP—Covington—1947

(See Cincinnati, O.)

WCPM—Cumberland—1951

Frequency: 1280 Kc.....Power: 1000 Watts
Owned-Oper. By.....Cumberland Bcstg. Co.
Address.....P. O. Box 955
Tel.: 260.....KBS
Representative .....Best
Pres., Gen. Mgr.....Elmo Mills
Station Manager.....Clyde Beal

WCYN—Cynthiana—1956

Frequency: 1400 Kc.....Power: 100 Watts
Owned.....WCYN Radio, Inc.
Address.....Pike & Walnut Sts.
Tel.: 480.....KBS
President.....Estil R. Anderson
Gen. Mgr.....Bob Doll
Comm. Mgr.....Mrs. Helen Williams

WHIR—Danville—1947

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By..Commonwealth Bcstg. Corp.
Business Address.....P.O. Box 632
Tel.: DAnville 1230.....MBS, KBS
Representative.....Hal Holman Co.
Pres., Gen. Mgr.....W. T. Isaac
Program Director.....Raymond L. Ramsey
Chief Engineer.....Paul Smith

WIEL—Elizabethtown—1950

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Elizabethtown Bcstg. Co.
Business Address .....Elizabethtown
Tel.: RO 5-5151.....KBS
Station Representative.....Hil Best
President.....J. W. Hodges
General Manager.....Dee Huddleston
Commercial Manager.....Calvin Skaggs
Program Director.....Thomas Skinner
Chief Engineer.....Thomas Baldwin

WSTL—Eminence—1956

Frequency: 1600 Kc.....Power: 500 Watts, d.
Owned.....J. W. Dunavent
Business Address.....Box 93
Tel.: EM 5198.....KBS
Representative.....Kentucky Radio Sales
Gen., Sta. Mgr.....J. W. Dunavent
Commercial Manager.....James Doyle
Chief Engineer.....Paul D. Milby

WSAC—Ft. Knox—1955

Frequency: 1470 Kc.....Power: 1000 Watts d.
Owned-Operated By...Fort Knox Bcstg. Corp.
Address.....Fort Knox, Ky.
Tel.: ELgin 1-3121, Radcliff.....Independent
Pres., Gen. Mgr.....B. E. Cowan
Chief Engineer.....Eugene Hornback

WFKY—Frankfort—1946

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Frankfort Bcstg. Co.
Address.....Kentucky Ave. Extended
Tel.: CA 3-8281.....MBS
Representative .....Hollingbery
Pres., Gen. Mgr.....Ken Hart
Commercial Mgr.....Bud McClain
Program Director.....Tommy Southwood
Chief Engineer.....Robert M. Beasley

WFKN—Franklin—1954

Frequency: 1220 Kc.....Power: 250 Watts, d.
Owned By.....Franklin Favorite-WFKN, Inc.
Address.....103 N. High St.
Tel.: JUstice 6-4481.....KBS
Pres., Gen. Mgr.....L. L. Valentine
Comm., Sales Prom. Mgr....Howard H. Ogles
Program Director.....A. W. Kockritz, Jr.
Publicity Director.....Stanley Portmann
Chief Engineer.....Frank Wakefield

WFUL—Fulton—1951

Frequency: 1270 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Ken-Tenn Bcstg. Corp.
Business Address.....Box 482
Tel.: 1270.....Independent
Newspaper Affiliation...Fulton County News
President .....Paul Westpheling
Gen., Sta. Mgr.....Mrs. P. Westpheling
Comm. Mgr.....J. O. Lewis
Sales Prom. Mgr., Ch. Eng....Kenneth Turner
Prog., Pub. Dir.....Mary Nelle Wright

WGOR—Georgetown—1957

Frequency: 1580 Kc.....Power: 250 Watts d.
Owned-Operated By.....Robert E. Johnson
Business Address...First National Bank Bldg.
Tel.: 1580 .....Independent
Representative .....Hopewell
Pres., Ch. Eng.....Robert E. Johnson
Gen., Sta. Mgr.....Arno Walker
Program Director.....Stuart Platt

WKAY—Glasgow—1946

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Glasgow Bcstg. Co., Inc.
Address .....Park-to-Park Hwy.
Tel.: GLasgow .....KBS
President.....Jack Pedigo

Gen., Sta., Comm. Mgr., Chief Eng. . Clovis Sadler
Sales Prom. Mgr. . . . . J. M. Barrick
Pub., Prog. Dir. . . . . Moena E. Sadler

WHLN—Harlan—1941

Frequency: 1410 Kc. . . . . Power: 5 Kw. d.
Owned-Oper. By . . . . . Radio Harlan, Inc.
Business Address . . . . . Box 898
Tel.: 625 . . . . . KBS
Representative . . . . . Burn-Smith
President . . . . . J. Francke Fox, Jr.
Gen., Sta. Mgr. . . . . James T. Morgan
Sales Prom. Mgr. . . . . Larry Dean
Program Director . . . . . Jack Hoskins
Chief Engineer . . . . . Marvin Johnson

WHBN—Harrodsburg—1955

Frequency: 1420 Kc. . . . . Power: 1000 Watts
Owned-Oper. By . . . . . Fort Harrod Bcstg. Corp.
Address . . . . . Box 247
Tel.: 1420 . . . . . KBS
Rep. . . . . Continental
Gen., Sta. Mgr. . . . . Vic Bellamy
Commercial Manager . . . . . Della Gash
Sales Promotion Manager . . . . . Marjorie Young
Program Director . . . . . Jo Ann Warner
Publicity Director . . . . . Bob Martin
Chief Engineer . . . . . Nolan Pontrich

WKIC—Hazard—1947

Frequency: 1390 Kc. . . . . Power: 5000 Watts d.
Owned-Oper. By . . . . . Mt. Bcstg. Service, Inc.
Address . . . . . Peoples Bank Building
Tel.: 720 . . . . . KBS
Representative . . . . . Kentucky Radio Sales
President . . . . . Fred B. Bullard
General Manager . . . . . Ernest Sparkman
Commercial Manager . . . . . Julius Lasslo
Prog. Dir. . . . . Norma Strong
Chief Eng. . . . . Y. Bowling

WSON—Henderson—1941

Frequency: 860 Kc. . . . . Power: 500 Watts d.
Owned-Oper. By . . . . Henderson Bcstg. Co., Inc.
Business Address . . . . . 121 N. Main
Tel.: VA 6-3923 . . . . . KBS
Pres., Gen. Mgr. . . . . Hecht S. Lackey
Asst. Sta. Mgr., Prog. Dir. . . Martin E. Schaeffer
Comm., Sales Prom. Mgr. . . . . Ewing Graham
Chief Engineer . . . . . D. E. Gibson

WHOP—Hopkinsville—1940

Frequency: 1230 Kc. . . . . Power: 250 Watts
Owned-Oper. By . . Hopkinsville Bcstg. Co., Inc.
Business Address . . Bass Arcade; P.O. Box 539
Tel.: TU 5-5331 . . . . . CBS
Representative . . . . . Jack Masla
Pres., Gen. Mgr. . . . . F. Ernest Lackey
Sta., Comm. Mgr. . . . . Katherine Peden
Program Director . . . . . Frank Cameron
Publicity Director . . . . . Margaret Wyatt
Chief Engineer . . . . . Leo Y. Wilson

WKOA—Hopkinsville—1954

Frequency: 1480 Kc. . . . . Power: 1000 Watts d.
Owned By . . . . . W. W. Higgins
Address . . . . . 808½ South Main St.
Tel.: TU 6-1204 . . . . . KBS
Representative . . . . . Hil F. Best
Pres, Gen. Mgr. . . . . William H. Higgins
Com. Mgr. . . . . Mrs. Reginald Catlett
Program Director . . . . . Sam B. Gilkey
Chief Engineer . . . . . Kellie Lowe

WLBN—Lebanon—1953

Frequency: 1590 Kc. . . . . Power: 1 Kw., d.
Owned . . . . . Lebanon-Springfield Bcstg. Co.
Address . . . . . P. O. Box 647
Tel.: 486 . . . . . KBS
Representative . . . . . Hil F. Best Kentucky
Gen., Sta. Mgr. . . . . J. T. Whitlock
Sales Prom. Mgr. . . . . Allen Baker
Program Director . . . . . Bruce Lankford
Publicity Director . . . . . Shirley A. Thompson
Chief Engineer . . . . . W. B. Kelly

WMTL—Leitchfield—1959

Frequency: 1580 Kc. . . . . Power: 250 Watts
Owned By . . . . . Rough River Bcstg. Co.
Address . . . . . Box 206
Tel.: 351 . . . . . KBS
President . . . . . Edward Corley
Gen. Mgr., Prog. Dir. . . . . James Shacklette
Commercial Mgr. . . . . Ralph Flood
Chief Engineer . . . . . Bill French

WLAP—Lexington—1922

Frequency: 630 Kc. . . Power: 5 Kw. d., 1 Kw. n.
Owned-Operated By . . . . . WLAP Radio, Inc.
Business-Studio Address . . . . . 177 N. Upper St.
Tel.: 3-2727 . . . . . ABC
Representative . . . . . John E. Pearson
President . . . . . John B. Poor
General Manager . . . . . Frederic Gregg, Jr.
Commercial Mgr. . . . . L. C. Redmon
Program Director . . . . . William Lacker
Chief Engineer . . . . . Robert Jones

WBLG—Lexington—1946

Frequency: 1300 Kc. . . . . Power: 1000 Watts
Owned-Oper. By . . . . . Lexington Bcstg. Co.
Address . . . . . 134 N. Limestone St.
Tel.: 3-0433 . . . . . KBS, ABC
Representative . . . . . Meeker
Pres., Gen. Mgr. . . . . Roy B. White, Jr.
Commercial Mgr. . . . . Jim Tomblin
Program Director . . . . . Robert Barton
Chief Engineer . . . . . J M. Robertson

WVLK—Lexington—1947

Freq.: 590 Kc. . . . Power: 5000 Wts. d., 1000 n.
Owned-Oper. By . . . . Bluegrass Bcstg. Co., Inc.
Address . . . . . Phoenix Hotel
Tel.: LE 4-6470 . . . . . MBS
Representative . . . . . Hollingbery
President . . . . . Donald J. Horton
General Mgr. . . . . Ted Grizzard
Commercial Manager . . . . . George T. Webb
Sales Prom., Pub Dir. . . . . Jay Watters
Program Director . . . . . Claude Sullivan
Chief Engineer . . . . . Paul Dunbar

WFTG—London—1955

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By..London Broadcasting Co.
Address.....Box 333
Tel.: 598.....Independent
Representatives.....Hil F. Best Co.
Pres., Gen., Sta. Mgr.....Elmo Mills
Comm. Mgr.....Charles Redmond
Prog. Dir.....Charles D. Nelson
Chief Engineer .....Russell Henson

WAVE—Louisville—1933

Frequency: 970 Kc.....Power: 5000 Watts
Owned-Operated By.....WAVE, Inc.
Business Address.....334 E. Broadway
Tel.: JU 5-2201.....NBC
Rep.....NBC Spot Sales
President.....George W. Norton, Jr.
General Mgr.....Nathan Lord
Commercial Manager.....Woody Dulaney, Jr.
Program, Sales Prom. Mgr.....James Caldwell
Chief Engineer.....Wilbur Hudson

WGRC—Louisville—1936

Frequency: 790 Kc. ..Power: 5000 d. 1000 n.
Owned-Operated By....Northside Bcstg. Corp.
Bus.-Studio Address.....Ky. Home Life Bldg.
Tel.: JU 7-8871.....MBS
Representative .....Weed
President.....J. Porter Smith
Gen. Mgr.....Charles L. Harris
Comm. Mgr.....Tom Underwood
Pgm. Dir.....Paul Ruhle
Chief Engineer.....W. J. Morrison

WHAS—Louisville—1922

Frequency: 840 Kc. ...Power: 50,000 Watts
Owned-Oper. By .....WHAS, Inc.
Address.....525 W. Broadway
Tel.: JU 5-2211.....CBS
Newspaper Affil. .....Courier-Journal
Representative.....Henry I. Christal Co.
President .....Barry Bingham
V.P., Man. Dir.....Victor A. Sholis
Commercial Manager.....John M. Fouts
Publicity Director.....William Loader
Program Director.....George Walsh
Chief Engineer.....Orin Towner

WINN—Louisville—1940

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....WBC, Inc.
Bus.-Studio Address.....Fourth & Guthrie
Tel.: JU 5-5148.....Independent
Representative .....Avery-Knodel
Pres., Gen. Mgr.....Glen A. Harmon
Comm. Mgr.....James Nathan
Program Dir.....Bill Gerson
Promotion Mgr.....Helen Roberts
Chief Engineer.....Melvin Scarsdale

WKLO—Louisville—1948

Freq.: 1080 Kc.....Power: 5 Kw. d., 1 Kw. n.
Owned-Oper. By....Mid-America Bcstg. Corp.
Business-Studio Address....Henry Clay Hotel
Tel.: JU 3-4441.....ABC
News. Affil....Lanchester (Ohio) Eagle-Gazette
Representative .....Robt. Eastman
President .....Charles Sawyer
Exec. Vice-Pres.....J. P. Williams
Vice President.....Alex Buchan
Station Mgr.....William H. Spencer
Program Director.....Blaine Cornwell
Publicity Director.....Roberta Bunnell
Chief Engineer.....William H. Faulkner

WKYW—Louisville—1946

Frequency: 900 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Radio Kentucky, Inc.
Bus.-Studio Address.....431 W. Jefferson St.
Tel.: JU 3-4811.....Independent
Representative .....Pearson
Pres., Gen. Mgr.....F. Eugene Sandford
Sales & Comm. Mgr.....Neal Robbins
Program Dir.....Carl Shook

WLOU—Louisville—1951

Frequency: 1350 Kc.....Power: 5000 Watts d.
Owned-Oper. By.Rounsaville of Louisville, Inc.
Business-Studio Address.....2549 S. Third St.
Tel.: ME 7-6531.....Independent
Representative.....Gill-Perna, Dora-Clayton
President.....Robert W. Rounsaville
Station Mgr.....E. F. Shadburne
Chief Engineer.....Steve Dawson

WTMT—Louisville—1957

Frequency: 620 Kc.....Power: 500 Watts
Owned By.....Jefferson Bdcstng. Co. Inc.
Business Address.....1300 S. 4th St.
Tel.: MElrose 7-2527.....MBS
Station Representative .....Meeker
Pres., Gen. Mgr.....Earl F. Hash
Program Director.....Jack C. Dunhaver
Chief Engineer.....Theodore E. Jones

WFMW—Madisonville—1949

Frequency: 730 Kc.....Power: 250 Watts d.
Owned-Oper. By Messenger Bdctsg. Co., Inc.
Address .....Box 351
Tel.: TA 1-4096.....KBS
Newspaper Affiliation .....Messenger
Representative .....Best
President.....Edgar Arnold, Sr.
Gen., Sta. Manager.....H. W. Wells
Comm. Mgr.....Elmer L. Kelley, Jr.
Sales Promotion Mgr.....Leslie Legrand
Program Director.....J. G. Gatlin
Publicity Director.....Jim Green
Chief Eng.....Charles Lee

WTTL—Madisonville—1956

Frequency: 1310 Kc.....Power: 500 Watts, d.
Owned.....Hopkins County Bcstrs.
Business Address.....111 S. Main St.
Tel.: TAylor 1-7420.....Independent
Manager.....Evers Mick
Commercial Manager.....W. T. Brinkley
Sales Promotion Mgr.....Jerry McKonly
Program Director.....Imogene Teague
Ch. Eng.....Conway Smith

WWXL—Manchester—1956

Frequency: 1580 Kc.....Power: 250 Watts d.
Owned.....Wilderness Rd. Bcstg. Co.
Address.....109 Court St.
Tel.: LY 8-4694.....KBS
President.....J. L. Tigue
Gen., Sta. Mgr.....Roy A. Redmond
Chief Engineer.....Robert Banks

WNGO—Mayfield—1947

Frequency: 1320 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....West Ky. Bcstg. Co.
Business Address.....Paducah Rd.; Box 431
Tel.: 1597.....KBS
Representative .....Indie Sales
President .....Mose Bohn
Gen., Sta. Mgr.....Charles W. Stratton
Program Director.....Otis L. Davis
Chief Engineer.....Joe Hargrove

WFTM—Maysville—1948

Frequency: 1240 Kc. .....Power: 250 Watts
Owned By.....C. P. Clarke; J. M. Finch, Jr.
Bus. Address.....626 Forest Ave.
Tel.: LO 4-3361.....MBS-KBS
President.....Charles P. Clarke
General Manager.....John W. Betts
Commercial Manager....Herbert Williams, Jr.
Program Director.....Lawrence McGill
Chief Engineer.....Harold Sagraves

WMIK—Middlesboro—1948

Frequency: 560 Kc.....Power: 500 Watts d.
Owned-Oper. By.....Cumberland Gap Bcstg.
Address.....Box 698
Tel.: 980.....KBS
Representative .....Devney
President.....Dr. U. G. Brummett
Gen. Mgr.....Maurice K. Henry
Program Director.....Bill Baker
Chief Engineer.....K. Bronell Reedy

WFLW—Monticello—1955

Frequency: 1570 Kc.....Power: 250 Watts d.
Owned-Operated By....Wolf Creek Bcstg. Co.
Address .....Box 36
Tel.: 192.....KBS
Station Manager.....Fred A. Staples

WMOR—Morehead—1955

Frequency: 1330 Kc.....Power: 1000 Watts, d.
Owned & Operated By...Morehead Bcstg. Co.
Business Address.....Main St.
Tel.: 880.....KBS
President.....J. Earl McBrayer
General Manager.....W. M. Whitaker
Chief Eng.....Earl S. Young

WMST—Mt. Sterling—1957

Frequency: 1150 Kc.....Power: 500 Watts
Owned By..... Mt. Sterling Broadcasting Co.
Business Address.....34 Broadway
Tel.: 1150 .....Independent
Station Representative.....Kentucky Radio
President .....Jack Reynolds
Gen. Sta. Mgr.....Robert L. Williamson
Commercial Manager.....Gary Lester
Program Director.....Raymond Hopper
Chief Engineer.....R. L. Williamson

WLOC—Munfordville—1956

Frequency: 1150 Kc.....Power: 1 Kw., d.
Owned.....S. Central Ky. Bcstg. Co.
Address .....Munfordville
Tel.: JA 4-4111.....Independent
Representative.....Kentucky Radio Sales
President.....H. T. Parrott
Gen. Mgr., Sales Prom.....J. W. Pickett
Program Dir.....Mary Goodman
Chief Engineer.....Wayne Sims

WNBS—Murray—1948

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Service Bcstg. Co.
Address .....P. O. Box 548
Tel.: 1340.....Independent
Representative .....Dore
Pres., Sta. Mgr.....Charles Shuffet
Gen. Mgr., Ch. Engr.....C. H. Hulse
Commercial Manager.....Ed Griffin

WNKY—Neon—1956

Frequency: 148 Kc.....Power: 1000 Watts d.
Owned.....Letcher Bcstg. Corp.
Business Address .....Neon
Tel.: 7714 .....KBS
Representative.....Kentucky Radio Sales
President.....Dave L. Craft
Gen., Sta. Mgr.....Dee Dawahare
Comm. Mgr., Prog. Dir.....Delmar Ray Kincer
Sales Prom., Pub. Dir.....Elmer Ison
Chief Engineer.....Dr. E. E. Musgrave

WNOP—Newport—1948

Frequency: 740 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Tri-City Bcstg. Co.
Business-Studio Address....606 Monmouth St.
Tel.: JU 1-7100.....Independent
Representative .....Devney
President.....James G. Lang
General Manager.....Ann Rolfes Lang
Station Mgr.....R. D. Nunn
Commercial Mgr.....R. L. Pike
Chief Engineer.....Chas. Hettesheimer

WOMI—Owensboro—1938

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By...Owensboro Bcstg. Co., Inc.
Address.....Box 536
Tel.: MU 3-1558.....MBS-KBS
Newspaper Affiliations...Messenger, Inquirer
Representative .....Burn-Smith
President.....Lawrence W. Hager
General Manager.....Hugh O. Potter
Sales Prom. Mgr.....Jim Wilkinson
Program Director.....Cliffordean Potter
Chief Engineer.....Harold I. Peters

WVJS—Owensboro—1947

Frequency: 1420 Kc.....Power: 1000 Watts
Owned-Oper. By..Owensboro On The Air, Inc.

Business-Studio Address.....324 Allen St.
Tel.: MU 3-3521.....ABC
Representative.....Rambeau, Vance, Hopple
President.....V. J. Steele
General Manager.....Malcolmn Greep
Commercial Manager.....Parker Smith
Program Director.....Earl Fisher
Chief Engineer.....Earl Jagoe

WDXR—Paducah—1957

Frequency: 1560 Kc.....Power: 1 kw.
Owned By.....E. W. McKinney-Smith
Address.....10 N. 7th St.
Tel.: 3-1737 .....NBC
Station Rep. .....O'Connell
President.....E. W. McKinney-Smith
Gen., Comm. Mgr.....J. M. Page
Program Dir.....W. G. Barthe
Promotion Mgr.....W. Bloss
Chief Engineer.....Paul Lawrence

WKYB—Paducah—1948

Freq.: 570 Kc...Power: 1 Kw. d., 500 Wts., n.
Owned-Oper. By.....Barrington Co. of Ky.
Business Address.....524 Jefferson
Tel.: 2-1678.....MBS
Representative .....Bolling
Pres. .....Bruce Barrington
Gen. Mgr.....Ed Brewer
Prog. Dir.....Mal Topping
Ch. Eng.....Tom Summers

WPAD—Paducah—1930

Frequency: 1450 Kc. .....Power: 250 Watts
Owned-Oper. By ..Paducah Bdcstg. Co., Inc.
-Address.....4th & Broadway
Tel.: 2-8231 .....CBS
Representative .....Stars National
President, Gen. Mgr.....Pierce E. Lackey
Commercial Mgr.....Prewitt Lackey
Sta., Program Dir.....Ray Mofield
Sales Prom. Mgr.....Linn Wolff
Chief Engineer.....U. C. Morris

WSIP—Paintsville—1949

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Big Sandy Bcstg. Co.
Address .....121 Main St.
Tel.: 1196.....MBS-KBS
Station Rep.....Hil Best, Ky. Radio Sales
General Manager.....Ted Arnold Silvert
Program Dir.....Bill Barker
Chief Engineer.....Eugene Baldridge

WKLX—Paris—1955

Frequency: 1440 Kc.....Power: 1000 Watts d.
Owned & Operated By.....Paris Bcstg. Co.
Address.....630 Main St.
Tel.: 1440.....KBS
Representative .....Continental
Pres., Gen. Mgr.....C. W. Krause
Comm., Sales Prom. Mgr.....Asher Sizemore
Program Director.....Gertrude Clem
Chief Engineer.....Chas. J. Sebastian

WLSI—Pikeville—1949

Frequency: 900 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Cumberland Pub. Co.
Address .....Pikeville
Tel.: GEneral 7-7323.....Independent
Newspaper Affiliation.....Pike County News
Representative.....Ky. Radio Sales
President.....Mrs. W. J. Ward, Jr.
General Manager.....Roy E. Alexander
Prog., Pub. Dir.....John C. Adkins

WPKE—Pikeville—1949

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By .....E. Ky. Bdcstg. Corp.
Address .....Pikeville, Ky.
Tel.: 1280.....MBS-KBS
Station Rep. .....Continental
Pres., Gen. Mgr.....Jack L. Hatcher
Commercial Manager.....H. G. Sturgill
Chief Engineer.....James K. Hoskins

WMLF—Pineville—1957

Frequency: 1230.....Power: 250 Watts
Owned.....States Bcstg. System
Address .....Radio Park
Tel.: ED 7-2100.....Independent
Representative...Continental; Ky-Radio Sales
V.P., Gen. Mgr.....South C. Bevins
Comm. Mgr.....Cal Smith
Chief Engineer.....Hubert Turner

WDOC—Prestonsburg—1957

Frequency: 1310 Kc....Power: 5000 Watts d.
Owned .....WDOC Radio
Address.....No. Lake Drive
Tel.: 2338.....KBS
Representative .....Fairchild
President .....Gordon Collins
General Mgr.....Rex Osborne
Program Director.....Estill Stewart
Chief Engineer.....Doc Harmon

WPRT—Prestonsburg—1952

Frequency: 960 Kc.....Power: 1000 Watts, d.
Owned By.....Stephens Industries, Inc.
Address.....South Lake Drive
Tel.: 2060 .....KBS
Representative.....Hil F. Best
President.....D. C. Stephens
General Mgr.....Doka S. Stephens
Station Mgr.....David L. Stephens
Commercial Mgr.....Clarence Robinson, Jr.
Program, Chief Eng.....Walter E. May

WPKY—Princeton—1950

Frequency: 1580 Kc.....Power: 250 Watts d.
Owned-Operated By.....Princeton Bcstg. Co.
Address .....Dawson Rd.
Tel.: 2072.....KBS
Gen. Mgr., Chief Eng.....Leslie Goodaker
Comm. Mgr.....Ellis Burnam
Sales Prom. Mgr.....Wilburn Wilson
Program Dir.....Twyman Boren

WRVK—Renfro Valley—1956

Frequency: 1460 Kc.....Power: 500 Watts, d.

Owned.....Renfro Valley Bcstrs., Inc.
Representative.....Kentucky Radio Sales
V.P., Gen. Mgr.....Tom Hargis
Comm. Mgr.....Benton Stokes

WEKY—Richmond—1953

Frequency: 1340 Kc.....Power: 250 Watts
Owned .....WEKY, Inc.
Address .....McKee Bldg.
Tel.: 1340.....MBS-KBS
Pres., Gen. Mgr.....O. C. Halyard, Jr.
Commercial Manager.....Robert J. Spradlin
Sales Promotion Mgr.....Charles L. Mastin
Program Director.....Mrs. Loretta Canfield
Chief Engineer.....John D. Jennings, Jr.

WRUS—Russellville—1953

Frequency: 610 Kc.....Power: 500 Watts d.
Owned-Oper. By.....So. Kentucky Bcsters.
Address.....P. O. Box 110
Tel.: PArkview 6-2471.....KBS
Station Representative.....Hil F. Best
President.....Roth E. Hook
Gen., Comm. Mgr.....Woodrow P. Sosh
Station Manager.....Earl Johnson
Program Director.....Stan Murphy

WLCK—Scottsville—1958

Frequency: 1250 Kc.....Power: 500 Watts, d.
Owned By.....State Line Bcstg. Co.
Address.....P. O. Box 486
Tel.: 490 .....KBS
Station Rep. .....Best
President.....R. L. Turner
General Mgr.....Bobby Colvin
Commercial Mgr.....W. Hoover
Chief Engineer.....J. B. Crawley

WSFC—Somerset—1947

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....Southeastern Bcstg. Co.
Address .....Hwy. 1247
Tel.: 1240.....MBS-KBS
Representative.....Ky. Radio Sales
Pres., Gen. Mgr.....Mike Layman
Commercial Manager .....Donald Orwin
Program Director.....John A. Hartnett
Technical Dir.....Ralph F. Denton

WKKS—Vanceburg—1958

Frequency: 1570 Kc.....Power: 250 Watts
Owned By.....Karl Kegley
Address .....Vanceburg
Tel.: SWift 6-3411.....Independent
Pres., Gen. Mgr.....Karl Kegley
Comm., Sta. Mgr.....Don Roberts
Chief Engineer.....Jesse Stamm

WMTC—Vancleve—1948

Frequency: 730 Kc.....Power: 1000 Watts d.
Owned-Oper. By..Kentucky Mt. Holiness Assn.
Bus.-Studio Address .....Vancleve
Representative ..... Continental
President.....Dr. Lela G. McConnell
General Manager.....Wilfred Fisher
Program Dir.....Violet Person
Chief Engineer.....Kenneth Amspaugh

WTCW—Whitesburg—1953

Frequency: 920 Kc.....Power: 1000 Watts d.
Owned-Oper. By....Folkways Bcstg. Co., Inc.
Address .....Box 660
Tel.: 2711 .....Independent
President .....Ernest Tubb
Gen. Mgr.....Donald W. Crosthwaite
Comm. Mgr.....Wallace R. Day

WWKY—Winchester—1954

Frequency: 1380 Kc.....Power: 1000 Watts d.
Owner.....Winchester Bcstg. Co., Inc.
Address .....Box 535
Tel.: 1380.....Independent
Pres., Gen. Mgr.....Charles Drew
Commercial Manager.....D. Joe Abbott
Program Director.....Herman Kelly
Chief Engineer.....Tommy Bratton

Pop.: 3,221,000
Families: 889,000
Radio Homes: 843,000

Louisiana

Stations in State: 79
TV Homes: 666,000
TV Stations: 14

KROF—Abbeville—1948

Frequency: 960 Kc.....Power: 1000 Watts d.
Owned-Oper. By....Abbeville Bcstg. Serv. Inc.
Business Address.....P.O. Drawer 620
Tel.: TW 3-2531.....Independent
President.....H. Frenzel Pere
General Manager.....George P. Martin

KALB—Alexandria—1935

Frequency: 580 Kc.. Power: 5 Kw. d.: 1 Kw. n.
Owned-Oper. By .Alexandria Bdcstg. Co., Inc.
Business Address....6th and Washington Sts.
Tel.: 3-2543.....ABC
Representative .....Weed & Co.
President.....T. B. Lanford
Gen. Manager.....Walter D. Melson
Station Manager.....Alex Marchand
Sales Promotion Manager...Miss Pat Nugent
Program Director.....Cal Adams
Publicity Director.....Miss Barbara LeBlanc
Chief Engineer.....Lee Worthy

KDBS—Alexandria—1953

Frequency: 1410 Kc.....Power: 1 Kw.
Owned .....Dixie Bcstg. Ser.
Address .....Box 306
Tel.: Hillcrest 3-7454.....KBS
Pres., Gen. Mgr.....Irving Ward Steinman
Station Manager.....William G. Lynch
Local Commercial Mgr.....D. Ed Pebbles
Production Manager.....Billy Travis
Chief Engineer.....Henry J. Lazarone

KSYL—Alexandria—1947

Frequency: 970 Kc.....Power: 1000 Watts
Owned-Oper. By .....KSYL, Inc.
Address .....Box 1489
Tel.: 6611.....NBC
Rep.....McKinney, Clarke, Brown
Pres., Comm. Mgr.....Milton Fox
Gen., Sta. Mgr.....Sylvan Fox
Chief Engineer.....Leonard Dupree

WABL—Amite—1955

Frequency: 1570 Kc.....Power: 500 Watts, d.
Owned-Oper. By.....Amite Broadcasting Co.
Address.....118 N.E.R.R. Ave.
Tel.: 8385.....Independent
Gen. Sta., Comm. Mgr.....C. W. Fitz
Program Director.....Leonard Giacone
Chief Engineer.....Vernon E. Dudley

KGAN—Bastrop—1957

Frequency: 1340 Kc.....Power: 250 Watts
Owned.....Bastrop Bcstg. Co.
Address .....Box 1340
Tel.: 1340.....Independent
Gen. Mgr.....Bill Davis
Sta., Comm. Mgr.....Harry Howard

KTRY—Bastrop—1948

Frequency: 730 Kc.....Power: 250 Watts d.
Owned-Oper. By.....Morehouse Bcstg. Co.
Address .....Box 193
Tel.: 1400.....KBS
Newspaper Affil.....Daily Enterprise
General Mgr.....William G. Darland, Jr.
Publicity Dir.....Ray Pilant
Program, Chief Eng.....Hugh Smith

WAIL—Baton Rouge—1947

Frequency: 1460 Kc..Power: 5 Kw. d.; 1 Kw. n.
Owned-Oper. By.....Merchants Bcstrs.
Bus. Address.....3150 College Dr.; Box 14657
Tel.: DIckens 4-5275.....Independent
Representative .....Weed
Pres., Gen. Mgr.....Ralph L. Burge
Commercial Manager.....Roger Davison
Chief Engineer.....Ed Van Valkenburg

WEND—Baton Rouge—1956

Frequency: 1380 Kc.....Power: 500 Watts, d.
Owned By.....Vox, Inc.
Address .....Commerce Bldg.
Tel.: DIckens 3-6606.....KBS
Station Mgr.....Owen Eliott

WIBR—Baton Rouge—1948

Frequency: 1300 Kc.....Power: 1000 Watts
Owned-Oper. By.....Community Bcstg. Co.
Address .....P. O. Box 1226
Tel.: DI 8-6716.....Independent
Station Representative .....Walker-Rawalt
President.....G. T. Owen
V.P., Gen. Mgr.....Robert Earle
Prog. Dir.....Bernard Zuccaro
Comm. Mgr.....Olas Olsen
Sta. Mgr., Pub. Dir.....Scott W. Erwin
Chief Eng.....E. E. Case

WIBR

TOP DOG

IN

BATON ROUGE

LOUISIANA

WJBO—Baton Rouge—1934

Frequency: 1150 Kc.....Power: 5000 Watts
Owned-Oper. By..Baton Rouge Bcstg. Co., Inc.
Business-Studio Address.....444 Florida St.
Tel.: DI 2-5271.....NBC
News. Affil.....State Times, Morning Advocate
President.....Douglas L. Manship
Gen. Mgr.....Mort Silverman
Comm. Mgr.....John D. Wooldridge
Chief Engineer.....Theodore Hubert

WLCS—Baton Rouge—1946

Frequency: 910 Kc.....Power: 1000 Watts
Owned-Operated By.....Air Waves, Inc.
Business Address.....204 North St.
Tel.: DI 2-4411.....Independent
Representative .....Masla
President.....Norman Saurage, Jr.
Gen. Manager.....Lamar Simmons
Comm. Mgr.....T. A. LeBlanc
Prog. Dir.....Gene Nelson
Chief Eng.....Eugene Howell

WXOK—Baton Rouge—1952

Frequency: 1260 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....WXOK, Inc.
Address.....243 Convention St.
Tel.: DI 4-7604.....Independent
Representative .....Stars National
President.....Jules Paglin
General Manager.....S. Ray, Jr.
Station Manager.....Thomas L. McGuire
Prog. Dir.....Lucille Pollack
Chief Engineer.....Thomas W. Wood

WHXY—Bogalusa—1954

Frequency: 920 Kc.....Power: 1 Kw. d.
Owned.....Bogalusa Bcstg. Co.
Address.....P. O. Box 689
Tel.: RE 2-4254.....Independent
Station Rep.....Clark
Station Mgr.....Jim Howell
Program Director.....Dolores Williams

WIKC—Bogalusa—1947

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By....Curt Siegelin, Admin.
Business Address.....P. O. Box 811
Tel.: REpublic 5-1355.....MBS, KBS
Gen., Sta. Mgr.....John H. Knight
Chief Engineer.....Charlie Pearson

KBCL—Bossier City—1957

Frequency: 1220 Kc.....Power: 250 Watts, d.
Owned-Operated By.....Good Music, Inc.
Business Address.....P.O. Box 727
Tel.: 3-1606.....Independent
President .....Crawford Godfrey
Gen., Sta. Mgr.....John J. Buckley
Program Director.....Stuart Hyden
Publicity Director.....Mary Lou O'Brien
Chief Engineer.....Carl Goulden

WARB—Covington—1953

Frequency: 730 Kc.....Power: 250 Watts d.
Owned-Operated By.....WARB, Inc.
Address .....Box 568
Tel.: 1600.....KBS
President.....David C. Blossman
Gen. Mgr., Ch. Eng.....J. R. Webb
Commercial Manager.....James S. Webb
Program Director.....Bettie E Ferrer

KSIG—Crowley—1947

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....KSIG Bcstg Co., Inc.
Bus.-Studio Address....320 N. Parkerson Ave.
Tel.: 1450.....KBS
Representative.....T. F. Clark
President.....Hirsch J. School
General Manager.....Louis M. Basso
Commercial Manager.....Thomas E. Griffin
Program Director.....James Trahan
Chief Engineer.....Fred Hebert

KDLA—DeRidder—1950

Frequency: 1010 Kc.....Power: 1000 Watts d.
Owned-Oper. By....Sabine Broadcasting Co.
Address .....P. O. Box 46
Tel.: 7600.....KBS
Co-Owners.....C. Reddoch, J. McCrary
General Manager.....Ralph L. Hooks
Comm., Sales Prom. Mgr...Wayne L. Sanders
Prog. Dir., Ch. Eng.....Ted Thompson

KEUN—Eunice—1952

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Tri-Parish Bcstg. Co.
Address .....Box 511
Tel.: GL 7-3041.....MBS
President .....Vincent Rehil
Gen., Sta. Mgr.....John Pauche
Program, Publicity Dir.....Karl R. DeRoven
Chief Engineer.....John Fuselier

KFNY—Ferriday—1956

Frequency: 1600 Kc.....Power: 1 Kw., d.
Owned.....Miss-Lou Bcstg. Co.
Address.....120 Louisiana Ave.
Tel.: 7200.....Independent
Owner, President.....Mrs. Marie K. Zuccaro
Gen. Mgr.....Ervin Parks, Jr.

KLFT—Golden Meadow—1955

Frequency: 1600 Kc.....Power: 1000 W. d.
Owned-Operated By.....Theriot Bcstg. Co.
Address.....Theriot Bldg., Box 368
Tel.: 5-5165.....KBS
Representative .....Best
General Manager.....Leo J. Theriot
Sta. Mgr., Ch. Engr.....H. Earl Herron
Commercial Manager.....Dudley J. Bernard
Sales Promotion Manager.....Roy Vicknair
Program Director.....Betty TerreBonne

WFPR—Hammond—1947

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Airweb, Inc.
Business-Studio Address.....Box 432
Tel.: 960 .....KBS
Pres., Gen. Mgr.....John A. Chauvin

Commercial Manager.....'Foots' McCrory
Program Director.....Vivian Laird
Chief Engineer.....Charles Marinos

KLUV—Haynesville—1956

Frequency: 1580 Kc....Power: 250 Watts, d.
Owned By.....C. E. Ray
Address.....3678 Beckham Dr., Shreveport
Tel.: 8-1552 .....Independent
General Mgr.....Charles E. Ray

KVHL—Homer—1955

Frequency: 1320 Kc.....Power: 1 Kw., d.
Owned.....Claiborne Bcstg. Corp.
Address .....Box 97
Tel.: 3804.....KBS
Pres., Mgr.....Frank T. Harkness, Jr.
Prom. Mgr.....Jim Blanchard

KCIL—Houma—1946

Frequency: 1490 Kc.....Power: 250 Watts
Owned .....KCIL, Inc.
Business Address.....P.O. Box 1031
Tel.: Uptown 2-6828.....KBS
President.....Denver T. Brannen
General Manager.....Alson E. Engelhardt
Chief Engineer.....C. O. Wilson

KJEF—Jennings—1950

Freq.: 1290 Kc..Power: 1 Kw. d., 500 Watts, n.
Owned-Oper. By.....Jennings Bcstg. Co., Inc.
Address.....1521 Lake Arthur Ave.
Tel.: 1155.....MBS-KBS
Pres., Gen. Mgr., C. Eng.....Clovis L. Bailey
Prog. Dir.....Noel Wooley
Comm. Mgr.....Gerald Dugas

KLEC—Jonesville—1956

Frequency: 1480 Kc.....Power: 500 Watts, d.
Owned By.....W. S. Perkins
Address .....Jonesville
Tel.: 2481.....KBS
Gen. Mgr.....Paul Schilling

KPEL—Lafayette—1957

Freq.: 1420 Kc.....Power: 1 Kw. d., 500 Wts. n.
Owned-Oper. By.....Pelican Bcstg. Co.
Address .....Box 853
Tel.: CEnter 4-7418.....MBS
Representative .....O'Connell; Reilly
President.....John Paul Goodwin
Gen., Sta. Mgr.....William A. Patton
Comm. Manager.....James M. Drake
Program Director.....Charles W. Malone

KVOL—Lafayette—1935

Frequency: 1330 Kc. .....Power: 1000 Watts
Owned-Oper. By..Evangeline Bcstg. Co., Inc.
Business Address.....519 South Buchanan
Tel.: CE 4-5151.....NBC
Representative .....Meeker
President .....Morgan Murphy
General Manager.....George H. Thomas
Station Mgr.....E. H. Hughes
Comm. Mgr.....Thomas G. Pears
Prog. Dir.....J. Richard Aker
Chief Engineer.....Myrle E. Case

KAOK—Lake Charles—1947

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....KAOK, Inc.
Address.....P. O. Box 1399
Tel.: 6-7541.....MBS
Representative .....Stars National
President.....Jules J. Paglin
Sta. Mgrs.....T. Gresham, R. Rhodes
Managing Director.....Stanley W. Ray, Jr.

KLOU—Lake Charles—1947

Frequency: 1580 Kc.....Power: 1000 Watts
Owned-Oper. By.....Gulf Bcstg. Co., Inc.
Bus.-Studio Address.....Box 975
Tel.: HE 6-7277.....Independent
Representative .....Walker
President.....G. T. Owen
Vice-Pres.....Bob Earle
General Mgr.....R. S. Davison
Chief Engineer.....G. M. Meisner

KPLC—Lake Charles—1935

Frequency: 1470 Kc.....Power: 5000 Watts
Owned-Oper. By.....Calcasieu Bcstg. Co.
Address.....P. O. Box 1521
Tel.: HE 9-2713.....NBC
Representative .....Weed
President.....T. B. Lanford
Gen., Sta. Mgr.....P. E. Mills, Jr.
Commercial Mgr.....R. M. White
Sales Prom. Mgr.....Shirley Kelley
Prog. Director.....Eleanor Shirley
Chief Eng.....Edgar Barton

KLPL—Lake Providence—1957

Frequency: 1050 Kc.....Power: 250 Watts, d.
Owned.....Radio Service Co.
Address .....Box 342
Tel.: 834.....KBS
Representative.....Bogner & Martin
Presidents.....E. McMurray & F. Baldwin
Sta., Comm. Mgr.....Gene Underwood

KLLA—Leesville—1956

Frequency: 1570 Kc.....Power: 250 Watts
Owned.....Leesville Broadcasting Co.
Address .....P. O. Box 1323
Tel.: 3403 .....KBS
Mgr. Partner, Gen. Mgr.....I. Ward Steinman
Commercial Mgr.....Ed Marshall
Sales Prom. Mgr.....Wayne Whisenhunt
Program Dir.....Donnie S. Cohen
Chief Engineer.....Byron Stokes

KDBC—Mansfield—1954

Frequency: 1360 Kc.....Power: 1 Kw. d.
Owned.....DeSoto Bcstg. Corp.
Address .....P. O. Box 740
Tel.: 1360 .....KBS
Representative .....Keystone
President.....H. E. Sewell
Gen., Comm. Mgr.....Arthur L. Greene
Chief Engineer.....Boyd E. Allinson

KAPB—Marksville—1954

Frequency: 1370 Kc.....Power: 1000 Watts, d.
Owner.....Avoyelles Bcstg. Corp.
Address .....110 W. Mark St.
Tel.: 7206 .....KBS
Representative .....Hil F. Best
President .....W. L. Billups
Gen., Comm. Mgr.....Willie J. Bordelon
Chief Engineer.....Charlie Woodside

KASO—Minden—1953

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Dixie Bcsters.
Address .....Box 344
Tel.: FRanklin 7-1200.....Independent
Owners.....Ralph Hooks, Cyril Reddoch
Station Mgr.....J. M. Howell
Publicity Dir.....Cathleen Moreland
Chief Engineer.....Billy Hyatt

KLIC—Monroe—1950

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....Dr. Frank Cerniglia
Address.....626 Bernhardt Bldg.
Tel.: 3-4617.....MBS-KBS
Station Rep. .....Dora-Clayton
General Mgr.....Dr. Frank Cerniglia

KMLB—Monroe—1930

Frequency: 1440 Kc...Power: 5000 d.; 1000 n.
Owned-Operated By.....WSTV, Inc.
Business Address.....Box 1723
Tel.: FAirfax 2-7161.....ABC, NBC
Representative .....Pearson
President.....Jack N. Berkman
General Manager.....Raymond W. Baker
Program Dir.....James Plaisance
Chief Engineer.....O. R. Morgan

KNOE—Monroe—1944

Frequency: 1390 Kc.....Power: 5000 Watts
Owned-Operated By.....James A. Noe
Business-Studio Address.....Box 1472
Tel.: FA 2-8155.....Independent
Representative .....H-R Reps
President .....James A. Noe
V.P. & Gen. Mgr.....Ed Routt
Commercial Manager.....James McDonough
Sales Prom. Mgr.....Mrs. Dixie Ware
Program Director.....Lou Swanson
V.P. & Dir of Eng.....Ray Boyd

KMRC—Morgan City—1954

Frequency: 1430 Kc.....Power: 500 Watts
Owned.....Tri-City Bcstg. Inc.
Address .....P. O. Box 889
Tel.: 9036.....KBS
President.....Warren J. Fortier
General Mgr.....Earl Wooton
Treasurer.....Mortimer Silverman, Jr.
Secretary .....Louise Bensabet

KNOC—Natchitoches—1947

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Natchitoches Bcstg. Co.
Business-Studio Address.....5th & Sirod
Tel.: 2353.....KBS-MBS
Pres., Gen. Mgr., Chief Eng...B. H. Bailey, Jr.
Sta., Comm. Mgr.....Norman A. Fletcher
Sales Promotion Manager...James Thomasee
Program Director.....Jim Elkins

KANE—New Iberia—1946

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By....New Iberia Bcstg. Co.
Address .....Box 383
Tel.: EMerson 9-6726.....KBS
General Mgr.....George H. Thomas
Sta. Mgr.....Donald Bonin
Commercial Manager.....Sherry A. Lopez
Program Dir.....June Stein
Publicity Director.....Joseph A. Sikes
Chief Engineer.....Merle Case

KVIM—New Iberia—1951

Frequency: 1360 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Queen City Bcstg. Co.
Address.....P. O. Box 50
Tel.: 2-5825.....Independent
General Manager.....John H. Coco

WBOK—New Orleans—1951

Frequency: 800 Kc.....Power: 1000 W., d.
Owned-Oper. By.....WBOK, Inc.
Address .....505 Baronne St.
Tel.: TU 5363.....Independent
Representative .....Stars National
President.....Jules J. Paglin
Exec. V.P., Gen. Mgr.....Stanley W. Ray, Jr.
Station Mgr.....Ed Prendergast
Commercial Manager.....Fred Schwarz
Sales Prom. Mgr., Prog. Dir.....Marion Owen
Publicity Director.....Norman Duffour
Chief Engineer.....Joan Rhodes

WDSU—New Orleans—1923

Frequency: 1280 Kc.....Power: 5000 Watts
Owned-Operated By.....WDSU Bcstg. Corp.
Business Address.....521 Royal St.
Tel.: TU 4371.....NBC
Representative .....John Blair
President.....Edgar B. Stern, Jr.
Exec. V.P. & Gen. Mgr.....Robert Swezey
Station Manager.....John F. Screen
Commercial Manager.....Harold Whelahan
Program Dir.....Jim Dunbar
Publicity Director.....Marion Annenberg
Chief Eng.....Lindsey Riddle

WJBW—New Orleans—1926

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By..Radio New Orleans, Inc.
Business-Studio Address.....Cigall Bldg.
Tel.: MA 3488.....Independent
Representative.....Robert S. Keller
Mgr., Dir.....Charles Quillian
Commercial Manager.....Ed Carlson
Program Director.....Jerry Clark
Chief Engineer.....John Rhode

WJMR—New Orleans—1946

Frequency: 990 Kc.....Power: 250 Watts d.
Owned-Operated By...Supreme Bcstg Co., Inc.
Address .....Jung Hotel
Tel.: EX 3131.....MBS
Representative .....Forjoe
President .....Chester Owens
Exec. V.P.....George A. Mayoral

WYLD—New Orleans—1949

Frequency: 600 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Connie B. Gay
Address.....2906 Tulane Ave.
Tel.: GA 4112.....Independent
Representative .....Gill-Perna; Clayton
Station Manager.....William Arthur Selley
Commercial Manager.....Clay Morgan
Sales Promotion Manager.....David Shaffer
Prog. Dir.....Larry McKinley
Chief Engineer..... .....Samuel Perkins

WNOE—New Orleans—1925

Frequency: 1060 Kc...Power: 50,000 d.; 5000 n.
Owned-Operated By.....James A. Noe
Business-Studio Address.....St. Charles Hotel
Tel.: EX 2173.....Independent
Representative .....Avery-Knodel
President.....James A. Noe
Gen., Sta. Mgr.....James A. Noe, Jr.
Comm., Sales Prom. Mgr.....Cleve J. Brien
Program Director.....Bud Connell
Chief Engineer.....A. J. Bourgeois

WSMB—New Orleans—1925

Frequency: 1350 Kc.....Power: 5 Kw.
Owned .....WSMB, Inc.
Address.....Maison Blanche Bldg.
Tel.: MA 5921.....ABC
Representative .....Hollingbery
President.....Harold E. Anderson
General Mgr.....M. Franklyn Warren
Program, Asst. Mgr.....De Alton Neher
Sales Mgr.....McLaws Kieffer
Chief Engineer.....Harold Nebe

WTIX—New Orleans—1951

Frequency: 690 Kc.....Power: 5,000 Watts
Owned-Oper. By.....Storz Broadcasting Co.
Address.....328 Chartres St.
Tel.: MA 3562.....Independent
Station Representative .....Young
President .....Todd Storz
V.P., General Mgr.....Fred Berthelson
Production Mgr.....Ken Karlton
Program Dir.....Larry Wilson
Promotion Mgr.....Marshall Pearce
Traffic Mgr.....Mary Lou DeRose
Chief Engineer.....Carlos A. Schmid

Owners of: WHB, Kansas City, Mo.; WDGY, Minneapolis; WQAM, Miami.

WTPS—New Orleans—1947

Frequency: 940 Kc.....Power: 1000 d.; 500 n.
Owned.....Rounsaville of New Orleans, Inc.
Business Address.....615 Howard Ave.
Representative .....Branham
General Mgr.....H. F. Wehrmann
Prog. Dir.....Carl J. Junker

WWEZ—New Orleans—1947

Frequency: 690 Kc.....Power: 5000 Watts
Owned-Operated By.....WWEZ Radio Inc.
Bus.-Studio Address.....614 N. Rampart St.
Tel.: CA 3521.....Independent
Representative .....Grant Webb
President.....A. L. Chilton
General Manager.....Joe A. Oswald
Prog. Dir.....Ken Elliott
Ch. Eng.....Harrison C. Mondy

WWL—New Orleans—1922

Frequency: 870 Kc.....Power: 50,000 Watts
Owned-Operated By.....Loyola U. of South
Tel.: JAckson 5-2194.....CBS
Representative .....Katz
President.....Rev. Patrick J. Donnelly, S.J.
General Manager.....W. H. Summerville
Manager.....John L. Vath
Sales Promotion Manager.....Owen Elliott
Program Director.....W. J. Brengel
Publicity Director.....Raymond Eberhardt
Chief Engineer.....J. D. Bloom

KREH—Oakdale—1953

Frequency: 900 Kc.....Power: 250 Watts d.
Owned-Oper. By.....Louisiana Bcstg. Service
Address.....Ville Platt Hiway
Tel.: .....KBS
Manager.....R. M. Jernigan

KWCL—Oak Grove—1958

Frequency: 1280 Kc.....Power: 500 Watts, d.
Owned By.....Carroll Bcstg. Co.
Tel.: GArden 8-3208.....Independent
Gen., Comm. Mgr.....W. O. Bauman
Chief Engineer.....Chas. Farrell

KSLO—Opelousas—1947

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....KSLO Bcstg. Co.
Address .....KSLO Building
Tel.: 2633.....ABC-KBS
Representative.....Sears & Ayer
General Mgr.....W. Eugene Jones
Commercial Manager.....A. B. Reed, Jr.
Prog. Dir.....W. Allegood
Chief Engineer.....Hoyt E. Ray

KCLP—Rayville—1957

Frequency: 990 Kc.....Power: 250 Watts, d.
Owned.....Richland Bcstg. Co.
Address .....Box 535
Tel.: 4855.....KBS
Gen. Mgr.....David E. Chapman
Prog. Dir.....Marshall D. Peel, Jr.

KRUS—Ruston—1947

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Ruston Bcstg. Co.
Address.....102 Park Ave. (Box 533)

Tel.: AL 5-2530.....KBS
Newspaper Affil. .....Leader
President.....C. E. Faulk, Jr.
Gen. Manager.....William Carter
Chief Eng.....A. T. Moore

KCIJ—Shreveport—1950

Frequency: 1050 Kc.....Power: 250 Watts d.
Owned-Operated By....Southwest Bcstrs. Inc.
Business Address.....P.O. Box 197
Tel.: 3-6107 .....CBS
Representative .....Gill-Perna
President .....Roy Fish
General Manager.....Johnnie K. Hill
Station Manager.....Merle Kilgore
Comm., Sales Prom. Mgr.....Haynie Hall
Prog., Pub. Dir.....Ed Hamilton
Chief Engineer.....Benny Culbertson

KEEL—Shreveport—1923

Frequency: 710 Kc..Power 10 Kw. d.; 5 Kw. n.
Owned-Oper. By.....Foster & Associates
Address.....1500 N. Market
Tel.: 5-8692.....Independent
Representative .....Blair
Pres.....Gordon B. McLendon
Gen. Mgr.....R. H. Wilcox
Comm. Promotion Manager.....Marie Gifford
Prog. Dir.....Al Hart
Chief Engineer.....Rudy Johnson

KENT—Shreveport—1947

Frequency: 1550 Kc..Power: 1 Kw. d., 500 W. n.
Owned-Operated By...Radio Shreveport, Inc.
Business-Studio Address.....311 Milam Bldg.
Tel.: 3-3681.....MBS, NBC
Representative .....Walker-Rawalt
Pres., Gen. Mgr.....Troy A. Kaichen
Commercial Manager.....Ken Weaver
Prom., Pub. Dir.....Bill Monroe
Program Director.....Bill Jay
Chief Engineer.....L. J. Carlson

KJOE—Shreveport—1954

Frequency: 1480 Kc.....Power: 1 Kw. d.
Owned .....Audiocasting, Inc.
Adrress.....529½ Crockett St.
Tel.: 2-0732.....Independent
Station Representative...Forjoe, Clarke Brown
Pres., Gen. Mgr.....Joe Monroe
Sales Prom. Mgr.....Winnie Spruell
Comm. Mgr.....Pat Stove
Program Dir.....Vern Stierman
Chief Eng.....N. L. Keys

KLUE—Shreveport—1957

Frequency: 1300 Kc.....Power: 1 Kw., d.
Owned By.....Kenwil, Inc.
Address.....850 Havens Rd.
Tel.: 2-4617.....Independent
Representative.....Breen & Ward
Pres., Gen. Mgr.....Charles E. Ray
Comm. Mgr.....Dollye Lloyd

KOKA—Shreveport—1957

Frequency: 980 Kc.....Power: 5000 Watts d.
Owned-Oper. By.....John McLendon & Assoc.
Business Address..205 Milam: P.O. Box 3605
Tel.: 2-3122.....Independent
Sta. Rep. .....Pearson
General Manager.....John McLendon
Station Manager.....Charles Fletcher

KRMD—Shreveport—1928

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated by....Radio Station KRMD
Business Address.....Jefferson Hotel Bldg.
Tel.: 3-6171.....ABC
Representative .....Weed
President.....T. B. Lanford
Gen., Comm. Mgr.....William L. Switzer
Sta. Mgr, Prog Dir.....Joseph H. Keith
Sales Promotion Manager...Elizabeth Roberts
Chief Engineer.....Dub Wilkinson

KWKH—Shreveport—1925

Frequency: 1130 Kc.....Power: 50,000 Watts
Owned-Operated By..International Bcstg. Corp.
Bus.-Studio Address.....Commercial Building
Tel.: 2-8711.....CBS
Newspaper Affiliation.....Shreveport Times
Representative .....Christal Co.
President.....William H. Bronson
Exec. V.P., Gen. Mgr.....Henry B. Clay
Commercial Manager.....Jack Timmons
Prom. Mgr., Pub. Dir.....James T. Briggs
Prog. Director.....Frank Page
Tech. Dir.....W. E. Antony
Chief Engineer.....O. S. Droke

KBSF—Springhill—1954

Frequency: 1460 Kc.....Power: 1000 Watts
Owned.....Springhill Broadcasting Co.
Address .....Box 597
Tel.: LE 9-4616.....KBS
Representative .....Hil F. Best
President .....Roy M. Fish
General Mgr.....John K. Hill
Station Mgr.....Arthur Dickerson
Prog. Dir.....Howard Clark
Chief Engineer.....Robert Wainwright

KIKS—Sulphur-Lake Charles 1955

Frequency: 1310 Kc.....Power: 500 W. d.
Owned-Operated By.....Lake Bcstg. Co.
Address .....Box 895
Tel.: JA 7-5266.....KBS
Representative .....Clarke Brown
Manager.....Cecil E. Bland, Jr.
Commercial Manager.....Carroll A. Wynn

KTLD—Tallulah—1954

Frequency: 1360 Kc.....Power: 500 Watts
Owned-Operated By.....Griffith Electric Co.
Address ..... Box 1360
Tel.: 1360 .....KBS
Pres., Ch. Eng.....Howard E. Griffith
Comm., Sales Prom. Mgr...Chris C. Kimbell, Jr.
Program Director.....Mrs. Pearle C. Luckett

KTIB—Thibodaux—1953

Frequency: 630 Kc.....Power: 500 W., d.

Let The Maine Broadcasting System help you to your share of the Northern New England market

The people who live within the service area of our stations have a combined effective buying income of 1 billion, 700 million. When it comes to reaching these people and attracting their dollars, the stations that serve them best will serve you best, too. See your Weed man for the complete story on the stations and the market.

THE MAINE BROADCASTING SYSTEM STATIONS

TV NETWORK
WCSH-TV (6) Portland
WLBZ-TV (2) Bangor

RADIO NETWORK
WCSH Portland
WLBZ Bangor
WRDO Augusta
WLAM Lewiston (affiliate)

Owner.....Delta Bcstrs., Inc.
Address.....701 W. 5th St.
Tel.: Hillcrest 7-9006.....Independent
President.....F. H. Block
General Mgr.....Ray Saadi
Commercial Manager.....James Eisner
Sales Promotion Manager....Marie Bergeron
Program Director.....Wayne Carpenter
Publicity Director.....Walt Jenkins
Chief Engineer.....Lee Martin

KVPI—Ville Platte—1953

Frequency: 1050 Kc.....Power: 250 Watts d.
Owned-Oper. By.....Ville Platte Bcstg. Co.
Address .....Box 566
Tel.: 5888.....KBS
President.....Lionel B. Deville
Gen., Comm. Mgr.....Chris Dupiechain
Chief Engineer.....J. L. Sylvester

KLVI—Vivian—1957

Frequency: 1600 Kc.....Power: 500 Watts, d.
Owned By.....Joel E. Wharton
Address.....P. O. Box 1069
Tel.: 9200 .....Independent
Gen. Mgr., Chief Eng.....J. E. Wharton
Program Dir.....Mrs. J. E. Wharton

KUZN—West Monroe

Frequency: 1310 Kc.....Power: 1 Kw., d.
Owned.....Howard E. Griffith
Address.....218½ Trenton St.
Tel.: 2-1491.....Independent
Representative .....Best
Gen. Sales Prom. Mgr.....Ollie Bales

KEVL—White Castle—1955

Frequency: 1590 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Big League Bcstg. Co.
Address.....Box 483, Plaquemine, La.
Tel.: 5116(P).....KBS
Representative .....Best
President .....Bill Lee
Gen. Mgr.....Lou Millet

KVCL—Winnfield—1955

Frequency: 1270 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Winn Bcstg. Co.
Address .....Box 548
Tel.: 5822.....KBS
Gen. Mgr., Ch. Engr.....Edward R. Hall
Station Manager.....Betty Hall
Program Dir.....Charles Christie

KMAR—Winnesboro—1957

Frequency: 1570 Kc.....Power: 500 Watts, d.
Owned.....Franklin Bcstg. Co.
Address .....Box 312
Tel.: WInnesboro 5141.....Independent
Representative.....Continental Radio Sales
Gen. Mgr.....Si Willing
Prog. Mgr.....Buddy Martin

Pop.: 959,000
Families: 279,000
Radio Homes: 270,000

Maine

Stations in State: 23
TV Homes: 242,000
TV Stations: 7

WFAU—Augusta—1946

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By...Twin City Bcstg. Co., Inc.
Business Address.....160 Bangor St.
Tel.: MA 3-3878.....MBS
Representative .....O'Connell, Wheeler
President .....Faust Couture
Gen., Sta. Mgr.....Norman C. Gallant
Sales Promotion Mgr.....Richard McLennan
Program Director.....Mona Toothaker
Publicity Director.....Louise Patterson
Supervisory Engineer.....Joseph Roy

WRDO—Augusta—1932

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By .....WRDO, Inc.
Address .....175 Water Street
Tel.: MA 3-4735.....NBC
Representative .....Weed
President.....William H. Rines
Station Manager.....Leslie R. Hubley
Chief Engineer.....Harold T. Dinsmore

(See Page 462)

WABI—Bangor—1924

Frequency: 910 Kc.....Power: 5000 Watts
Owned-Oper. By....Community Bcstg. Service
Business-Studio Address.....57 State St.
Tel.: 6446.....ABC-MBS
Representative.....Hollingbery, Kettell-Carter
President.....Horace A. Hildreth
Exec. V.P., Gen. Mgr.....Leon Gorman, Jr.
V.P.-Operations .....Walter Dickson
Res. Station Mgr.....John F. MacRae
Comm., Sales Prom. Mgr...Charles M. Sias, Jr.
Prog., Pub. Dir.....John F. MacRae
Chief Engineer.....Ed Winchester

WGUY—Bangor—1945

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Bangor Bcstg. Corp.
Address.....26 Central St.
Tel.: 7354 .....Independent
Rep. .....O'Connell, Wheeler
President .....Melvin Stone
General Manager.....James P. Hinchey
Commercial Manager.....John Walsh
Sales Promotion Mgr.....Joyce Silver
Program Director.....Robert Dow
Publicity Director.....Thomas Ryan
Chief Engineer.....James Golden

WLBZ—Bangor—1926

Frequency: 620 Kc.....Power: 5000 Watts
Owned-Operated By.....Maine Bcstg. Co.

Business-Studio Address.....100 Main St.
Tel.: BA 2-4656.....NBC
President.....William H. Bines
Station Mgr.....Edward E. Guernsey
Program Dir.....Edward Owen
Chief Engineer.....John H. Wibby

(See Page 462)

WMMS—Bath—1957

Frequency: 730 Kc.....Power: 500 W., d.
Owned By.....Winslow T. Porter
Address.....195 Front St.
Tel.: HI 3-5542.....Independent
Pres., Gen. Comm. Mgr.....Winslow T. Porter
Program Director.....Mark Roman
Publicity Director.....Lewis Colby
Chief Engineer.....Dr. Harry F. Hinckley

WIDE—Biddeford—1948

Frequency: 1400 Kc.....Power: 250 Watts
Owned By.....Biddeford-Saco Bcstg. Co.
Address ..... 234 Main St.
Tel.: 4-4566.....MBS
Pres., Gen. Mgr.....J. Alan Jasper
Station Mgr.....Louis J. Borgatti
Commercial Mgr.....M. Chester Ball

WCME—Brunswick—1955

Frequency: 900 Kc.....Power: 500 Watts
Owned.....Westminster Broadcasting Co.
Address .....River Road
Tel.: PA 5-5507.....Independent
Representative .....Walker-Rawalt
Pres., Gen. Mgr.....Clifford B. Kemberling
Program Director.....Glenn H. Hilmer
Sales Prom. Mgr.....Raymond B. Durgin
Chief Engineer.....Melville Whitcomb

WFST—Caribou—1956

Frequency: 600 Kc.....Power: 5 Kw., d.
Owned.....Northern Bcstg. Co.
Address .....Box 65
Tel.: 3731.....Independent
Representative .....O'Connell
President.....F. S. Tibbetts
Gen., Sta. Mgr.....Elby Stevens
Commercial Manager.....Phyllis Belanger
Sales Promotion Mgr.....A. Knight
Program Director.....Ray Mosher
Chief Engineer.....G. D. Johnson

WABM—Houlton—1950

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Aroostook Bcstg. Corp.
Address.....1340 North Rd.
Tel.: 2257.....NBC-ABC
Representative .....Webb
Exec. V.P.....Leon P. Gorman, Jr.
Sta. Mgr.....Ted Coffin
Sales Mgr.....Robert Young

WCOU—Lewiston—1938

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By....Twin City Bcstg. Co., Inc.
Business-Studio Address.....223 Lisbon St.
Tel.: 4-6921.....MBS
Representative .....O'Connell, Wheeler
Pres., Pub. Dir.....Faust Couture

The Quality Station

WMMS RADIO MAINE

Operating Daily from

Sunrise to Sunset at 730 Kc.

Studios and Offices:

195 Front Street
Bath, Maine
Phone: Hilltop 3-5542-3

Winslow T. Porter, *Gen. Mgr.*

Portland Office:

Graymore Hotel
21 Preble Street
Phone: Spruce 3-5544

Ray Auger, *Mgr.*

WHERE MOST OF MAINE IS SERVED

Gen., Sta. Mgr.....John C. Libby
Commercial Manager.....Oscar J. Normand
Program Dir.....Annette Howaniec
Chief Engineer.....Carl P. Rounds

WLAM—Lewiston—1947

Frequency: 1470 Kc.....Power: 5000 Watts
Owned-Oper. By.Lewiston-Auburn Bcstg. Corp.
Business-Studio Address.....129 Lisbon St.
Tel.: 4-5401.....ABC
Representative .....Weed
Pres., Gen. Mgr.....F. Parker Hoy
Station Manager.....Harold Dutch
Commercial Manager.....Romeo E. Sansoucy
Program Director.....Frank Sweeney
Chief Engineer.....Herbert Wiles
(See Page 462)

WCSH—Portland—1925

Frequency: 970 Kc.....Power: 5000 Watts
Owned-Oper. By....Maine Radio & TV Co.
Business-Studio Address.....157 High St.
Tel.: SP 2-0181.....NBC
Representative .....Weed
President.....William H. Rines
Sta., Comm. Mgr.....Benjamin A. Hubley
Program Director.....Kenneth A. Manley
Publicity Director.....Linwood T. Pitman
Chief Engineer.....Charles R. Brown
(See Page 462)

WGAN—Portland—1938

Frequency: 560 Kc.....Power: 5000 Watts
Owned-Oper. By..Guy Gannett Bcstg. Services
Business-Studio Address.....390 Congress St.,
Tel.: SP 2-4661.....CBS
Newspaper Affil.....Gannet Publishing
Representative .....Avery-Knodel, Foster
President.....Jean Gannett Williams
Vice-Pres., Gen. Mgr.....Creighton E. Gatchell
Sta. Mgr.....Francis H. Farnum, Jr.
Publicity Director.....John M. Havey
Prog. Dir.....C. R. Sanford
Chief Engineer.....Roger W. Hodgkins

WLOB—Portland—1956

Frequency: 1310 Kc.....Power: 1 Kw., d.
Owned.....Casco Bcstrs. Corp.
Business Address.....212 Middle St.
Tel.: SP 5-2336.....Independent
Rep....O'Connell, Wheeler, McGavren-Quinn
President.....Sherwood J. Tarlow
General. Station Manager.....Melvin L. Stone
Commercial Manager.....David L. Royte
Sales Promotion Manager.....Robert Jordan
Program Director.....Howard Leonard
Publicity Director.....James Nields III
Chief Engineer.....T. Richard Dunn

WPOR—Portland—1946

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Hildreth Bcstg. Co.
Business-Studio Address.....477 Congress St.
Tel.: SP 3-8111.....ABC-MBS
Rep. .....Kettel-Carter, Hollingbery
President.....Horace A. Hildreth
Ex V.P. Gen. Mgr.....Leon P. Gorman, Jr.
Station Manager.....Raymond G Mercier
Nat'l Sales Mgr.....William J. Mullen
Chief Engineer.....Joseph Williams

WAGM—Presque Isle—1931

Frequency: 950 Kw.....Power: 5000 Watts
Owned-Operated By....Aroostook Bcstg. Corp.
Address.....489 Main St.
Tel.: 9-2461 .....MBS-NBC
Representative.....Hollingbery, Kettel-Carter
President.....Horace A. Hildreth
General Mgr.....Leon P. Gorman, Jr.
Comm., Sta. Mgr.....Richard B. Marshall
Program Dir.....Wayne A. Knight
Chief Engineer.....Lester E. Hughes

WRKD—Rockland—1952

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Knox Bcstg. Co.
Address.....493 Main St.
Tel.: RO 1600.....ABC
Representative .....Kettell-Carter
President.....Carleton D. Brown
Gen. Mgr., Prog. Dir.....Paul R. Huber
Station Manager.....Paul R. Huber
Commercial Manager.....Fred L. Perkins
Chief Engineer.....Miles Lamson

WRUM—Rumford—1953

Frequency: 790 Kc.....Power: 1 Kw. d.
Owned-Oper. By.....Rumford Bcstg. Co.
Address.....89 Congress St.
Tel.: 1057 .....KBS
Rep.....O'Connell, Wheeler; McGavren-Quinn
President.....Melvin L. Stone

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General Manager.....Kenneth J. Ellis
Commercial Manager.....Stanley Milton
Chief Engineer.....William Spollen

WSME—Sanford—1957

Frequency: 1220 Kc.....Power: 1 Kw., d.
Owned.....York Bcstg. Co.
Address .....Box 1220
Tel.: 1574.....Independent
Rep.....O'Connell, Wheeler; McGavren-Quin
President.....Melvin L. Stone
Gen. Mgr.....John A. Carlson
Chief Engineer.....Richard B. Parker

WGHM—Skowhegan—1956

Frequency: 1150 Kc.....Power: 1 Kw. d.
Owned By.....Pineland Broadcasting Co.
Address.....61 Water St.
Tel.: GReenwood 4-2727.....KBS
Representative ...Wheeler; McGavren-Quinn
President.....Melvin L. Stone
Gen. Comm. Mgr.....Harry K. Heustis
Chief Engineer.....Lewellyn Greenlaw

WKTQ—South Paris—1955

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Oxford Bcstg. Co.
Business Address.....1450 Alpine St.
Tel.: PI 3-2311.....Independent
Pres., Comm. Mgr.....Gerald T. Higgins
Station Mgr.....Eldon H. Shute, Jr.
Program Dir.....Dick Dean
Publicity Director.....Joseph Quinn
Chief Engineer.....R. Dean Seguin

WGHM—Waterville—1956

Frequency: 1150 Kc....Power: 1000 Watts d.
Owned.....Pineland Broadcasting Co.
Address.....61 Water St., Skowhegan
Tel.: 7-2727 (Skow.).....Independent
Representative .....O'Connell
President .....Melvin L. Stone
Sta. Mgr.....Robert M. Benson
Comm. Mgr.....Donald L. Brough
Sales Prom. Mgr.....Harry K. Huestis
Program Director.....Ray Maxwell
Publicity Director.....Jack Dalton
Chief Engineer.....Edward J. Tremblay

WTVL—Waterville—1946

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Kennebec Bcstg. Co.
Business-Studio Address.....36 Silver St.
Tel.: TR 3-3311.....ABC
Representative.....Hollingbery, Kettell-Carter
Pres., Gen.-Station Mgr.....Carleton D. Brown
Commercial Manager.....Harold L. Vique
Pub. Dir.....Ken Chase
Chief Engineer.....Don Sutherland

Pop.: 3,030,000
Families: 842,000
Radio Homes: 795,000

Maryland

Stations in State: 35
TV Homes: 731,000
TV Stations: 6

WAMD—Aberdeen—1957

Frequency: 970 Kc.....Power: 500 Watts, d.
Owned By.....Harford Cty. Bcstg. Co.
Address.....P. O. Box 485
Tel.: 2070.....Independent
Pres., Gen. Mgr.....J. L. Allen
Commercial Mgr.....C. H. Jarvis
Program Dir.....R. H. Gray
Chief Engineer.....J. A. McAulay

WANN—Annapolis—1947

Frequency: 1190 Kc....Power: 10000 Watts d.
Owned-Operated By...Annapolis Bcstg. Corp.
Business-Studio Address.....Box 749
Tel.: CO 3-2500.....Independent
Representative .....Dora-Clayton, Walker
Pres., Gen. Mgr.....Morris H. Blum
Chief Engineer.....M. W. Pittman

WIPA—Annapolis—1946

Frequency: 810 Kc.....Power: 250 Watts d.
Owned-Oper. By.....WSAL Bcstg. Co.
Business Address.....P. O. Box 1551
Tel.: CO 3-9211.....Independent
Pres., Gen. Mgr.....R. J. Kent
Station Manager.....R. J. Bennett
Chief Engineer.....J. D. Leyman

WNAV—Annapolis—1948

Frequency: 1430 Kc.....Power: 1000 Watts
Owned-Operated By.....Capital Bcstg. Co.
Address .....Admiral's Drive
Tel.: CO 3-2639.....Independent
Representative .....Headley-Reed
President .....Henry Rau
General Manager.....Maxwell Marvin
Station Manager.....Bill W. Fillingham
Program Director.....Betty Straubel
Chief Engineer.....Lloyd Smith

WBAL—Baltimore—1925

Frequency: 1090 Kc.....Power: 50,000 Watts
Owned.....Hearst Corp. (Radio & TV. Div.)
Address .....2610 North Charles St.
Tel.: HO 7-3000.....NBC
Representative .....Christal
V.P., & Gen. Mgr.....D. L. Provost
Station Mgr.....Thomas S. Carr
Asst. Sta. Mgr.....Alfred E. Burke
Sales Promotion Mgr.....Henry Hines
Program Manager.....W. Robert McKinsey
Publicity Director.....Kent Redgrave
Chief Engineer.....W. D. Bareham

WBMD—Baltimore—1947

Frequency: 750 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Key Bcstg. Corp.
Business-Studio Address.....879 Park Ave.
Tel.: MU 5-7095.....Independent
Representative .....Charles Bernard
President.....George E. Hull
Gen., Sta., Comm. Mgr.....H. Shelton Earp, Jr.
Program Dir.....Thomas H. O'Connor
Chief Engineer.....Leo W. Karns

WCAO—Baltimore—1922

Frequency: 600 Kc.....Power: 5000 Watts
Owned-Oper. By.....Plough Bcstg. Co., Inc.
Business-Studio Address..1102 N. Charles St.
Tel.: MU 5-0600.....Independent
Representative .....Radio-TV Reps.
President.....Harold R. Krelstein
V.P., Gen. Mgr.....Byron Millenson
Sales Manager.....C. Carroll Larkin
Program Director.....Lee Parker
Owners of: WMPS, Memphis, Tenn.; WJJD, Chicago; WCOP, Boston.

WCBM—Baltimore—1924

Frequency: 680 Kc...Power: 10,000 d.; 5000 n.
Owned-Oper. By.....Baltimore Bcstg. Corp.
Bus.-Studio Address.....Community House
Tel.: BE 5-8400.....CBS
Representative ..... Bolling
President .....John Elmer
Exec. V.P., Gen. Mgr.....G. H. Roeder
Sales Director.....John K. Healy
Asst. Mgr., Prog. Dir.....Charles A. Roeder
Chief Engineer.....G. Porter Houston

WEBB—Baltimore—1955

Frequency: 1360 Kc.....Power: 5000 Watts
Owned-Operated By.....1360 Bdcstg Co., Inc.
Business Address.....3113 W. North Ave.
Tel.: WI 7-1245.....Independent
Representative .....Stars, National
General Manager.....Bentley A. Stecher
Chief Engineer .....Leroy Reckling

WFBR—Baltimore—1922

Frequency: 1300 Kc.....Power: 5000 Watts
Owned-Oper. By...The Baltimore Radio Show
Address.....10 E. North Ave.
Tel.: MU 5-1300.....Independent
Representative .....John Blair & Co.
President .....Robert S. Maslin
General Manager.....Robert B. Jones, Jr.
Commercial Manager.....Dudley Tichenor
Sales Prom., Pub. Dir.....Mrs. Cleo Wright
Program Director.....Ralph Phillips
Chief Engineer.....William R. Hoos

WITH—Baltimore—1941

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By....Maryland Bcstg. Corp.
Business-Studio Address....7 E. Lexington St.
Tel.: LE 9-7808.....Independent
Rep.....Select Sta. Reps., Clarke Brown
Pres., Gen. Mgr.....Thomas G. Tinsley, Jr.
Station Manager.....Robert C. Embry
Program Director.....Ed Bryant
Gen. Sls. Mgr.....G. S. Shaffer
Chief Engineer.....Paul Custer

WSID—Baltimore—1947

Frequency: 1010 Kc.....Power: 1000 Watts, d.
Owned-Operated By.....United Bcstg. Co.
Business-Studio Address....912 N. Charles St.
Tel.: SA 7-8250.....Independent
Representative....UBC, Oakes, Dora-Clayton
President .....Richard Eaton
General Manager.....Marvin Mirvis

WWIN—Baltimore—1951

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Belvedere Bcstg. Co.
Address.....1119 N. Charles St.
Tel.: SAratoga 7-3555.....ABC, MBS
Representative .....Dore
President.....Thomas F. McNulty
Gen., Sta. Mgr.....Dr. Victor King
Commercial Manager.....James A. Doyle
Publicity Director.....Frank Brown
Chief Engineer.....Clifford Inman

WUST—Bethesda—1951

(SEE WASHINGTON, D. C.)

WCEM—Cambridge—1947

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....The Shore Bcstg Co.
Address.....Queen Anne Ave.
Tel.: 1580.....KBS
Pres., Gen. Mgr.....G. P. Richards
Sta., Commercial Mgr.....Sam Cannon, Jr.
Prog. Dir.....Bette B. Robbins

WCUM—Cumberland—1948

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....The Tower Realty Co.
Business Address.....P.O. Box 360
Tel.: PArkview 4-5400.....CBS
Representative .....Thomas F. Clark
President.....Karl F. Steinmann
Gen., Comm. Mgr.....Eldred Steinmann
Program Director.....Barry Dean
Chief Engineer.....William Simpson

WTBO—Cumberland—1928

Frequency: 1450 Kc.....Power: 250 Watts
Owned.....Cumberland Valley Bcstg. Co.
Business Address.....430 Byrd Ave., Box 510
Tel.: PA 2-6666.....NBC
Representative .....Branham
Pres., Gen., Sta. Mgr.....A. William German
Prog. Mgr., Pub. Dir.....Les Ford
V.P., Comm. Mgr.....Floyd V. Cozad
Chief Engineer.....R. Wirgman

WAYE—Dundalk—1955

Frequency: 860 Kc.....Power: 500 W. d.
Owned-Operated By.....Erway Bcstg. Co.
Address.....916 N. Charles, Baltimore
Tel.: PL 2-4008.....Independent

Representative.....Bcst. Time Sales
President, Gen. Mgr.....Guy S. Erway
Commercial Manager.....Bob Bennett
Program Director.....Ron Wilner
Chief Engineer.....Duane Cornett

WFMD—Frederick—1936

Frequency: 930 Kc. .....Power: 1000 Watts
Owned-Operated By.....Monocacy Bcstg. Co.
Address.....1 West Seventh St.
Tel.: MO 3-4181.....CBS
Station Representative .....Gill-Perna
President .....Laurence Leonard
Sta., Comm. Mgr.....Roger A. Beane
Sales Promotion Manager.....John Speciale
Program Director.....Bill Howard
Publicity Director.....Pat Dean
Chief Engineer.....Russell Bassett

WARK—Hagerstown—1947

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By ....United Bcstg. Co., Inc.
Address .....128 S. Prospect St.
Tel.: RE 3-4500.....CBS
Representative .....United, Devney
President .....Richard Eaton
Gen., Sta. Mgr.....S. E. Phillips
Prog. Dir.....Richard Collyer
Publicity Director.....Ed Wolfkill
Chief Engineer.....G. Harold Brewer

WJEJ—Hagerstown—1932

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By...Hagerstown Bcstg. Co., Inc.
Business-Studio Address .....Franklin Court
Tel.: RE 9-2323.....MBS-ABC
Representative ..... Burn-Smith
Pres., Gen. Mgr. .....Grover C. Crilley
Sta., Comm., Sls., Prom. Mgr..W. H. Paulsgrove
Prog., Pub. Dir.....Robert Leasher
Chief Engineer.....George McIntire

WASA—Havre De Grace 1948

Frequency: 1330 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Chesapeake Bcstg. Corp.
Address .....P. O. Box 97
Tel.: 800.....Independent
President, General-Station Mgr...Jason T. Pate
Comm.-Sales Prom. Mgr.....Charles W. Irwin
Program Director.....John H. Little
Chief Engineer.....John Hartogensis

WKIK—Leonardtown—1953

Frequency: 1370 Kc.....Power: 1000 Watts d.
Owned-Oper. By....Southern Md. Bcstrs. Inc.
Address .....Leonardtown
Tel.: GR 5-2211.....Independent
President.....J. L. Bittner
Comm., Sls. Prom. Mgr.....W. C. Redd

WPTX—Lexington Park—1953

Frequency: 920 Kc.....Power: 500 Watts, d.
Owned.....Patuxent Radio Inc.
Address .....Daugherty Bldg.
Tel.: VO 2-1031.....KBS
Representative .....Burke-Stuart Co.
President.....James S. Beattie
Station Manager.....Edward P. Lenaway

WPGC—Morningside—1954

(See Washington, D C.)

WDVM—Pocomoke City—1955

Frequency: 540 Kc.....Power: 500 W. d.
Owned-Operated By..Eastern Shore Bcstg. Co.
Address.....Box 210
Tel.: EL 5-1515.....Independent
Representative .....Rollins
Owner.....G. Russell Chambers
Manager.....David Welbourne, Jr.
Prog. Dir.....Tom Grigsby
Chief Engineer.....Claude Jones

WINX—Rockville—1951

Freq.: 1600 Kc..Power: 1 Kw. d., 500 Watts n.
Owned-Oper. By..Montgomery Cty. Bcstg. Co.
Address.....8 Baltimore Rd.
Tel.: POplar 2-4357.....Independent
Representative .....Wittig
President.....Richard Eaton
General Mgr.....Pierce D. Eaton
Commercial Mgr.....John Panagos
Program Dir.....Richard Denham
Chief Engineer.....John Edwards

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WBOC—Salisbury—1940

Frequency: 960 Kc...Power: 5 Kw. d., 1 Kw. n.
Owned-Oper. By....The Peninsula Bcstg. Co.
Bus.-Studio Address.....Radio TV Park
Tel.: Pioneer 9-6131.....Independent
Representative .....Burn-Smith
President.....John W. Downing
Gen., Sales Prom. Mgr.....Charles J. Truitt
Commercial Manager.....H. Wendell Henry
Program Director.....John W. Downing, Jr.
Chief Engineer.....Jack W. Ward

WICO—Salisbury—1956

Frequency: 1320 Kc.....Power: 500 Watts, d.
Owned.....Beacon Broadcasting Corp.
Address...1180 Raymond Blvd., Newark, N. J.
Tel.: MArket 3-4972.....KBS
President .....Sheldon Smerling
General Manager.....Bruno M. Kern
Station Manager.....William Schnaudt

WJDY—Salisbury—1958

Frequency: 1470 Kc.....Power: 5000 Watts d.
Owned-Operated By.....Salisbury Bcstg. Co.
Business Address.....106 W. Circle Ave.
Tel.: PIoneer 2-5191.....Independent
Representative .....Clark
Pres., Gen. Mgr.....Norman Glenn
Sales Promotion Mgr.....Johnny Williams
Program Director.....Dick Ireland
Publicity Director.....Ed Vaughn
Chief Engineer.....Albert Edelenbos

WGAY—Silver Spring—1946

Frequency: 1050 Kc. ...Power: 1000 Watts d.
Owned-Oper. By....Tri-Suburban Bcstg. Corp.
Business Address.....11306 Kemp Mill Rd.
Tel.: WH 6-1050.....Independent
Representation .....Stars National
President.....John W. Kluge
Sta., Comm. Mgr.....Ted Dorf
Publicity Director.....Val Thomas
Chief Engineer.....Arthur McDougal

WAQE—Towson—1955

Frequency: 1570 Kc.....Power: 1000 W., d.
Owned-Oper. By.....WTOW, Inc.
Address.....26 West Pennsylvania Ave.
Tel.: VA 5-9660.....Independent
Pres., Gen. Mgr.....John S. Booth
Station Mgr.....Robert Howard
Chief Engineer.....William Willis

WTTR—Westminster—1953

Frequency: 1470 Kc.....Power: 1000 Watts d.
Owned-Oper. By...Carroll County Bcstg. Corp.
Address .....Box 28
Tel.: TI 8-5511.....KBS
V.P., Gen., Comm. Mgr.....Russell H. Morgan

WDON—Wheaton—1953

Frequency: 1540 Kc.....Power: 250 Watts d.
Owned-Operated By.....Everett L. Dillard
Address...1319 F St. N.W., Washington, D. C.
Tel.: LOckwood 5-0747.....KBS
Pres., Gen. Mgr.....Everett L. Dillard
Station Manager.....Jean M. Dillard
Commercial Manager.....Arlyn H. Robertson
Sales Promotion Manager....Kathryn Epstein
Program Director.....Donald Dillard
Publicity Director.....Fred Drake
Chief Engineer.....Eugene Jaraskinske

Pop.: 5,125,000
Families: 1,559,000
Radio Homes: 1,529,000

Massachusetts

Stations in State: 58
TV Homes: 1,418,000
TV Stations: 12

WARA—Attleboro—1950

Frequency: 1320 Kc.....Power: 1000 Watts
Owned-Oper. By.....Attleboro Radio Assn.
Address.....8 N. Main St.
Tel.: 1-1320.....Independent
Representative.....Foster & Creed
Station Manager.....Keith S. Field
Advertising Manager.....William A. Dawson
General Manager.....J. Ottmar

WBZ-WBZA
Boston-Springfield—1921
(Synchronous Operation)

Frequency: 1030 Kc.....Power: WBZ, 50,000 Watts; WBZA, 1000 Watts
Owned.....Westinghouse Bcstg. Co. Inc.
Business-Studio Add...1170 Soldiers Field Rd.
Tel.: AL 4-5670.....Independent
Sta. Representative..Peters, Griffin, Woodward
After July 1.....AM Radio Sales
President.....D. H. McGannon
Station Manager.....Paul G. O'Friel
Commercial Manager...William J. Williamson
Sales Promotion Manager...John L. Williams
Program Director.....Melvin M. Bailey
Publicity Director.....Edward L. Pearle
Chief Engineer.....W. H. Hauser
Owners of: KYW, Cleveland, O.; KDKA, Pittsburgh, Pa.; WOWO, Fort Wayne, Ind.; KEX, Portland, Ore.; WIND, Chicago, Ill.

WCOP—Boston—1935

Frequency: 1150 Kc.....Power: 5000 Watts
Owned-Oper. By.....Plough Bdscg. Corp.
Bus.-Studio Address.....234 Clarendon St.
Tel.: CO 7-0123.....Independent
Representative .....Radio-TV Reps.
President .....Harold Krelstein
Gen., Sta. Mgr.....Roy V. Whisnand
Commercial Manager..Edward T. McCann, Jr.
Prog. Dir.....Irvin Dierdorff, Jr.
Chief Engineer.....Adelbert E. Watkins
Owners of: WMPS, Memphis, Tenn.; WJJD, Chicago, WCAO, Baltimore, Md.

WCRB—Boston—1948

Freq.: 1330 Kc.....Power: 5 Kw. d.: 1 Kw. n.
Owned.....Charles River Bcstg. Co.
Business Address.....Sheraton Plaza Hotel
Tel.: COpley 7-7080.....Independent
Station Rep.....Good Music Broadcasters
Pres., Gen. Mgr.....Theodore Jones
V.P. Sales Mgr.....Leonard V. Corwin
Sta. Mgr.....Richard L. Kaye
Program Director.....Robert Stuart Vail
Publicity Director.....John Fisher
Chief Engineer.....James Godfrey

WEEI—Boston—1924

Frequency: 590 Kc.....Power: 5000 Watts
Owned-Oper. By .....CBS
Business-Studio Address.....182 Tremont St.
Tel.: HU 2-2323.....CBS
Representative.....CBS Radio Spot Sales
Gen. Mgr.....Thomas Y. Gorman
Sales Mgr.....Robert Sinnett
Sales Prom. Mgr.....J. Cullinane
Program Director.....K. R. Ovenden
Publicity Director.....Marie H. Houlahan
Chief Engineer.....Warren J. Stevens

WHDH—Boston—1926

Frequency: 850 Kc.....Power: 50,000 Watts
Owned-Oper. By.....WHDH, Inc.
Bus-Studio Address.....6 St. James Ave.
Tel.: HA 6-5500.....Independent
Newspaper Affil.....Herald-Traveler
Representative .....John Blair
President.....Robert B. Choate
V.P., Managing Dir.....William B. McGrath
V.P., Sales Dir.....Alexander M. Tanger
Program Mgr.....John M. Day
Sales Prom. Mgr.....Robert B. Cheyne
Chief Engineer.....Philip K. Baldwin

WILD—Boston—1946

Frequency: 1090 Kc....Power: 1000 Watts d.
Owned-Oper. By....Bartell Broadcasters, Inc.
Business Add.....400 Commonwealth Ave.
Tel.: CO 7-3005.....Independent
Station Representative.....Adam Young
President .....Gerald Bartell
General Manager.....Peter P. Theg
Commercial Manager.....Perry J. Brown
Sales Prom. Mgr.....Phillip Morris
Program Manager.....John Scott
Publicity Director.....George Berkeley
Chief Engineer.....Donald Snider

WMEX—Boston—1934

Frequency: 1510 Kc.....Power: 5000 Watts
Owned-Oper. By.....Richmond Brothers
Business-Studio Address....70 Brookline Ave.
Tel.: CO 6-3900.....Independent
Representative .....Forjoe
President.....Maxwell E. Richmond
General Mgr.....Robert Richmond
Program Dir.....Mel Miller
Chief Engineer.....Morton L. Bardfield

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WNAC—Boston—1922

Frequency: 680 Kc.....Power: 50 Kw.
Owned...Yankee Div., RKO Teleradio Pictures
Bus.-Studio Address.....21 Brookline Ave.
Tel.: CO 6-0800.....MBS
Representative .....H-R Reps.
President .....Norman Knight
Exec. V.P., Gen. Mgr.....George Steffy
Comm. Mgr.....Tom Bateson
Nat. Sales Mgr.....Proctor Jones
Sales Prom. Mgr.....George Hallberg
Program Director.....John D. Maloy
Publicity Director.....Phyllis Doherty
Chief Engineer.....I. B. Robinson

WORL—Boston—1950

Frequency: 950 Kc.....Power: 5000 Watts d.
Owned-Oper. By.....WORL Bcstg. Co.
Address.....705 Beacon Street
Tel.: CO 7-3800.....Independent
Representative.....Headley Reed Co.
President.....Joseph A. Dunn
Gen., Sta., Comm. Mgr.....Arthur E. Haley
Sales Prom. Mgr., Pub. Dir....Polly E. Haddad
Program Dir.....Bill Givens
Chief Engineer.....John Parker

WEZE—Boston—1953

Frequency: 1260 Kc.....Power: 5000 Watts
Owned-Oper. By.....Air Trails Bcstg.
Bus. Address..Hotel Bradford, 275 Tremont St.
Tel.: LIberty 2-1717.....NBC
Representative .....Hollingbery
Exec. V.P.....J. P. "Pat" Williams
General Manager.....Norton Virgien, Jr.
Program Director.....Bud Lee
Publicity Director.....Eugene Klebenov
Chief Engineer.....George Jowdy

WBOS—Boston—1947

Frequency: 1600 Kc.....Power: 5000 Watts
Owned-Oper. By...Champion Bcstg. Sys., Inc.
Address.....790 Commonwealth Ave.
Tel.: BE 2-5650.....Independent
Station Rep.....Rambeau, Vance, Hopple
President .....Herbert Hoffman
Gen., Sta. Mgr.....Ralph Weinman
Commercial Mgr.....Harry Goodman
Program Director.....Arnold Ginsburg
Chief Engineer.....Frederick Keller

WBET—Brockton—1946

Frequency: 1460 Kc.....Power: 1000 Watts d.
Owned-Oper. By....Enterprise Publishing Co.
Business-Studio Address.....60 Main St.
Tel.: JU 6-1460.....Independent
Newspaper Affiliation.....Enterprise Times
Representative .....Walker-Rawalt
General Manager.....Charles A. Fuller
Sta., Comm. Mgr.....Earle G. Clement
Program Director.....M. Sothern Abbott
Chief Eng.....Charles O. Nowell

WTAO—Boston—1948

Frequency: 740 Kc.....Power: 250 Watts d.
Owned-Oper. By.....Middlesex Bcstg. Corp.
Address.....439 Concord Ave.
Tel.: ELliot 4-0500.....ABC
Representative .....O'Connell
President.....Frank J. Lyman, Jr.
Gen., Sta. Mgr.....Wallace Dunlap
Commercial Manager.....Harry D. Goodwin
Sales Promotion Manager.....Joe Galvin
Program Director.....Ed Penney
Chief Engineer.....Earl Ellsworth

WACE—Chicopee-Springfield 1946

Frequency: 730 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Regional Bcstg. Co.
Bus. Address..Radio Center, 326 Chicopee St.
Tel.: LY 4-6654.....Independent
Station Representative....Dorel: Foster-Creed
President.....John S. Begley
Gen. Mgr.....Ralph J. Robinson
Prog. Dir..... .....Sy Levy

WALE—Fall River—1948

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Narragansett Bcstg. Co.
Address.....18 N. Main St.
Tel.: OS 4-3535.....MBS
Representative .....O'Connell, Wheeler
Manager.....George L. Sisson, Jr.
Commercial Mgr.....Markey Gosciminski

WTAO
at that nice
740
spot . . . where
BOSTON
enjoys programming for
ADULTS
of all ages
WTAO
REP: RICHARD O'CONNELL
ABC IN BOSTON

Prog. Dir.....Ann Kenney
Chief Eng.....Larry Coyle

WSAR—Fall River—1921

Frequency: 1480 Kc.....Power: 5000 Watts
Owned-Oper. By.....Fall River Bcstg. Co., Inc.
Bus.-Studio Address.....Box 927
Tel.: OS 7-9477.....Independent
Newspaper Affiliation.....Herald News, Inc.
Representative...Headley-Reed, Kettell-Carter
President.....Frank W. Miller
Gen. Mgr., Treas.....Lincoln W. N. Pratt
Commercial Manager.....Cornelius Sullivan
Program Director.....J. Joseph Welch
Chief Engineer.....Arnold Molloy

WEIM—Fitchburg—1941

Frequency: 1280 Kc..Power: 5 Kw. d., 1 Kw. n.
Owned-Oper. By.....Newcomb Bcstg.
Business-Studio Address.....717 Main St.
Tel.: 3-3766.....MBS
Station Representative..Kirby; Walker-Rawalt
President.....Arthur A. Newcomb
General Manager.....Robert E. Berry
Commercial Manager.....Donald A. Bowen
Publicity Director.....Howard McKenney
Chief Engineer.....Ted Kalin

WFGM—Fitchburg—1949

Frequency: 960 Kc.....Power: 1000 Watts
Owned-Oper. By..... Wachusett Bcstg. Corp.
Address .....455 Main Street
Tel.: DIamond 3-4897.....Independent
Station Rep...Everett-McKinney; Foster, Creed
Pres., Gen. Mgr.....David M. Myers
Commercial Manager....James W. Chalmers
Sales Prom. Mgr.....Dave McFee
Publicity Director.....Richard McLernon
Chief Engineer.....Donald L. Coleman, Jr.

WKOX—Framingham—1947

Frequency: 1190 Kc.....Power: 1000 Watts d.
Owned-Operated By.....WKOX, Inc.
Bus.-Studio Address.....Mt. Wayte Ave.
Tel.: TR 3-7409.....Independent
Representative.....Kettell-Carter, Grant Webb
Pres., Gen. Mgr.....Albert A. Anderson
Gen. Mgr.....Richard E. Adams
Program Dir.....Carl B. Duncan
Chief Engineer.....Frank Bartel

WGAW—Gardner—1946

Frequency: 1340 Kc.....Power: 250 Watts
Owned.....Gardner Bcstg. Co.
Business Address.....Green St.
Tel.: 1490.....Independent
Representative .....Nona Kirby, Webb
Pres. & Gen. Mgr.....Charles E. Asher
Treasurer.....James D. Asher
Commercial Manager.....Roland Dahir
Program Director.....William Kennedy
Chief Engineer.....Gordon Wiley

WSBS—Great Barrington—1956

Frequency: 860 Kc.....Power: 250 Watts
Owned-Oper. By...Berkshire Bcstg. Co., Inc.
Business Address.....Stockbridge Rd, Rt. 7
Tel.: Great Barrington 1567.....Independent
Station Representative .....Webb
Pres., Gen. Mgr.....John T. Parsons
Commercial Manager.....George Meach
Sales Promotion Manager....Betsy Thompson
Prog., Pub. Dir.....Alan D. Vaber
Chief Engineer.....Rogers B. Holt

WHAI—Greenfield—1938

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Haigis Bdcstg. Corp.
Business-Studio Address.....486 Main St.
Tel.: PR 4-4301.....MBS
Representative .....Walker
Pres., Gen., Sta. Mgr.....John W. Haigis, Jr.
Commercial Mgr.....Harry J. Frank
Pub. Dir.....June Greene
Program Director.....Ira I. Hewey
Chief Engineer.....Delwin D. Shattuck

WHAV—Haverhill—1947

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....WHAV, Inc.
Business-Studio Address.....30 How St.
Tel.: DR 4-4733.....Independent
Station Representative...Kettell-Carter; Webb
Treasurer.....E. I. Cetlin
Station Manager.....Robert I. Kimel
Program Director.....Bob Douglas
Publicity Director.....Al Carter
Chief Engineer.....David Cate

WHYN—Holyoke-Springfield 1941

Frequency: 560 Kc.....Power: 1000 Watts
Owned-Oper. By...Hampden—Hamshire Corp.
Address.....1300 Liberty St., Springfield
Tel.: RE 4-1126.....CBS
Representative .....Branham, Wheeler
Gen. Mgr. .....Charles N. DeRose
Business Manager.....Patrick J. Montague

WREB—Holyoke—1950

Frequency: 930 Kc.....Power: 500 Watts d.
Owned-Oper. By.....Valley Bcstg. Corp.
Address.....225 High St.
Tel.: Jefferson 2-3296.....KBS
Representative.....Breen & Ward
General Manager.....Edmund F. Wakelin
Sta., Sales Manager.....Robert H. Berger
Program Director.....David H. Foerster
Chief Engineer.....Wilfred W. Mank

WCCM—Lawrence—1947

Frequency: 800 Kc. ...Power: 1000 Watts d.
Owned-Oper. By .....Lawrence Bdcstg. Co.
Address.....9 Valley Street
Tel.: MU 3-7171.....Independent
Pres., Gen. Mgr.....Geo. H. Jaspert
Sales Promotion Manager.....John Canty
Program Director.....Hugh Anthony
Publicity Director.....Tony Lupo
Chief Eng.....Norman Round

WCAP—Lowell—1951

Frequency: 980 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Northeast Radio Inc.
Address.....243 Central St.
Tel.: GLenview 4-0404.....Independent
Representative .....Kettell-Carter, Webb
Pres., Gen. Mgr.....Israel Cohen
Commercial Manager.....Maurice Cohen
Program Director.....Dan Gillette
Chief Engineer.....Ted Cohen

WLLH—Lowell-Lawrence 1934

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By .....Merrimac Bdcstg. Co.
Address.....39 Kearney Sq., Lowell
Tel.: GL 8-8715 (Lo).....MBS
Representative .....Bolling
President .....Gerald Harrison
Gen. Mgr.....A. N. Armstrong, Jr.
Program Director.....Tom Clayton
Chief Engineer.....C. Parker

WLYN—Lynn—1946

Frequency: 1360 Kc.....Power: 1000 Watts d.
Owned-Oper. By....Puritan Bcst. Service, Inc.
Business Address.....156 Broad St.
Tel.: LY 5-6200.....Independent
Station Representative .....Walker-Rawalt
President.....Theodore Feinstein
General Manager.....Robert H. Acker, Jr.
Commercial Manager.....Milton Savitt

WSRO—Marlborough—1958

Frequency: 1470 Kc.....Power: 1000 Watts
Owned By.....County Broadcasting Corp.
Address .....Curtis Ave.
Tel.: HU 5-3646.....Independent
Representative .....Nona Kirby
Pres., Sta. Mgr.....Lewis Sargent
Commercial Mgr.....Herman Rosen
Program Dir.....William F. Galvin
Chief Engineer.....Kenneth Rockwell

WHIL—Medford-Boston—1952

Frequency: 1430 Kc.....Power: 5000 Watts d.
Owned-Operated By.....Conant Bcstg. Co.
Address.....99 Revere Beach Pkwy.-Medford
Tel.: EXport 6-1430.....Independent
Representative .....Grant Webb
Pres., Gen. Mgr.....Sherwood J. Tarlow
Station Manager.....Joseph Kruger
Commercial Manager.....Edward O'Donnell
Prog. Director.....Bob Walsh
Chief Engineer.....Albert Fulchino

WMRC—Milford—1956

Frequency: 1490 Kc.....Power: 100 Watts
Owned.....Milford Bcstg. Corp.
Address.....Opera House Bldg
Tel.: GReenleaf 3-1490.....KBS
Gen., Comm. Mgr.....Ted B. Sawyer
Chief Engineer.....Dave Cate

WBSM—New Bedford—1949

Frequency: 1420 Kc.....Power: 1000 Watts
Owned.....Bay State Broadcasting Co.
Address .....Pope's Island
Tel.: WY 3-1767.....Independent
Representative .....Bolling Co.
President .....Joseph P. Duchaine
Gen. Mgr.....Otto F. A. Arnold
Comm. Mgr.....Richard G. Evans
Prog. Dir.....Hal Peterson
Continuity Director.....Henry S. Galus

WNBH—New Bedford—1921

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By .....E. Anthony & Sons, Inc.
Business-Studio Address.....432 County St.
Tel.: WYman 8-5228.....Independent
Newspaper Affiliation .....Standard-Times
Station Rep.....Walker-Rawalt; Foster, Creed
General Bus. Manager.....Don B. Gaylord
Commercial Manager.....Hal Carpenter
Program Director.....Stan Lipp
Chief Engineer.....Herve Leduc

WNBP—Newburyport—1957

Frequency: 1470 Kc.....Power: 500 Watts, d.
Owned.....Tri-City Bcstg. Co.
Business Address.....Traffic Circle
Tel.: HO 2-6654.....Independent
Station Representative .....Walker-Rawalt
President .....Theodore Feinstein
Gen. Mgr.....J. Thomas Mathers
Assistant Manager.....Mary I. MacKenzie
Chief Engineer.....Edward Cranshaw

WMNB—North Adams—1947

Frequency: 1230 Kc. .....Power: 250 Watts
Owned-Oper. By..Northern Berkshire Bcstg. Co.
Bus.-Studio-Transmitter Address...466 Curran
Tel.: MO 3-6567.....Independent
Representative .....McGillvra, Kirby
Pres., Gen. Mgr.....J. Gordon Keyworth
Prog. Dir.....Roy M. Anderson

WHMP—Northampton—1950

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By....Pioneer Valley Bcstg. Co.
Address.....78 Main St.
Tel.: JU 4-4275.....Independent
Representative.....Nona Kirby, Webb
President.....John H. Williams
Gen., Sta., Comm. Mgr....Alexander W. Milne

WCAT—Orange—1956

Frequency: 1390 Kc.....Power: 1000 W., d.
Owned-Oper. By.....Miller River Bcstg.
Address.....P. O. Box 334, Athol, Mass.
Tel.: KI 4-2825.....Independent
Representative .....Grant Webb
President.....James W. Miller
Gen., Sta. Mgr.....Theodore G. Converse
Comm. Prog. Dir.....Robert MacArthur
Sales Prom. Mgr.....William Thomas
Publicity Dir.....Richard Mahon
Chief Engineer.....Paramaz Baghdasarian

WBEC—Pittsfield—1947

Frequency: 1420 Kc.....Power: 1000 Watts

Owned-Oper. By....Western Mass. Bcstg. Co.
Business-Studio Address.....33 Eagle St.
Tel.: Hillcrest 8-8292.....ABC, KBS
Newspaper Affiliation.....Berkshire Eagle
Rep.....Everett-McKinney, Foster & Creed
President .....L. K. Miller
Gen., Sta. Mgr.....W. Wendell Budrow
Comm., Sls. Prom. Mgr.....Lawrence Shane
Prog., Pub. Dir.....Paul Edwards
Chief Engineer.....Robert Johnson

WBRK—Pittsfield—1938

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Greylock Bcstg. Co.
Business-Studio Address.....8 Bank Row
Tel.: Hillcrest 2-1553.....MBS
Representative ..... Walker
President.....Joseph K. Close
Gen., Sta. Mgr.....Walter Kearsey
Comm., Prom. Mgr.....Martin Schechter
Program Dir.....William Nickum
Chief Engineer.....Allan J. Smith

WPLM—Plymouth—1955

Frequency: 1390 Kc....Power: 1000 Watts d.
Owned-Oper. By...Plymouth Rock Bdcstg. Co.
Address..... 294 Court St.
Tel.: Pilgrim 6-1390.....Independent
Station Representative...Kirby; Breen & Ward
Pres., Gen. Mgr.....Jack Campbell
Comm., Sales Prom. Mgr.....Arthur E. Pratt
Program Director.....Bob Wells
Publicity Director.....Mrs. Phyllis B. Mulder
Chief Engineer.....David W. Dunham

WJDA—Quincy—1947

Frequency: 1300 Kc.....Power: 1000 Watts d.
Owned-Oper. By...South Shore Bcstg. Co., Inc.
Business-Studio Address.....Box 373
Tel.: GRanite 9-1300.....Independent
Station Representative .....Kirby
Pres., Gen., Sta. Mgr.....James D. Asher
Commercial Manager...Kenneth P. Fallon, Jr.
Program Director.....Winslow Bettinson
Chief Engineer.....Arthur F. Lane

WESX—Salem—1939

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....North Shore Bcstg. Corp.
Address .....Box 710
Tel.: PI 4-5670.....Independent
Station Rep.....Breen & Ward
President.....James D. Asher
Gen., Comm. Mgr.....George R. Eckels
Prog., Pub. Dir.....Norman Durkee

WESO—Southbridge-Webster 1955

Frequency: 870 Kc.....Power: 1000 Watts d.
Owned.....WESO Broadcasting Corp.
Address.....291 Main Street
Tel.: PO 4-4381.....Independent
Representative .....Webb, Foster-Creed
President.....Peter A. Bordes
General Manager.....Hamilton S. Stewart
Sta., Prog. Mgr.....Robert Farson
Commercial Manager.....William Richards
Chief Engineer.....Ken Duquette

WBZA-WBZ
Springfield-Boston—1921 (Synchronous Operation)

(See Boston Listing)

WHYN—Springfield—1941

Frequency: 560 Kc.....Power: 1000 Watts
Owned-Oper. By..Hampden-Hampshire Corp.
Address.....1300 Liberty St.
Tel.: RE 4-1126.....CBS
News. Affil.....Holyoke Transcript-Telegram
Representative .....Branham, Wheeler
President .....William Dwight
Gen., Sta. Mgr.....Charles N. De Rose
Commercial Mgr.....Patrick J. Montague
Sales Prom. Mgr.....Noah La Mountain
Program Dir.....Murray Tesser

WMAS—Springfield—1932

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....WMAS, Inc.
Business-Studio Address.....101 West St.
Tel.: RE 7-1414.....MBS
Representative .....Bolling
President .....Gerald Harrison
Sta., Sales Prom. Mgr.....Robert Donahue
Comm. Mgr.....Erwin Needles
Prog. Dir.....Roland Dumas
Chief Eng.....John Michnovez

WSPR—Springfield—1936

Frequency: 1270 Kc.....Power: 1000 Watts
Owned-Operated By.....WSPR, Inc.
Business Address.....63 Chestnut St.
Tel.: RE 2-4182.....Independent
Representative.... Hollingbery, Kettell-Carter
Pres., Gen. Mgr.....Alan C. Tindal
Commercial Manager.....Jack Sullivan
Sta. Mgr., Prog. Dir.....Paul Monson
Chief Engineer.....Valentino Partyka

WTYM—Springfield—1949

Frequency: 1600 Kc.....Power: 5000 Watts d.
Owned-Oper. By .....Springfield Bdcstg. Co.
Business Address.....Box 898
Tel.: RE 3-4187.....Independent
Station Representative .....Avery-Knodel
President .....Paul Perreault
V.P., General Manager.....Art Tacker
Commercial Mgr.....Jim Towle
Program Director.....Bruce Farnsworth

WTXL—West Springfield 1949

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Telecolor Corp.
Address.....34 Sylvan St.
Tel.: RE 9-4768.....ABC
Station Representative .....Walker-Rawalt

Pres., Gen. Mgr.....L. A. Reilly
Commercial Manager ....Holland D. Cameron
Station Mgr., Chief Engineer.....J. L. Spates

WPEP—Taunton—1949

Frequency: 1570 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Silver City Bcstg. Corp.
Address .....174 Broadway
Tel.: VA 4-7528.....Independent
Pres., Gen. Mgr.....J. Marshall McGregor
Sta. Mgr., Prog. Dir.....Joseph G. Quill
Comm. Mgr.....Earle Blackwell
Chief Engineer..... Lawrence Prado

WARE—Ware—1947

Frequency: 1250 Kc.....Power: 1000 Watts
Owned-Oper. By.....Central Bcstg. Corp.
Business-Studio Address.....56 Main St.
Tel.: WA 1250.....MBS
Representative.....Breen & Ward; Wheeler
President.....Sherwood J. Tarlow
Gen., Sta. Mgr.....Richard H. Vaughan
Commercial Mgr.....Steven J. Atanian
Program Dir.....George Stephens
Sales Prom. Mgr.....Herbert Vining
Publicity Dir.....James K. Golden
Chief Engineer.....William S. Brennan

WDEW—Westfield—1957

Frequency: 1570 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Westfield Bcstg. Co.
Business-Studio Address.....249 Union St.
Tel.: LO 2-2307.....Independent
Station Representative.....Nona Kirby
President .....Albert L. Capstaff
General Manager.....Larry Jones
Commercial Manager.....Paul Rogers
Program Director.....Shirley Jones

WOCB—West Yarmouth—1940

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By .....E. Anthony & Sons
Address.....South Sea Ave.
Tel.: SPring 5-0500.....MBS
Newspaper Affil.....Standard Times
Station Rep...Walker-Rawalt; Foster & Creed
President .....Basil Brewer
Gen., Sta. Mgr.....Paul Stiles
Prog. Dir.....Joan S. Holbrook
Chief Engineer.....Frank L. Lynch

WAAB—Worcester—1931

Frequency: 1440 Kc.....Power: 5000 Watts
Owned By.....Waterman Bcstg. Corp.
Bus. Address.....34 Mechanic St.
Tel.: PL 2-5611.....NBC
Representative .....Eastman; Kettel-Carter
Pres., Gen. Mgr.....Bernard E. Waterman
Comm. Mgr.....C. Kaminski
Program Director.....John Woods
Chief Engineer.....George Capalbo

WNEB—Worcester—1946

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....New England Bcstg. Co.
Address.....405 Main St.
Tel.: PL 6-4672.....Independent
Representative .....Bolling
President.....Paul C. Lytle
Gen. Mgr.....John J. Hurley
Commercial Manager.....Robert F. Nims
Merchandising Manager.....Kenneth Burns
Chief Engineer.....Bernard E. Berard

WORC—Worcester—1925

Freq.: 1310 Kc...Power: 5000 Wts. d., 1000 n.
Owned-Oper. By.....WORC, Inc.
Bus.-Studio Address.....50 Franklin St.
Tel.: SW 9-0581.....Independent
Pres., Gen. Mgr.....Robert F. Bryar
Sta., Comm. Mgr.....A. Abbott Coblentz
Publicity Director.....Jeanne Perkins
Chief Engineer.....Herman A. Gruzin

WTAG—Worcester—1924

Frequency: 580 Kc.....Power: 5000 Watts
Owned-Operated By.....WTAG, Inc.
Business-Studio Address.....20 Franklin St.
Tel.: PL 5-4321.....Independent
Newspaper Affil.....Telegram & Gazette
Representative.....Henry L. Christal Co.
President.....Robert W. Booth
Vice Pres., Gen. Mgr.....Herbert L. Krueger
Nat. Sls. Mgr.....Richard L. Gravel
Sales Prom. Head.....Ben G. Oman, Jr.
Prod., Pgm. Dir.....A. J. Brissette
Chief Engineer.....E. A. Browning

Pop.: 8,099,000
Families: 2,329,000
Radio Homes: 2,289,000

Michigan

Stations in State: 95
TV Homes: 2,095,000
TV Stations: 19

WABJ—Adrian—1946

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Gerity Bcstg. Co.
Address.....2982 Treat Rd.
Tel.: CO 5-7123.....Independent
Station Rep. .....Pearson
President.....James Gerity, Jr.
Gen., Sta. Mgr.....Donald J. Dean
Sales Promotion Manager.....Ed Price
Program Director.....Buddy Carr
Publicity Director.....Jerry N. Keil
Chief Engineer.....Robert Bassett

WALM—Albion—1952

Frequency: 1260 Kc.....Power: 1000 Watts
Owned-Oper. By.....Calhoun Bcstg. Co.
Business Address.....101½ N. Superior
Tel.: NAtional 9-3945.....KBS
General Manager.....C. Wayne Wright
Program Director.....Jim Beasley
Chief Engineer.....Ken Griewahn

AP News Is Preferred...

. . . by **Stations . .** *because it adds both profits and prestige.*

. . . by **Sponsors . .** *because it insures a day-to-day association with quality.*

. . . by **Listeners . .** *because it is dependable as well as interesting.*

AP

Preferred

50 Rockefeller Plaza • New York 20, N. Y.

WFYC—Alma—1948

Frequency: 1280 Kc....Power: 1000 Watts d.
Owned-Oper. By .....WFYC, Inc.
Business Address.....5310 N. State Rd.
Tel.: 95.....Independent
Station Representative..Hollingbery; Hopwell
President.....Wayne G. Harris
General Manager..... ...Gilbert E. Thomas
Station Manager.....David W. Sommerville
Sales Promotion Manager...Gilbert E. Thomas
Program Director.....Richard Crowley
Chief Engineer.....Bruce H. Rigg

WATZ—Alpena—1946

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Midwestern Bcstg. Co.
Business Address.....M-32 West
Tel.: 1049.....NBC
Representative .....Holman
President .....Les Biederman
Station Manager.....Drew McClay
Chief Engineer.....William Kiker

WHRV—Ann Arbor—1946

Frequency: 1600 Kc.....Power: 1000 Watts
Owned-Operated By.....Mayne Bcstg. Co.
Business Address.....P.O. Box 608
Tel.: NOrmandy 2-4573.....Independent
Station Rep.....Devney; Hutton, Gentile
President.....Charles H. Mayne
Gen., Comm. Mgr.....Larry Gentile
Station Manager.....Richard Harner
Prog. Dir.....Donald A. Herman
Chief Engineer.....James Allen

WPAG—Ann Arbor—1945

Frequency: 1050 Kc.....Power: 1,000 Watts d.
Owned-Operated By...Washtenaw Bcstg. Co.
Bus.-Studio Address....3rd Floor, Hutzel Bldg.
Tel.: NO 2-5517.....Independent
Station Rep.....Everett-McKinney; Weed
Pres., Gen. Mgr.....Edward F. Baughn
Program Director.....Albert Samborn
Chief Engineer .....Bernard Ressler

WLEW—Bad Axe—1950

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By...Stevens Wismer Bcstg. Co.
Address.....935 S. Van Dyke Rd.
Tel.: 1010.....KBS
Rep.....Gill-Perna, Michigan Spot Sales
Gen. Mgr.....John Wismer
Business Manager.....Jim Muehlenbeck

WBCK—Battle Creek—1948

Frequency: 930 Kc.....Power: 1000 Watts
Owned-Operated By.....Michigan Bcstg. Co.
Address.....Security Natl. Bank Bldg.
Tel.: WO 3-5555.....Independent
Representative .....Hollingbery
President.....Robert H. Holmes
General Mgr.....E. F. Cahill
Chief Engineer.....Harley Hammond

WELL—Battle Creek—1925

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Southern Mich. Bcstg.
Address.....Michigan National Bank Bldg.
Tel.: WO 4-7173.....ABC
Station Rep.....Headley-Reed
President.....Fred A. Knorr
Sta., Comm. Mgr.....P. J. Haller
Program Director.....Ronald E. Mell
Chief Engineer.....David M. Decker

WBCM—Bay City—1925

Freq.: 1440 Kc...Power: 1 Kw. d., 500 W., n.
Owned-Operated By.....Michigan Bcstg. Co.
Business-Studio Address.....Wenonah Hotel
Tel.: TW 3-7551.....ABC-KBS
Representative.....George P. Hollingbery
President.....Robert H. Holmes
Gen., Sta., Comm. Mgr.....Leo A. Jylha
Prog., Pub. Dir.....Hal Shore
Chief Engineer.....Wes Thompson

WWBC—Bay City—1956

Frequency: 1250 Kc....Power: 1000 Watts d.
Owned By.....Water Wonderland Bcstg. Co.
Business Address.....306 Phoenix Bldg.
Tel.: TW 3-4588.....Independent
Station Representative .....Masla
President.....Patrick J. Traham
Gen., Comm. Mgr.....Charles E. Anthony
Program Dir.....Robert E. Benkelman
Chief Engineer.....Ralph H. Carpenter

WHFB—Benton Harbor-St. Joseph—1947

Frequency: 1060 Kc. ...Power: 1000 Watts d.
Owned-Oper. By .....Palladium Publ. Co.
Business Address.....Fairplain Ave.
Tel.: WA 5-2113.....Independent
Newspaper Affil.....Palladium, Herald Press
Station Rep.....Holman; Mich. Spot Sales
President .....Stanley R. Banyon
Gen., Sta. Mgr.....J. P. Scherer
Commercial Manager.....Fred Randazzo
Sales Prom. Mgr.....Dwight Edmunds
Program Director.....Don Priest
Chief Engineer.....M. U. Robinson

WBRN—Big Rapids—1953

Frequency: 1460 Kc.....Power: 1 Kw., d.
Owned-Oper. By.....WBRN, Inc.
Address.....P. O. Box 825
Tel.: 648.....KBS
Representative .....Hil F. Best
Pres., Gen. Mgr.....Spencer Denison
Chief Engineer.....Garnet Zimmerman

WATT—Cadillac—1945

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By...Midwestern Bcstg. Co.
Business-Studio Address.....U. S. 131, South
Tel.: PR 5-7831.....NBC
Representative ....Hal Holman
President .....Les Biederman
Station Manager.....Merritt L. Chandler
Commercial Manager.....Fred Parkison
Sales Promotion Manager.....Glen Gilbert
Program Director.....M. L. Chandler
Chief Engineer.....Bill Kiker

POWER

to penetrate!

ROBERT E. EASTMAN & CO.
National Radio Representative

CKLW
50,000 WATTS

CKLW–TV
325,000 WATTS

YOUNG TELEVISION CORP.
National Television Representative

* This powerful **RADIO** voice sends your message to a greater number of listeners . . . you get more for your promotion dollar.

* This powerful **TV** signal is sent to a greater number of viewers [illegible] costs you less by exposing your product to a bigger audience.

J. E. Campeau
President

GENERAL OFFICES GUARDIAN BLDG., DETROIT

WCER—Charlotte—1956

Frequency: 1390 Kc.....Power: 1 Kw., d.
Owned.....Eaton County Bcstg. Co.
Address .....Box 269
Tel.: 1390.....Independent
Pres., Gen. Mgr.....Roy W. McLean
Comm., Sta. Mgr.....Brod Martindale
Chief Engineer.....Gerald D. Adams

WCBY—Cheboygan—1954

Frequency: 1240 Kc.....Power: 250 Watts
Owned.....Straits Bcstg. Co.
Address .....Mackinaw Ave.
Tel.: MA 7-2341.....Independent
Representative .....Best
Pres., Gen., Sta., Sls. Prom. Mgr....R. E. Hunt
Commercial Mgr.....Ben Morrow
Program Director.....Richard Welch
Chief Engineer.....Norbert C. Poeppelman

WTVB—Coldwater—1949

Freq.: 1590 Kc..Power: 5 Kw. d., 500 Watts n.
Owned-Oper. By ...Twin Valley Bdcstrs, Inc.
Address .....Box 32
Tel.: BRoadway 9-9119.....Independent
Representative.....Hil F. Best
President.....E. Harold Munn, Sr.
Station Manager.....E. Harold Munn, Jr.
Commercial Manager.....Normand Moore
Program Director.....Constance Bingham
Chief Engineer.....Virgil Royer

WKMH—Detroit-Dearborn 1946

Freq.: 1310 Kc.....Power: 5 Kw.
Owned-Oper. By....Knorr Broadcasting Corp.
Address.....15001 Mich. Ave., Dearborn
Tel.: TI 6-8500.....Independent
Representative ..... Headley-Reed
Pres., Gen. Mgr.....F. A. Knorr
Sta. Mgr.....John J. Carroll
Commercial Manager.....John O. Gilbert II
Sales Prom. Mgr., Pub. Dir.....Lee C. Hanson
Chief Engineer.....Jerrold L. Martin

CKLW—Detroit—1932

Frequency: 800 Kc.....Power: 50,000 Watts
Owned-Oper. By..Western Ontario Bcstg. Co.,
Address.....3300 Guardian Bldg., Detroit 26
Tel.: WO 1-7200.....MBS, CBC
Representative .....Eastman
President, General Mgr.....J. E. Campeau
Dir., Oper.....S. C. Ritchie
Commercial Manager.....E. Wilson Wardell
Sales Promotion Manager.....George Snyder
Program Director.....John Gordon
Publicity Director.....Art Gloster
Chief Engineer.....Stewart Clark

WCAR—Detroit—1939

Freq.: 1130 Kc...Power: 50 Kw., d., 10 Kw., n.
Owned .....WCAR, Inc.
Address.....500 Temple Ave.
Tel.: TE 3-8100.....Independent
Representative.....AM Radio Sales Co.
President.....H. Y. Levinson
Exec. V.P.....Wayne N. Cook
Promotion Mgr.....Bob Lyte
Production Mgr.....Larry Bova
Chief Engineer.....James Balmer

WJBK—Detroit—1925

Freq.: 1500 Kc.....Power: 10 Kw. d., 1 Kw. n.
Owned-Operated By.....Storer Bcstg. Co.
Bus.-Studio Address.....7441 Second Blvd.
Tel.: TR 3-7400.....Independent
Representative .....Katz Agency
President.....George B. Storer, Sr.
Managing Director.....Harry Lipson
Gen. Sales Mgr.....Herbert J. Weber, Jr.
Merchandising Manager.....Carol Hogshead
Program Director.....Bob Martin
Chief Engineer.....Joseph Haigh

Owners of: WGBS, Miami, Fla.; WSPD, Toledo, O.; WAGA, Atlanta; WJW, Cleveland; WWVA, Wheeling, W. Va.; WIBG, Philadelphia.

WJLB—Detroit—1926

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Booth Bcstg. Co.
Business Address.....700 Buhl Bldg.
Tel.: WO 2-0220.....Independent
Representative .....Forjoe
President.....John L. Booth
Gen. Mgr.....Thomas J. Warner
Sta. Mgr.....Edwin E. Nye
Sales Prom. Mgr.....Commodore Clark

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TAPE PLAYBACKS BRING OUR STATIONS 'IN PERSON'

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WJR—Detroit—1926

Frequency: 760 Kc.....Power: 50,000 Watts
Owned-Oper. By. WJR, The Goodwill Sta., Inc.
Business Address.....Fisher Bldg.
Tel.: TR 5-4440.....CBS
Representative .....Christal
President .....John F. Patt
V.P., & Gen. Mgr. .....Worth Kramer
V.P., Operations Manager....F. Silbey Moore
V.P., Radio Sales.....Elmer O. Wayne
Sales Prom. Mgr.....Jack Brussel
Oper. Mgr.....James H. Quello
Program Mgr.....Reginald P. Merridew
Publicity Director.....George Kendall
Chief Engineer.....A. Friedenthal

WWJ—Detroit—1920

Frequency: 950 Kc.....Power: 5000 Watts
Owned-Oper. By ....The Evening News Assn.
Address.....622 W. Lafayette
Tel.: WO 2-2000.....NBC
Rep...Peters, Griffin & Woodward, McDermott
President.....Warren S. Booth
General Manager.....Edwin K. Wheeler
Station Mgr.....Robert J. McIntosh
Asst. Gen. Mgr.....Don DeGroot
Sales Prom. Mgr.....Glen Kyker
Nat. Sales Mgr.....W. A. Schwartz
Business Mgr.....Henry C. Rogers
Prog. Development Mgr...Melvin C. Wissman
Gen. Eng. Mgr.....E. J. Love

WXYZ—Detroit—1925

Frequency: 1270 Kc.....Power: 5000 Watts d.
Owned-Oper. By.....WXYZ, Inc.
Business Address.....1700 Mutual Bldg.
Tel.: WO 3-8321.....ABC
Representative .....John Blair
Vice President.....Harold L. Neal
Sales Manager.....Robert Baldrica
Sales Prom. Mgr., Pub. Dir.....Bud Kirvan
Program Director.....Robert Baker
Chief Engineer .....Charles Kocher

WDBC—Escanaba—1941

Frequency: 680 Kc.....Power: 1000 Watts
Owned-Operated By.....Delta Bcstg. Co.
Business-Studio Address.....606 Lud St.
Pres., Gen. Mgr.....George D. Lindenthal
Station Manager.....F. J. Lindenthal
Publicity Director.....Wm. J. Duchaine
Chief Engineer.....Henry C. Olsen

WEXL—Ferndale—1923

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Sparks Bcstg. Co.
Business Address...2201 Woodward Hts. Blvd.
Tel.: LI 4-2200.....Independent
Representative .....Bernard
Pres., Gen. Mgr.....Jacob B. Sparks
Manager .....Gordon A. Sparks
Sales Manager.....Ernest Holder
V.P., Chief Engineer.....Garnet G. Sparks

WAMM—Flint—1955

Frequency: 1420 Kc.....Power: 500 W. d.
Owned-Oper. By...Binder-Carter-Durham, Inc.
Business Address.....740 S. Saginaw St.
Tel.: CEdar 9-8631.....Independent
Represeniative .....Gil-Perma
Pres., Sta. Mgr.....Richard Carter
Gen., Comm. Mgr.....Ronald Craig
Publicity Director.....Mareta Patee
Chief Engineer.....Walter Wierzbicki

WBBC—Flint—1947

Frequency: 1330 Kc.....Power: 1000 Watts
Owned-Operated By.....Booth Bcstg. Co.
Bus.-Studio Address.....3076 E. Bristol Rd.
Tel.: CE 9-8686.....MBS
Representative .....Weed
President.....John Lord Booth
General Manager.....Joseph R. Fife
Sales Prom. Mgr., Prog. Dir...Sam Somora, Jr.
Publicity Director.....Dorothy Ratliff
Chief Engineer.....Charles Wallace

WFDF—Flint—1922

Frequency: 910 Kc..Power: 5 Kw., d., 1 Kw., n.
Owned-Operated By.....The Trebit Corp.
Address.....Garland at First Ave.
Tel.: CE 2-7158.....NBC
Representative .....Katz
President.....Harry M. Bitner, Jr.
Act. Gen., Sta. Mgr.....Elmer A. Knopf
Comm., Sales Prom. Mgr.....Marvin Levey
Chief Engineer.....Gerald Wolpert

WKMF—Flint—1953

Frequency: 1470 Kc.....Power: 1 Kw.
Owned .....Knorr Bcstg. Corp.
Address.....112 W. Water St.
Tel.: 9-7608.....Independent
Station Rep.....Mich. Spot Sls., Headley-Reed
President.....Fred A. Knorr
Managing Director.....W. Eldon Garner
Commercial Manager.....Philip R. Munson
Program Director.....Oscar Huff
Chief Engineer.....John C. Woodard

WMRP—Flint—1946

Frequency: 1570 Kc.....Power: 1 Kw.
Owned-Oper. By..Methodist Radio Parish. Inc.
Address.....3217 Lapeer St.
Tel.: CE 3-5112.....KBS
Station Representative.....Sears & Ayer
President .....Arthur Howard
Gen. Mgr.....William H. Morford
Program Director.....Everett Smith
Chief Engineer.....Robert Swayze

WTAC—Flint—1947

Freq.: 600 Kc.....Power: 1 Kw. d., 500 W. n.
Owned By.....L. & P. Bcstg. Corp.
Bus. Ad....66171 S. Center Rd., Grand Blanc
Tel.: OW 4-4146.....ABC
Station Representative .....Hollingbery
President.....Harold E. Anderson
General Manager.....David Mendelsohn
Station Manager.....Andrew C. Edgerton
Sales Promotion Manager.....Ruth Kekel
Program Director.....Robert Halstead
Chief Engineer.....Robert Garner

WBFC—Fremont—1954

requency: 1490 Kc.....Power: 250 Watts
wned-Operated By.....Paul A. Brandt
ddress.....Mt. Pleasant, Mich.
el.: 415.....KBS
epresentative .....Hil F. Best
resident.....Paul A. Brandt
ation, Commercial Manager.....Ben Tanus
ublicity Director.....Jean McGowen

WATC—Gaylord—1950

equency: 900 Kc.....Power: 1000 Watts d.
wned-Oper. By.....Midwestern Bcstg. Co.
ddress....Paul Bunyan Bldg., Traverse City
el.: WI 7-7675.....Independent
epresentative.....Holman, Mich. Spot Sales
es., Gen. Mgr.....Les Biederman
ommercial Mgr.....Robert E. Detwiler
hief Engineer.....William K. Kiker

WGHN—Grand Haven—1956

requency: 1370 Kc.....Power: 500 Watts, d.
wned.....Grand Haven Broadcasting Co.
ddress.....228 Washington St.
el.: 5397.....Independent
ation Representative .....Best
resident.....H. F. Wulf
en., Sta., Comm., Sls. Prom. Mgr...Bob Kirby
og. Dir., Ch. Engr.....Robert T. Schmitt
ublicity Director.....Gordon Huizenga

WFUR—Grand Rapids—1947

Frequency: 1570 Kc.....Power: 1000 Watts d.
Owned-Oper. By...Furniture City Bcstg. Corp.
Address.....399 Garfield Ave., S.W.
Tel.: GL 6-9541.....Independent
Pres., Gen., Sta. Mgr.....William Kuiper, Sr.
Commercial Manager....Peter Vanden Bosch
Sls. Prom., Pub. Dir.....William Kuiper, Jr.
Chief Engineer.....Gilbert Waite

WGRD—Grand Rapids—1947

Frequency: 1410 Kc.....Power: 1000 Watts
Owned-Operated By.....Music Bcstg. Co.
Business-Studio Add...35 Lafayette Ave., N.E.
Tel.: GL 9-4111.....Independent
Representative .....Gill Perna
Pres., Gen. Mgr.....Paul F. Eichhorn
Sta., Comm. Mgr.....Glenn R. LePard
Publicity Dir.....Rudy Pessel
Chief Engineer.....Richard Groenevelt

WJEF—Grand Rapids—1945

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....Fetzer Broadcasting Co.
Address .....Pantlind Hotel
Tel.: GL 6-8512.....CBS
Station Representative .....Avery-Knodel
President.....John E. Fetzer
Station Mgr.....Roger I. Hoffman
Chief Engineer.....Bruce Glycadgis

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RADIO
DOMINATES!
FLINT, MICHIGAN

1st in the Market

All day average 42.6—Nearest competitor 16.0 (Hooper)
340 out of 360—¼ hours 1st.—20—¼ hours. 2nd (Pulse)
See our audience composition—Monday through Friday. (Pulse)

National representative — George P. Hollingbery Co.

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One of the Founder's groups of Stations, including KPOA, Honolulu: WFBL, Syracuse, New York: WSMB New Orleans, Louisiana: KTVR-TV, Denver, Colorado

WLAV—Grand Rapids—1940

Frequency: 1340 Kc.....Power: 250 Watts
Owned.....Stevens-Wismer Bcstg., Inc.
Address.....6 Fountain St., N.E.
Tel.: GL 6-5461.....ABC
Representative .....McGavren-Quinn
President .....John Wismer
General Manager.....John J. Shepard
Program Dir.....Joe L. O'Grady
Publicity Dir.....Carter Clements
Chief Engineer.....Lee Stevens

WMAX—Grand Rapids—1954

Frequency: 1480 Kc.....Power: 1000 Watts d.
Owner .....WMAX, Inc.
Address .....Keith Theater Bldg.
Tel.: GL 6-8621.....Independent
Representative .....Radio-TV Reps
General Manager.....Chas. A. Sprague
Commercial Mgr.....Joe Hooker

WOOD—Grand Rapids—1924

Frequency: 1300 Kc.....Power: 5000 Watts
Owned-Oper. By.....Wood Bcstg., Inc.
Address.....120 College Ave., S.E.
Tel.: GL 9-4125.....NBC
Representative .....Katz Agency
Pres., Gen. Mgr.....Willard Schroeder
Gen. Sales Mgr.....Arthur M. Swift
Radio Sales Mgr.....Michael Lareau
Prom. Mgr.....Clark Grant
Program Director.....John Shaw
Publicity Director.....John Burpee
Chief Engineer.....Charles Robison

WMPL—Hancock—1957

Frequency: 920 Kc.....Power: 1 Kw., d.
Owned.....Copper Country Bcstg. Co.
Business Address.....Hotel Scott
Tel.: 3155.....KBS
Station Rep.....Continental Radio Sales
Pres., Ch. Eng.....Francis Locatelli
Station Manager.....John Oakvik
Sales Promotion Manager.....Burton Ervast

WAHL—Hastings—1957

Frequency: 1220 Kc.....Power: 250 Watts, d.
Owned By.....Donald G. Carey
Address.....1901 S. Bedford Rd.
Tel.: 5-2121 .....KBS
General Mgr.....D. G. Carey
Station Mgr.....Irving Grove

WBSE—Hillsdale—1955

Frequency: 1340 Kc.....Power: 100 W.
Owned-Operated By.....Keister & Holcomb
Address .....92½ Broad St.
Tel.: HE 7-4444.....KBS
Rep.....Gill-Perna, Mich. Spot Sls.
Gen., Sta. Mgr., Chief Eng.....E. H. Munn, Jr.
Comm. Mgr.....Lincoln A. Mayo

WHTC—Holland—1948

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Holland Bcstg. Co.
Address .....5 E. 8th St.
Tel.: EX 2-3121.....Independent
Representative .....Best
President .....W. A. Butler
Gen. Mgr.....Sandy Meek
Program Director.....Harold Franken
Chief Engineer.....Juke Van Oss

WJBL—Holland—1956

Frequency: 1260 Kc.....Power: 500 Watts
Owned.....Ottawa Bcstg. Corp.
Business Address.....James St.; Box 808
Tel.: EX 6-5281.....Independent
Station Representative .....Holman
President .....Bernard Brookema
Gen., Sta. Mgr.....Jerome C. Grysen
Sales Mgr.....R. E. Smits
Program Director.....Clarence Walters
Chief Engineer.....John L. Klungle

WHDF—Houghton—1929

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By...Upper Michigan Bcstg. Co.
Address .....Houghton
Tel.: 1.....NBC
Representative .....Walker
Chief Owner.....G. L. Burgan
General Manager.....Albert W. Payne
Program Director.....Earl Norden
Publicity Director.....F. Grant Richards
Chief Engineer.....George L. Burgan

WHGR—Houghton Lake—1954

Frequency: 1290 Kc.....Power: 5 Kw.
Owned.....Sparks Bcstg. Co.
Address.....3431 Houghton Lake Dr.
Tel.: GR 8-3040.....Independent
Representative.....Hil F. Best
President.....J. B. Sparks
General Mgr.....Gordon A. Sparks
Comm., Prog. Mgr.....Robert D. Ditmer
Chief Engineer.....Garnet G. Sparks

WHMI—Howell—1957

Frequency: 1350 Kc.....Power: 500 Watts, d.
Owned.....Livingston Bcstg. Co.
Address.....201½ W. Grand River Ave.
Tel.: 1062 .....Independent
Representative .....Best
Station Mgr.....M. H. Wirth
Commercial Mgr.....L. Bekkering
Program Dir.....A. Ahlers
Publicity Dir.....J. Thiel

WCHB—Inkster—1956

Frequency: 1440 Kc.....Power: 1 Kw. d.
Owned.....Bell Bcstg. Corp.
Address.....32790 Henry Ruff Rd.
Tel.: CR 8-1440.....Independent
President.....Dr. Haley Bell
Gen., Comm. Mgr.....Frank M. Seymour
Program Dir.....George White
Publicity Dir.....Ofield Dukes
Chief Engineer.....Clarence Ringo

WION—Ionia—1952

Frequency: 1430 Kc.....Power: 500 Watts d.
Owned-Oper. By.....Ionia Bcstg. Co.
Address .....Box 143
Tel.: 2300.....Independent
Representative .....Best
Pres., Gen. Mgr.....Monroe MacPherson, Sr.
Sta. Mgr.....Monroe MacPherson, Jr.
Commercial Mgr.....D. L. Aldrich
Prog. Dir.....Jim Pegg
Chief Engineer.....J. Irving Grove

WMIQ—Iron Mountain—1947

Frequency: 1450 Kc.....Power: 250 Watts
Owned....Iron Mountain-Kingsford Bcstg. Co.
Address.....211 East Ludington Street
Tel.: 2031.....ABC
President.....Frank J. Russell
Gen., Sta., Comm., Prom. Mgr..W. C. Johnson
Program, Pub. Dir.....Gil Heard
Chief Engineer.....Richard Gallup

WIKB—Iron River—1949

Frequency: 1230 Kc.....Power: 250 Watts
Owned By.....Iron Co. Bcstg.
Address.....Iron River Natl. Bank Bldg.
Tel.: 102.....KBS
Representative.....Hil F. Best
President.....Edwin Phelps, Sr.
Gen. Sta., Comm. Mgr.....Edwin Phelps, Jr.
Chief Engineer.....James Swanson

WJMS—Ironwood—1931

Frequency: 630 Kc.....Power: 1000 Watts
Owned-Oper. By..Upper Mich.-Wis. Bcstg. Co.
Bus.-Studio Address.....124 E. McLeod Ave.
Tel.: 20 .....Independent
Representative .....Hil F. Best
President, Gen. Mgr.....William L. Johnson
Sales Prom Mgr.....Robert Olsen
Chief Engineer.....Arne Dahlbecka

WJPD—Ishpeming—1947

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Ishpeming Bcstg. Co.
Business-Studio Address.....Jenks Block
Tel.: HU 6-9937.....KBS
President .....J. P. Deegan
Sta. Manager.....John Holm
Comm. Mgr.....Eldon Wallace
Prog. Dir.....Baker Urdan
Chief Engineer.....L. Roncoglione

WIBM—Jackson—1925

Frequency: 1450 Kc.....Power: 250 Watts
Owned.....Booth Radio & TV Stations, Inc.
Address .....2511 Kibby Rd.
Tel.: 6121.....ABC
Station Representative .....Weed
President.....John L. Booth
Managing Director.....George P. Lasley

WJPD

1240 Kc. **Ishpeming, Michigan**

For Information on Rates

Call

JOHN HOLM — Station Manager

HU 6-9937

J. P. DEEGAN, President and General Manager

WKHM—Jackson—1951

Frequency: 970 Kc.....Power: 1000 Watts
Owned.....Jackson Bcstg. & Tele. Corp.
Address .....441 Wildwood
Tel.: ST 4-7181.....MBS
Rep.....Headley-Reed, Mich. Spot Sales
Pres., Gen. Mgr.....Fred A. Knorr
Commercial Manager....Nathan H. Alberstein

WKLZ—Kalamazoo—1956

Frequency: 1470 Kc.....Power: 500 W. d.
Owned.....The Circle Corporation
Bus. Address....2315 Schipper's La.; Box 663
Tel.: FI 3-2541.....Independent
Representative .....Gill-Perna
Pres., Gen., Comm. Mgr.....Joseph F. Butler
Sta. Mgr., Ch. Eng.....Ralph E. Patterson
Sales Prom., Pub. Dir.....Ronald T Hutson
Program Director.....Ron Newhouse

WKMI—Kalamazoo—1953

Freq.: 1360 Kc.....Power: 5 Kw. d., 1 Kw. n.
Owned-Oper. By.....Steere Bcstg. Co.
Business-Studio Address...State Theatre Bldg.
Tel.: FI 4-0111.....Independent
Representative .....Broadcast Time Sales
Pres., Gen. Mgr.....Howard D. Steere
Station Manager.....Emil J. Popke, Jr.
Commercial Manager.....F. K. Doyle
Sales Promotion Manager.....Max H. Keyes
Prog. Dir.....Dan Daniels
Publicity Director.....Vince Ford
Chief Engineer.....Kenneth Farrance

WKZO—Kalamazoo—1923

Frequency: 590 Kc.....Power: 5000 Watts
Owned-Operated By.....Fetzer Bcstg. Co.
Business Address.....590 W. Maple St.
Tel.: FI 5-2101.....CBS
Representative .....Avery-Knodel
President .....John E. Fetzer
V. P. & Mgr. Dir.....Carl E. Lee
Radio Sales Mgr.....Otis T. Gaston
Program Director.....Charles T. Lynch
Publicity Director.....W. J. Hunt
Chief Engineer.....Arthur E. Covell

WILS—Lansing—1947

Freq.: 1320 Kc.....Power: 5 Kw. d., 1 Kw. n.
Owned-Operated By.....Lansing Bcstg. Co.
Bus. Address.....407½ N. Washington Ave.
Tel.: IV 2-1655.....Independent
Station Rep.....Venard, Rintoul, McConnell
Pres., Gen. Comm. Mgr.....John C. Pomeroy
Sta. Mgr., Prog. Dir.....David Froh
Sales Prom., Pub. Dir.....Richard M. Pomeroy
Chief Engineer.....John Whitacre

WJIM—Lansing—1934

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....Gross Telecasting, Inc.
Address.....2820 East Saginaw
Tel.: IV 2-1333.....ABC
Rep.....Peters, Griffin, Woodward, Inc.
President, Gen. Mgr.....Harold F. Gross
Station Mgr.....Howard K. Finch
Comm. Mgr.....Keith Oliver
Sales Prom. Mgr.....Geoge Hancin
Chief Eng.....Carl Musson

WKLA—Ludington—1944

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Ludington Bcstg. Co.
Address .....East Ludington Ave.
Tel.: VI 3-3438.....ABC
Representative .....Best
Pres., Gen. Mgr.....Ray A. Plank
Commercial Mgr.....Donald M. Hack
Program Dir.....Charles J. Hagerman
Sales Prom. Mgr.....Gordon J. Anderson
Publicity Dir.....Charles R. Englebrecht

WMTE—Manistee—1951

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Manistee Radio Corp.
Address.....Box 322
Tel.: 1340.....KBS
Representative .....Best
President.....James R. Sumbler
General Manager.....Stephen Cole
Comm. Mgr.....Edward H. Owens

WDOG—Marine City—1950

Frequency: 1590 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Radio St. Clair, Inc
Business Address.....5300 Marine City Hwy.
Tel.: RO 2-1111.....Independent
President .....Jerry Coughlin
Gen., Sta. Mgr.....John S. Bell
Sales Prom. Mgr., Prog. Dir..George A. Lipper
Publicity Director.....Chuck Marsh
Chief Engineer.....Robert E. McIntosh

WDMJ—Marquette—1931

Frequency: 1320 Kc.....Power: 1000 Watts
Owned-Oper. By..Lake Superior Bcstg. Co., Inc.
Bus.-Studio Address.....Mining Journal Bldg.
Tel.: CA 6-3524.....MBS-KBS
Newspaper Affil.....Mining Journal
Representative.....Superior Ad Agency
General Manager.....Frank J. Russell, Jr.
Gen., Sta., Comm. Mgr.....Robert Luke

WAGN—Menominee—1952

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Men-Mar Bcstg. Co.
Business Address.....Glickman Bldg., 1st St.
Tel.: UN 3-5551.....KBS
Station Representative ....Marquette-Superior
Pres., Gen. Sta. Mgr.....Vernon Uecker
Program Director.....Barbara Johnson
Chief Eng.....Loren B. Koesling

WMDN—Midland—1948

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Rich Publ. House, Inc.
Address.....2500 Swede Rd.
Tel.: TE 9-9988.....Independent
Station Rep.....Hil F. Best
President.....Phillip T. Rich
General Mgr. .....Peter A. Wolf

WMIC—Monroe—1956

Frequency: 560 Kc.....Power: 500 W. d.
Owned.....McIntyre Bcstg. Co.
Address .....Box 306
Tel.: CH 1-5550.....Independent
Station Representative.....Devney; Hutton
President.....B. D. McIntyre
Gen., Comm. Mgr.....Dale B. Hornung
Program Director.....Robert J. Norwood

WBRB—Mount Clemens—1956

Frequency: 1430 Kc.....Power: 500 Watts, d.
Owned .....WBRB, Inc.
Address.....234 S. Gratiot
Tel.: HO 3-5876.....Independent
General Manager.....Robert G. Wright
Station Manager.....Milton Maltz
Publicity Director.....Bud Parks
Chief Engineer.....Gerry Meir

WCEN—Mt. Pleasant—1949

Freq.: 1150 Kc.....Power: 1 Kw. d., 500 W. n.
Owned.....Paul A. Brandt
Address.....Mt. Pleasant, Mich.
Tel.: SP 3-3171.....KBS
Representative.....Hill F. Best
President .....Paul A. Brandt
Sta., Comm. Mgr.....Dick Wood

WMAB—Munising—1956

Frequency: 1400 Kc.....Power: 250 Watts
Owned.....Munising-Alger Bcstg. Co.
Address.....First Nat. Bank Bldg.
Tel.: 518 .....KBS
Representative .....Best
Gen. Mgr.....Charles Symon
Sta., Sales Prom. Mgr...Theodore H. Ouellette
Program Director.....Richard Gomuski
Publicity Director.....Wallace Ahlborn
Chief Engineer.....Donald Carlyon

WKBZ—Muskegon—1926

Frequency: 850 Kc.....Power: 1000 Watts
Owned-Oper. By.....WKBZ Radio Corp.
Business-Studio Address.....432 Apple Ave.
Tel.: 2-6051.....ABC
Representative .....Meeker
President.....F. L. Allman
General Mgr.....Harold W. Waddell
Sta., Comm. Mgr.....J. B. Gudelsky
Pub. Dir., Sales Prom. Mgr.....B. L. Bennett
Program Director.....William L. Trap
Chief Engineer.....George Krivitzky

WMUS—Muskegon—1947

Frequency: 1090 Kc.....Power: 1000 Watts d.
Owned-Oper. Greater Muskegon Bcstrs., Inc.
Business-Studio Address.....517 W. Giles Rd.
Tel.: 4-1672.....KBS
Station Rep. .....Hil-Best.
V.P., Gen. Mgr.....Dalton C. Hille

WTRU—Muskegon—1949

Frequency: 1600 Kc.....Power: 5000 Watts
Owned-Oper. By.....Muskegon Bcstg.
Address.....Summitt & Getty Sts.
Representative .....Gill-Perna
President.....Paul F. Eichhorn
Manager .....Kenneth Chapin
Sales Prom. Mgr.....Bill Musgrave

WNIL—Niles—1956

Frequency: 1290 Kc.....Power: 500 Watts, d.
Owned.....Niles Bcstg. Co.
Address.....416 Sycamore St.
Tel.: MU 3-5432.....KBS
Station Representative .....Continental
General Manager.....James H. Mitchell
Chief Engineer.....Mathew Pierzchala

WOAP—Owosso—1948

Frequency: 1080 Kc.....Power: 250 Watts d.
Owned-Operated By.....Owosso Bcstg. Co.
Address .....Owosso
Tel.: SA 5-8196.....Independent
Newspaper Affiliation.....Argus Press
Station Representative .....Derney
President.....J. E. Campbell
General Manager.....Merrill Walker
Chief Engineer.....Mel Wirth

WMBN—Petoskey—1946

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Midwestern Bcstg. Co.
Address.....Bunyan Bldg., Traverse City
Tel.: WI 7-7675.....NBC
Station Rep.....Holman, Mich. Spot Sales
Pres., Gen. Mgr.....Les Biederman
Station Mgr.....Ralph Pierson
Commercial Mgr.....Robert E. Petwiler
Chief Engineer.....William H. Kiker

WPON—Pontiac—1954

Frequency: 1460 Kc.....Power: 500 Watts
Owned-Operated By..Chief Pontiac Bcstg. Co.
Business Address.....7 S. Perry St.
Tel.: FE 8-0444.....Independent
Station Rep.....Venard, Rintoul & McConnell
President.....Edward E. Wilson
Gen. Sta. Mgr.....William J. Hart
Sales Promotion Manager.....E. P. White
Prog., Pub. Dir.....Don MacKinnon
Chief Engineer.....Karl Kuck

WHLS—Port Huron—1938

Frequency: 1450 Kc....Power: 250 Watts d.
Owned-Oper. By..Stevens-Wismer Bcstg. Co.
Address .....932 Military St.
Tel.: YU 2-8536.....KBS
Rep.....Gill-Perna, Michigan Spot Sales
General Manager.....John F. Wismer
Station Mgr.....Thomas G. Sicklesteel
Comm. Mgr. .....Arthur Aymen
Chief Engineer.....Harold Oliver

WTTH—Port Huron—1947

Frequency: 1380 Kc.....Power: 1000 Watts
Owned-Oper. By.....The Times Herald Co.
Address.....907 6th St.
Tel.: YU 5-7171.....ABC

Newspaper Affil.....Times-Herald
Representative .....Weed
General Manager.....R. S. Sommerville
Sta. Mgr.....Kenneth Blevins
Commercial Manager.....Donald Collins
Program Director.....Lee Van Dam
Chief Engineer.....George Carroll

WHAK—Rogers City—1949

Frequency: 960 Kc.....Power: 5000 Watts d.
Owned-Operated By...Rogers City Bcstg. Co.
Address .....Rogers City
Tel.: 7751.....Independent
Pres., Gen., Sta. Mgr.....Harvey A. Klann
Comm. Mgr.....Albert Klann

WKNX—Saginaw—1947

Frequency: 1210 Kc. ..Power: 1000 Watts d.
Owned-Oper. By ...Lake Huron Bdcstg. Corp.
Address .....221 So. Wash. Ave.
Tel.: PL 3-4471.....Independent
Representative .....Gill-Perna
Pres., Gen. Mgr.....William J. Edwards
Vice-President.....Alvin M. Bentley
Station Manager.....Howard H. Wolfe
Commercial Mgr.....Frank Brogger
Business Manager.....L. L. Purvis
Program Director.....Dave Kushler
Chief Engineer .....Max W. Thomas

WSAM—Saginaw—1940

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Knorr Bcstg. Corp.
Address.....2435 Holland Ave.
Tel.: PL 2-8161.....NBC
Rep.....Headley-Reed Co., Mich. Spot Sales
President.....Fred A. Knorr
Station Manager.....George M. Millar
Chief Eng.....O. A. Nordenskjold

WSJM—Saint Joseph—1956

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....WSJM, Inc.
Address .....Box 66
Tel.: YU 3-5579.....Independent
President.....Maurice G. Humphrey
General Mgr.....Richard W. Lee
Comm. Mgr.....Ralph W. Newland
Program Dir.....Al Evans
V. P., Chief Eng.....Carl L. Benson

WSGW—Saginaw—1950

Frequency: 790 Kc.....Power: 1000 Watts
Owned-Oper. By...Booth Radio & TV Stations
Address.....400 Mason Bldg.
Tel.: PL 3-4456.....MBS
Representative .....Pearson
Pres., Mgng. Dir.....John L. Booth
V.P., Gen., Sta., Comm. Mgr..Robert W. Phillips
Program Director.....Fred Krell
Chief Engineer.....Harold Volz, Jr.

WOIA—Saline—1958

Frequency: 1290 Kc.....Power: 500 Watts
Owned By.....Saline Broadcasting Co., Inc.
Address.....3000 Brassew Road
Tel.: HAzel 9-9881.....Independent
Pres., Gen. Mgr.....Meredith Bixby
Publicity Dir.....Thyra Bixby
Chief Engineer.....Lawrence Robinson

WSOO—Sault Ste. Marie—1940

Freq.: 1230 Kc.....Power: 250 W.
Owned-Operated By..Hiawathaland Bcstg. Co.
Business-Studio Address.....208 Ashmun St.
Tel.: ME 2-2231.....Independent
Representative .....NBS
President.....Stanley R. Pratt
General Manager.....Russell Staffield

WSTR—Sturgis—1951

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....WSTR, Inc.
Address.....P. O. Box 70
Tel.: 1199 .....Independent
Representative.....Hil F. Best
President .....Hugh White
General Manager.....E. Harold Munn Jr.
Station Manager.....Frank B. Cummins
Program Dir.....Ray Wells
Chief Engineer.....John Greenwood

WIOS—Tawas City—1958

Frequency: 1480 Kc.....Power: 1000 Watts
Owned By.....Roger S. Underhill
Address .....Box 627
Tel.: FOrest 2-3417.....Independent
President.....Roger S. Underhill
Gen., Sta. Mgr.....Ron Gamble
Commercial Mgr.....Don Watson
Chief Engineer.....David Bodley

WTCM—Traverse City—1941

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By .....Midwestern Bdcstg. Co.
Address .....Paul Bunyan Bldg.
Tel.: WIndsor 7-7675.....NBC
Rep.....Hal Holman Co., Mich. Spot Sales
Pres., Gen. Mgr.....Les Biederman
Sta., Comm. Mgr.....Robert E. Detwiler
Chief Engineer.....William H. Kiker

Pop.: 3,325,000
Families: 969,000
Radio Homes: 946,000

Minnesota

Stations in State: 63
TV Homes: 814,000
TV Stations: 11

KASM—Albany—1950

Frequency: 1150 Kc.....Power: 500 Watts d.
Owned-Oper. By.....Stearns Co. Bcstg. Co.
Address .....Albany
Tel.: 5-3005.....KBS
Station Representative .....Continental
President.....William Blattner

General Manager.....Urban J. Keppers
Promotion Mgr.....Lewis Fisher
Commercial Manager.....Lee Krause
Program Director.....Celestine Fisher
Publicity Director.....Cliff Mitchell
Chief Engineer.....Charles Gilbert

KATE—Albert Lea—1937

Frequency: 1450 Kc.....Power: 250 Watts
Owned By.....Albert Lea Bcstg.
Address .....332 South Broadway
Tel.: 2338 .....ABC
Representative .....Meeker
President.....Bennett O. Knudson
Gen. Mgr.....E. A. Van Alstyne
Commercial Manager.....Tom Golden
Program Director.....Art Bowers
Chief Engineer.....Donald Franz

KXRA—Alexandria—1949

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By....Alexandria Bcstg. Co.
Address .....1315 Broadway
Tel.: RO 3-3131.....KBS-ABC
Representative .....Donald Cooke
Pres., Comm., Sales Prom. Mgr...E. Q. Walters
Station Manager.....Kenneth A. Tessmer
Publicity Director.....Ercel L. Aga
Chief Engineer.....Ron Wandmacher

KANO—Anoka—1956

Frequency: 1470 Kc.....Power: 1000 Watts d.
Owned By.....Anoka Broadcasting Co.
Business Address.....Route 1
Tel.: HArrison 1-2600.....KBS
President.....John H. Lemme
Gen., Sta. Mgr.....Charles J. McCartney
Sales Prom. Mgr.....Solomon Siegel
Program Director.....Fred King
Commercial Mgr.....Nate Charles
Publicity Director.....Stanley M. Frost
Chief Engineer.....Rodney Person

KAUS—Austin—1948

Frequency: 1480 Kc.....Power: 1000 Watts
Owned-Oper. By.....Black Hawk Bcstg. Co.
Business-Studio Address.....Hwy. 56, South
Tel.: HE 3-8836.....MBS
Representative .....Avery-Knodel
President .....Chet Weseman
General Manager.....Thomas Young
Commercial Mgr.....Ken Soderberg
Program Director.....Stan Styonicki
Publicity Director.....Marge Nelson
Chief Engineer.....Leo Chenier

KBUN—Bemidji—1946

Frequency: 1450 Kc.....Power: 250 Watts
Owned.....Paul Bunyan Broadcasting Co.
Business Address.....511 Beltrami Ave.
Tel.: PLaza 1-4120.....MBS
President.....Ben H. Potter Jr.
Gen., Sta. Mgr.....James R. Hambacher
Chief Engineer.....Robert D. Zellmer

KBMO—Benson—1956

Frequency: 1290 Kc.....Power: 500 Watts, d.
Owned.....KEMO Bcstg. Co.
Address.....1205 Pacific Ave.
Tel.: VI 2-4601.....KBS
Representative.....E. T. Holmgren
President.....George J. McCarthy
Gen. Mgr.....B. J. Kinney
Sales Prom. Mgr.....G. B. McClellen
Ch. Eng.....Dale Schulz

KLIZ—Brainerd—1946

Frequency: 1380 Kc.....Power: 1 Kw., d.
Owned-Operated By.....Brainerd Bcstg. Co.
Business Address.....2700 E. Oak
Tel.: 2853.....Independent
Representative .....Walker
Pres., Gen. Mgr.....E. Thomas O'Brien
Sta., Comm. Mgr.....Earl R. Johnsen
Program, Publicity Dir.....Dave McDonald
Chief Engineer.....Don Koenig

KBMW—Breckenridge—1948

Frequency: 1450 Kc.....Power: 250 Watts
Address....519 Dakota Ave., Wahpeton, N. D.
Owned-Oper. By.....Interstate Bdcstg. Corp.
Tel.: 2-4141.....KBS
Station Representative.....Continental
Pres., Gen. Mgr.....Robert E. Ingstad
Sta., Comm. Mgr.....George Kaufmann

WKLK—Cloquet—1949

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Cloquet Bcstg. Co.
Address .....Cloquet
Tel.: TR 9-6725.....KBS
General Manager.....Henry Newby
Station Manager.....Sidney Markusen
Commercial Manager.....Richard Johnson

KROX—Crookston—1948

Freq.: 1260 Kc...Power: 1 Kw. d., 500 Watts n.
Owned-Operated By.....Crookston Bcstg. Co.
Business Address.....Box 620
Tel.: AT 1-1140.....KBS
Rep.....Donald Cook, Tracy Moore
President, Prog. Dir.....Jerome A. Dahlberg
Station Manager.....William J. Kiewel
Sales Prom., Comm. Mgr.....E. R. Melbye
Chief Engineer.....Earl Handyside

KDLM—Detroit Lakes—1951

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.Detroit Lakes Bcstg. Corp.
Address.....1310 Richwood Rd.
Tel.: 1100 .....KBS
Representative.....Continental Radio Sales
President .....Herbert Gross
General Manager.....Kenneth Light
Station Manager.....Al Leighton
Program Director.....Bob Barker
Chief Engineer.....W. Wilson

KDAL—Duluth—1936

Frequency: 610 Kc..... Power: 5000 Watts
Owned-Oper. By....Red River Bcstg. Co., Inc.
Business-Studio Address.....218 Bradley Bldg.
Tel.: RA 2-2628.....CBS
Representative .....Avery-Knodel
Pres., Gen. Mgr.....Odin S. Ramsland

Sales Manager.....Rex H. Hudson
Exec. V.P. Chg. Engr.....Robert Dettman

WEBC—Duluth—1924

Frequency: 560 Kc.....Power: 5000 Watts
Owned-Oper. By.....George Clinton
Business-Studio Address.....WEBC Bldg.
Tel.: RA 2-2873.....NBC
Representative .....Hollingbery
President .....Morgan Murphy
Vice Pres.....Walter Bridges
General Manager.....Robert J. Rich
Commercial Manager....Richard W. Pearson
Prog.am Director.....Dennis Murphy
Chief Engineer.....Norman Gill

WELY—Ely—1954

Frequency: 1450 Kc.....Power: 250 Watts
Owner.....Charles B. Persons
Address .....Box 540
Tel.: 744.....KBS
Station Mgr., Chief Eng.....Charles B. Persons

WEVE—Eveleth—1947

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Carl Bloomquist
Address .....WEVE Bldg.
Tel.: 1340.....MBS-KBS
Owner .....Carl Bloomquist
General Manager.....Arthur F. Nelson

KSUM—Fairmont—1948

Frequency: 1370 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....KSUM Broadcasting Co.
Address .....306 North Park St..
Tel.: 1370.....MBS
Representative.....Rambeau, Vance, Hopple
President.....John E. Hyde, Jr.
Gen., Sta. Mgr.....Philip L. Solberg
Chief Engineer.....Larry Lawson

KDHL—Faribault—1947

Frequency: 920 Kc.....Power: 1000 Watts
Owned-Oper. By.....KDHL Bdcstg. Co.
Business-Studio Address....213 Central Ave.
Tel.: FA 4-4345.....Independent
Station Rep.....Rambeau, Vance, Hopple
General Mgr.....J. E. Hyde, Jr.
Commercial Mgr.....Palmer Dragsten

KGDE—Fergus Falls—1926

Freq.: 1250 Kc.....Power: 1 Kw. d., 500 W. n.
Owned-Operated By.....Crawford & Murphy
Business-Studio Address.....Fergus Falls
Tel.: 6996.....MBS
Representative .....Wayne-Evans
Secy.-Treas., Gen. Mgr.....Harold L. Dell
Sta., Comm. Mgr.....Frederic Dell
Chief Engineer.....Ernest Olson

KOZY—Grand Rapids—1948

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Itasca Bcstg. Co.
Address.....207 N. First Ave.
Tel.: FA 6-3446.....MBS-KBS
General Manager.....Robert D. Kennedy

WMFG—Hibbing—1935

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By....Hibbing Broadcasting Co.
Address .....WMFG Bldg.
Tel.: 3-7531.....NBC
Representative ..... Hollingbery
Pres., Gen. Mgr.....Harold J. Parise
Program Director.....Bob Aro
Chief Engineer.....Fran Befera

KDUZ—Hutchinson—1953

Frequency: 1260 Kc.....Power: 1000 Watts d.
Owned.....North American Broadcasting Co.
Address .....Box 32
Tel.: 1555.....KBS
Representative .....Best
General Manager.....Albert Tedesco
Commercial Mgr.....Dean Nolt
Program Director.....Lorrain Lhotka
Station Manager.....Heinz Fruck
Chief Engineer.....Darrel Gander

KLTF—Little Falls—1950

Frequency: 960 Kc.....Power: 500 Watts d.
Owned-Oper. By.....Little Falls Bcstg. Co.
Address.....105½ Broadway E.
Tel.: 367.....KBS
Pres., Gen. Sta. Mgr.....John H. Lemme
Commercial Manager.....Richard J. Rudeck

KTOE—Mankato—1950

Freq.: 1420 Kc.....Power: 5 Kw.
Owned-Oper. By..Minnesota Valley Bcstg. Co.
Address.....East Highway 14
Tel.: 4537.....ABC
Representative .....Pearson
President.....H. W. Linder
Gen., Comm. Mgr.....D. O. Linder
Program Director.....Wayne Will
Chief Engineer.....Steve Wolf

KYSM—Mankato—1938

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....F. B. Clements & Co.
Address.....101 N. Second St.
Tel.: 4673.....NBC
Representative ....Meeker
Gen., Sta., Comm. Mgr...Robert E. DeHaven
Program Director.....Charles F. Pasek
Chief Engineer.....James J. Houts

KMHL—Marshall—1946

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Harry W. Linder
Business-Studio Address.....KMHL Bldg.
Tel.: 2282.....ABC
Representative.....John E. Pearson
Owner.....Harry W. Linder
General Manager.....Gilmore F. Frayseth

WCCO—Minneapolis—1924

Frequency: 830 Kc.....Power: 50.000 Watts
Owned By.....Midwest Radio-Television, Inc.
Business-Studio Address....625 Second Ave. S.
Tel.: FE 2-1202.....CBS
Representative.....CBS Radio Spot Sales
President.....Robert B. Ridder

Gen., Sta. Mgr. ..... Larry Haeg
Commercial Mgr. ..... Phil Lewis
Prog. Prom. Mgr. ..... Gordon Mikkelson
Sales Prom. Dir. ..... C. Kaufman
Publicity Dir. ..... Gordon Mikkelson
Chief Engineer ..... Kermit Sueker

WDGY—Minneapolis—1923

Freq.: 1130 Kc. ... Power: 50 Kw. d., 25 Kw. n.
Owned-Oper. By ..... The Storz Bcstg. Co.
Address ..... 609 Second Ave., S.
Tel.: FE 5-2271 ..... Independent
Representative ..... John Blair
President ..... Todd Storz
General Manager ..... Jach Thayer
Commercial Mgr. ..... C. B. Clarke
Program Dir. ..... Don Kelly
Publicity Director ..... Rosemary Bialon
Owners of: WHB, Kansas City, Mo.; WTIX, New Orleans; WQAM, Miami, Fla.

KEVE—Minneapolis—1948

Frequency: 1440 Kc. ... Power: 5000 Watts d.
Owned-Operated By ..... Western Bcstg.
Address ..... 917 N. Lilac Drive
Tel.: LI 5-5601 ..... Independent
Representative ..... Weed
President ..... R. M. Purcell
V.P., Gen. Mgr. ..... Ray Tenpenny
Sales Mgr. ..... Bob Rock
Program Dir. ..... Bob Kaye
Chief Engineer ..... Denvy Doty

KRSI—Minneapolis—1958

Frequency: 950 Kc. ..... Power: 1000 Watts
Owned By ..... Radio Suburbia, Inc.
Address ..... 4500 Excelsior Blvd.
Tel.: WAlnut 6-1677 ..... Independent
Representative ..... Radio-TV Rep.
Pres., Gen. Mgr. ..... William E. Schons
Comm., Sales Prom. Mgr. ..... Jim McGuire
Program Dir. ..... Marvin L. Schulz
Chief Engineer ..... Jim Eshelman

WLOL—Minneapolis—1940

Frequency: 1330 Kc. ..... Power: 5000 Watts
Owned-Operated By ..... BFR Bcstg. Co.
Address ..... 870 Northwestern Bank Bldg.
Tel.: FE 3-0406 ..... Independent
Representative ..... AM Radio Sales
President ..... Larry Bentson
Gen., Comm. Mgr. ..... Wayne Williams
Program Director ..... Jim Boysen
Publicity Director ..... Bill Ficker
Chief Engineer ..... Bryce Ekberg

WPBC—Minneapolis—1949

Frequency: 980 Kc. ..... Power: 1000 Watts d.
Owned-Oper. By ..... People's Bdcstg. Co.
Address ..... 1133 Stinson Blvd.
Tel.: ST 9-4356 ..... Independent
Representative ..... McGavren-Quinn
Pres., Gen., Sta. Mgr. ..... W. V. Stewart
Sales Prom. Mgr. ..... Jack I. Moore
Program Director ..... Becky Ann Stewart
Publicity Director ..... Elizabeth Gahre
Chief Engineer ..... Joe Coval

WTCN—Minneapolis—1931

Freq.: 1280 Kc. ... Power: 5 Kw. d.; 1 Kw. n.
Owned By ..... Twin State Bcstg.
Address ..... Calhoun Beach Hotel
Tel.: WA 7-8881 ..... ABC
Station Representative ..... Katz
President ..... Weston C. Pullen, Jr.
Gen. Sta. Mgr. ..... Phil Hoffman
Commercial Manager ..... Jack Cosgrove
Program Director ..... Sev Widman
Chief Engineer ..... Warren Fritze

KDMA—Montevideo—1951

Frequency: 1460 Kc. ..... Power: 1000 Watts
Owned-Oper. By ..... Midwest Bcstg. Corp.
Address ..... Box 471
Tel.: AM 9-8815 ..... ABC
Representative ..... Pearson
Pres. ..... H. W. Linder
Gen. Mgr. ..... Willard Linder
Sta. Mgr. ..... Byron Zurn
Comm. Mgr. ..... Fred Ehlen
Program Dir. ..... Jim Wood
Chief Engineer ..... F. T. Peterson

KVOX—Moorhead—1937

Frequency: 1280 Kc. ..... Power: 1 Kw.
Owned-Operated By ..... KVOX Bcstg. Co.
Address ..... P. O. Box 437
Tel.: CEdar 3-1522 ..... MBS
Representative ..... Devney
Pres., Gen. Mgr. ..... E. J. McKellar
Station Mgr. ..... M. M. Marget

KEVE

TOWN & COUNTRY

1440KC COLOR 1440 KC

MUTUAL BROADCASTING SYSTEM

• FIRST
with RADAR WEATHER

• LARGE
Loyal — Unduplicated Audience

• EXCLUSIVE
Country — Western — Pop Music
exclusive Mutual News

Robert Purcell, Pres.
Ray Tenpenny, Gen. Mgr.
WEED Radio Corporation
Nat'l Representative

NOW — FULL TIME!
5 Kw. Non-Dir.—500W Night

Comm., Sales Prom. Mgr.....P. L. Owens
Program Dir.....T. P. Hannaher
Pub. Dir.....Arthur Selikoff
Chief Engineer.....Erwin Liefeldt

KMRS—Morris—1956

Frequency: 1570 Kc.....Power: 1 Kw., d.
Owned.....Western Minn. Bcstg. Co.
Address .....Morris, Minn.
Tel.: 68 .....Independent
Representative .....Donald Cooke
President .....Cliff Hedberg
Gen., Comm. Mgr.....George Brooks
Prog. Dir.....Jim Bollman
Chief Eng.....Ted Ferguson

KNUJ—New Ulm—1949

Frequency: 860 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....KNUJ, Inc.
Address .....304½ N. Minn. St.
Tel.: 905.....KBS
General Manager.....George E. Korenchen
Program Director.....Bill Parker

KDIO—Ortonville—1956

Frequency: 1350 Kc.....Power: 1 kw., d.
Owned By.....Tri-State Bcstg. Co.
Address .....Box 696
Tel.: 680 .....Independent
Station Rep. .....Cooke
Pres., Chief Eng.....Richard Schultz
Gen., Comm. Mgr.....W. F. McCormick
Program Dir. .....D. P. Egert

KRFO—Owatonna—1950

Frequency: 1390 Kc.....Power: 500 Watts d.
Owned-Oper. By.....Owatonna Bcstg. Co.
Address.....301 N. Cedar St.
Tel.: 5541.....KBS
Pres., Gen. Mgr.....Robert W. Behling
Sta. Mgr., Chief Eng.....Jerald J. Boos
Comm. Mgr.....Earle Gilbert
Prog. Director.....Duane Allen

WCMP—Pine City—1957

Frequency: 1350 Kc.....Power: 1 Kw., d.
Owned.....Pine County Bcstg. Co.
Address .....Box 578
Tel.: 767.....KBS
Station Representative .....Continental
President.....Richard K. Power
Gen. Mgr.....Robert P. Schuller
Program Director.....Lyle R. Nelson
Chief Engineer.....Mitch Dupre

KLOH—Pipestone—1955

Frequency: 1050 Kc....Power: 1000 Watts, d.
Owned-Operated By...Pipestone Radio Corp.
Address.....118 W. Main St.
Tel.: 1050 .....KBS
Representative .....Continental
President.....C. B. Thomas
Gen. Sta. Mgr.....Ron Overlander
Program Director.....R. J. Britch
Chief Engineer.....Clarence Aushan

KCUE—Red Wing—1955

Frequency: 1250 Kc....Power: 1000 Watts, d.
Owned.....Hiawatha Valley Bcstg. Co., Inc.
Address .....RFD 3
Tel.: DU 8-3511.....Independent
Representative.....Rambeau, Vance, Hopple
Pres., Gen. Mgr.....E. G. Elston
Comm. Mgr.....David Vonch
Program Dir.....Myron Heuer
Sales Prom. Mgr.....Larry Jagoe
Chief Engineer.....Lawrence Dosdall

KLGR—Redwood Falls—1954

Frequency: 1490 Kc.....Power: 100 Watts
Owned-Oper. By.....Harry W. Linder
Address.....209 S. Washington St.
Tel.: ME 7-2989.....Independent
Representative .....Pearson
General Manager.....Gilmore F. Frayseth

KROC—Rochester—1935

Frequency: 1340 Kc.....Power: 250 Watts
Owned.....Southern Minnesota Bcstg. Co.
Address.....100 1st Avenue Bldg.
Tel.: AT 9-3924.....NBC
Representative.....Meeker, Harry S. Hyett
President.....Mrs. Gregory P. Gentling
General Manager.....G. David Gentling
Commercial Manager.....Robert Fick
Sales Prom. Publicity.....Mrs. Gen. Holmes
Program Director.....Tom Bachrach
Chief Engineer.....Robert Gross

KWEB—Rochester—1958

Frequency: 1270 Kc.....Power: 500 Watts, d.
Owned By.....Olmsted Cty. Bcstg. Co.
Address.....Northwestern Nat. Bk. Bldg.
Tel.: ATlas 2-9465.....Independent
Station Rep. .....Bolling
President.....W. John Grandy
General Mgr.....Don Robey
Commercial Mgr.....T. Madison
Program Dir.....S. Burton
Chief Engineer.....V. Kohrs

KFAM—St. Cloud—1938

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Times Publ. Co.
Business Address.....Highway 152
Tel.: BLackburn 2-1551.....NBC
Newspaper Affiliation .....Times
Representative .....Pearson
President.....Frederick C. Schilplin
Station Manager.....John Murphy
Comm., Prog. Dir....Marlin Dean Schlottman
Chief Engineer .....Robert Witschen

WJON—St. Cloud—1950

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....Granite City Bcstg. Co.
Address .....Box 270
Tel.: BL 1-4422.....Independent
Representative.....Rambeau, Vance, Hopple
Pres., Gen., Sta. Mgr.....John Haerle

Commercial Mgr.....Van Vander Ark
Program Dir.....Art Blaske
Chief Engineer.....Guy LeMont

KRBI—St. Peter—1957

Frequency: 1310 Kc.....Power: 1 Kw., d.
Owned .....David B. Ekberg
Address.....1031 Grace St.
Tel.: 1310 .....Independent
President.....Mavis L. Peterson
General Manager.....Dean J. Johnson

KSTP—St. Paul-Minneapolis 1928

Frequency: 1500 Kc.....Power: 50,000 Watts
Owned By.....KSTP, Inc.
Bus.-Studio Address.....3415 University Ave.
Tel.: MI 5-2717.....NBC
Representative .....Edward Petry
President.....Stanley E. Hubbard
General Manager.....Stanley S. Hubbard
V.P., Sales.....M. L. Rosene
Radio Sales Mgr.....Byron Anderson
Sales Prom. Mgr.....William Davey
Program Director.....D. Brooks Henderson
Publicity Director.....Wayne King
Chief Engineer.....William S. Sadler

WISK—St. Paul—1951

Frequency: 1590 Kc.....Power: 5 Kw., d.
Owned.....BVM Bcstg. Co.
Address.....158 N. White Bear Ave.
Tel.: PR 1-5588.....Independent
Representative .....Rambeau
Gen. Mgr.....Nicholas Tedesco
Sta. Mgr.....Samuel H. Sabean

WMIN—St. Paul—1936

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Franklin Bcstg. Co.
Address.....611 Frontenac Place
Tel.: MI 5-7757.....Independent
Representative .....Gill-Perna
V.P., Gen. Mgr.....Wm. F. Johns, Jr.
Sales Mgr.....Merle Edwards
Program Director.....Ralph R. Smith

WAVN—Stillwater—1949

Frequency: 1220 Kc.....Power: 250 Watts d.
Owned-Operated By.....St. Croix Bcstg. Co.
Address.....126½ S. Main St.
Tel.: 46.....KBS
Pres., Gen., Sta. Mgr.....Richard K. Power
Comm. Mgr.....James H. McLaughlin
Sales Prom. Mgr.....Dewey S. Campbell
Prog. Dir.....J. Roger Erickson
Publicity Dir.....Henry Sampson
Chief Engineer.....Elmer L. Christenson

KTRF—Thief River Falls 1947

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....KTRF Radio Corp.
Address .....Box 69
Tel.: MUrdock 1-1230.....Independent
Station Representative .....Evans
Pres., Gen. Mgr.....Don Olsen
Sales Promotion Manager..Ormond E. Johnson
Chief Eng.....Fred Franklin

WHLB—Virginia—1936

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Virginia Bcstg. Co.
Address .....WHLB Bldg.
Tel.: SH 1-2233.....NBC
Station Representative...Hollingbery; Hurley
Pres., Gen. Mgr.....Harold J. Parise
Program Director.....Bob Aro
Chief Engineer.....Fran Betera

KWAD—Wadena—1948

Frequency: 920 Kc.....Power: 1000 Watts
Owned-Oper. By....KWAD Broadcasting Co.
Bus.-Studio Address.....First Natl. Bank Bldg.
Tel.: MEdford 1-1803.....MBS
Station Representative.....Wayne Evans
President.....Robert E. Ingstad
Gen., Sta. Mgr.....Marlin T. Obie
Commercial Mgr.....Harold O. Bakke
Chief Eng.....Harold Allen

KWLM—Willmar—1940

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Lakeland Bcstg. Co.
Address .....Box 393
Tel.: BE 5-1340.....ABC
Representative.....John E. Pearson
President .....H. W. Linder
Sta. Mgr.....Willard Linder
Commercial Manager.....Jack Lynch
Chief Engineer.....Francois Peterson

KAGE—Winona—1957

Frequency: 1380 Kc.....Power: 1000 Watts
Owned By.....Winona Bcstg. Co.
Business Address.....118½ W. 4th St.
Tel.: 2867.....KBS
President.....Albert S. Tedesco
Station Manager.....Frank L. Haas
Sales Promotion Mgr.....Jack Ortmann
Program Director.....Joe Orlowski
Publicity Director.....Charlotte Reidleburger
Chief Engineer.....Vern Potvin

KWNO—Winona—1938

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By...Winona Radio Service
Business-Studio Address.....216 Center St.
Tel.: 3313.....ABC
Newspaper Affiliation.....Daily News
Representative.....John E. Pearson
President.....M. H. White
Station Manager.....C. E. Williams
Commercial Manager.....H. Rod Hurd
Chief Engineer.....Gene Gappa

KWOA—Worthington—1947

Frequency: 730 Kc.....Power: 1000 Watts d.
Owned-Oper. By..Worthington Bcstg. Co., Inc.
Address .....Hotel Thompson
Tel.: 2-7301.....Independent
Representative .....Wayne-Evans
President.....R. W. Olson
General Manager.....R. E. Shepard
Comm. Mgr.....Arne Karhu
Prog. Dir.....Walt Jensen
Chief Engineer.....Clint Knapp

Pop.: 2,259,000
Families: 585,000
Radio Homes: 569,000

Mississippi

Stations in State: 72
TV Homes: 334,000
TV Stations: 11

WMPA—Aberdeen—1952

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....Radio Aberdeen
Address .....Box 402
General Mgr.....Ray Tolar
Tel.: EM 9-4561.....Independent
Representative .....Best
Prog. Dir.....Frances Tolar

WAMY—Amory—1955

Frequency: 1580 Kc.....Power: 5 Kw., d.
Owned.....Charles C. Boren, Jr.
Address .....Box 268
Tel.: CL 6-5911.....KBS
Representative .....Everett-McKinney
Commercial Manager.....Jimmy Wells
Program Director.....Elsie Sanderson
Chief Engineer.....A. D. Wiygul

WBLE—Batesville—1953

Frequency: 1290 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Panola Bcstg. Co.
Address.....Drawer No. 73
Tel.: 7266.....KBS
Representative.....Hil F. Best
President.....Harold B. McCarley
Chief Engineer.....Alfred E. Jennings

WLOX—Biloxi—Gulfport 1948

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....WLOX Bcstg. Co.
Address.....Buena Vista Hotel
Tel.: ID 6-5581.....MBS
Representative .....Holman
General Manager.....Ray Butterfield
Commercial Manager.....Thomas B. Majure
Program Director.....Mary Migues

WVMI—Biloxi—1950

Frequency: 570 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Radio Associates
Address.....P. O. Box 152
Tel.: ID 2-7001.....Independent
Rep.....Nat. Time Sales; Sears; Oakes
Pres., Gen., Sta. Mgr.....Odes E. Robinson
Comm., Sales Prom. Mgr.....Bud Jarvis
Program, Publicity Dir.....James F. Van Dee
Chief Engineer.....Charles Copper

WBIP—Booneville—1950

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Booneville Bcstg. Co
Address.....Highway No. 45-S
Tel.: PA 8-5301.....KBS
Representative .....Hil F. Best
Gen. Mgr.....E. O. Roden
Comm. Mgr.....Don Moore
Program Director.....Jean Cochran

WCHJ—Brookhaven—1955

Frequency: 1470 Kc....Power: 1000 Watts d.
Owned-Operated By...Rural Broadcasting Co.
Address .....Entrican Bldg.
Tel.: 1076.....Independent
Partners.....W. M. Jones, Laura Jane Huff
Gen., Comm., Prom. Mgr.....W. M. Jones
Station Mgr.....Doug Mathis

WJMB—Brookhaven—1948

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By....Brookhaven Bcstg. Co.
Address.....W. Chickasaw St.
Tel.: 1298.....KBS
Pres., Gen. Mgr.....Tullius Brady

WDOB—Canton—1953

Frequency: 1370 Kc.....Power: 1 Kw. d.
Owned-Oper. By...Madison County Bcstg. Co.
Address .....Box 182
Tel.: 1370.....KBS
Representative .....Indie
Manager .....Al Simmons
Program Dir.....Hazel Lewis

WGLC—Centreville—1951

Frequency: 1580 Kc.....Power: 250 Watts d.
Owned-Oper. By.....Davis & McCraine
Business Address.....P.O. Box 205
Tel.: 4001 .....KBS
Representative.....Continental Radio Sales
Pres., Gen. Mgr.....Frederick A. W. Davis
Sta. Mgr., Prog. Dir.....Thelma McCraine
Chief Engineer.....Jim Wilson

WKDL—Clarksdale—1955

Frequency: 1600 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Coahama Bcstg. Co.
Address.....1 State St.
Tel.: MA 4-6200.....Independent
Pres., Gen. Mgr.....John B. Craddock
Program Director.....Joseph Rachuba
Chief Engineer.....S. (Sonny) Jennings

WROX—Clarksdale—1944

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By...Clarksdale Bcstg Co.
Bus. Address....Alcazar Hotel Bldg., Box 939
Tel.: MAin 4-2795.....MBS, KBS
Station Rep.....Everett-McKinney; Beaver
President.....Mrs. Eunice Tanner Imes
General Manager.....Bob Evans
Sta., Comm. Mgr.....Tom Reardon
Sales Prom., Prog. Dir.....Helen Sugg
Publicity Director.....Jean Cauthen
Chief Engineer.....C. D. Graves

WCLD—Cleveland—1949

Frequency: 1490 Kc.....Power: 250 Watts
Owned.....Voice of the Delta, Inc.
Address.....H'way 61 So.
Tel.: VI 3-4091.....KBS

Station Representative .....Walker
President.....Joseph W. Carson
V.P., Gen. Mgr.....George C. Shurden

WDSK—Cleveland—1958

Frequency: 1410 Kc.....Power: 1000 Watts
Owned By.....L. A. Feduccia
Address .....Box 869
Tel.: Victor 3-5221.....Independent
Sta. Mgr., Chief Eng.....L. A. Feduccia
Commercial Mgr.....Ed Dunn
Program Dir.....Billie Wolfe
Publicity Dir.....James Wilson

WCJU—Columbia—1946

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....WCJU, Inc.
Address.....P. O. Box 472
Tel.: RE 6-2616.....MBS-KBS
Newspaper Affiliation.....The Progress
Pres., Gen. Manager.....Lester Williams
Prog. Dir.....Clifford Chance
Sta. Mgr., Chief Eng.....Ray Tolar

WACR—Columbus—1950

Frequency: 1050 Kc.....Power: 1 Kw. d.
Owned.....J. W. Eatherton
Address .....WACR Bldg.
Tel.: FA 8-1050.....Independent
Pres., Gen. Mgr.....James Eatherton
Comm., Prom. Mgr.....Bill Drane
Program, Pub. Dir.....Judith Atkins
Chief Engineer.....L. J. Aldridge

WCBI—Columbus—1940

Frequency: 550 Kc..Power: 1 Kw. d., 500 W. n.
Owned.....Columbus Bcstg. Co., Inc.
Address .....Gilmer Hotel
Tel.: FA 8-7271.....MBS-KBS
Newspaper Affili.....Commercial Dispatch
Representative .....Everett-McKinney
President.....B. Imes, Jr.
General Mgr.....Bob Evans
Asst. Mgr.....Mrs. Ruby J. Latham
Station Mgr.....Ray Crummy
Chief Engineer.....Tom McFerrin

WCMA—Corinth—1945

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By..Corinth Bcstg. Co., Inc.
Business-Studio Address.....Ray Bldg.
Tel.: 5575.....KBS
Station Rep.....Venard, Rintoul & McConnell
President .....Aaron B. Robinson
Gen. Sta., Sales Prom. Mgr.....John E. Bell
Commercial Manager.....Carl Welch
Program Director.....Mrs. Louise W. Berlin
Chief Engineer.....James D. Anderson

WCRR—Corinth—1958

Frequency: 1330 Kc.....Power: 500 Watts, d.
Owned-Operated By.....Rebel Radio Inc.
Business Address.....614½ Waldron
Tel.: 6691.....Independent
Representative .....Best
President.....C. H. Quick
Gen., Sta. Mgr.....Glenn D. Carmichael
Sales Promotion Manager.....W. H. Wright
Program Director.....Quin Ivy
Chief Engineer.....W. M. Essary

WMAG—Forrest—1955

Frequency: 860 Kc.....Power: 500 Watts d.
Owned-Operated By..Scott County Bcstg. Co.
Address.....P. O. Box 188
Tel.: 7001.....KBS
General Mgr.....Hugh Hughes
Commercial Mgr.....Willie Weems

WDDT—Greenville—1956

Frequency: 900 Kc.....Power: 1 Kw., d.
Owned-Operated By.....WDDT Radio Co.
Address .....207 Main Street
Tel.: 2-0526.....Independent
Station Representative .....Everett-McKinney
General Manager.....Ross Charles
Station Manager.....W. H. Deans
Commercial Manager.....Charles Tucker
Program Director.....Tom Roane
Chief Engineer.....Joe Gunter

WGVM—Greenville—1948

Frequency: 1260 Kc.....Power: 1000 Watts d.
Owned-Operated By...Mid America Bcstg. Co.
Bus.-Studio Address.....118 So. B'way
Tel.: 4559.....Independent
Rep....Devney, Melville, Dixieland, Crennan
Pres., General Manager.....David M. Segal
Station Manager.....Edward M. Guss
Commercial Manager.....Jack R. Stull
Sales Prom. Mgr., Prog. Dir...Wallace D. Hoy
Chief Engineer.....Joseph C. Gunter

WJPR—Greenville—1939

Freq.: 1330 Kc.....Power: 1 Kw. d., 500 W. n.
Owned-Oper. By.....Radio Service Co.
Business-Studio Address.....120 So. Poplar St.
Tel.: 9049.....MBS-KBS
Representative.....Bogner & Martin
Gen. Sta. Mgr.....Emmett H. McMurry
Commercial Manager.....Frank W. Baldwin
Program Director.....Mildred Flowers
Sls. Prom. Mgr.....Gene Underwood
Publicity Dir.....Bea Armistead
Chief Engineer.....Percy L. Kuhn

WABG—Greenwood—1949

Freq.: 960 Kw.....Power: 1 Kw. d., 500 w. n.
Owned-Oper. By.....Greenwood Bcstg. Co.
Business Address.....206 W. Claiborne St.
Tel.: GLadstone 3-5232.....Independent
President, Gen. Mgr.....Cy Bahakel
Sta., Comm. Mgr.....Don Neil
Prog. Dir.....Erlene Leach
Chief Engineer.....Billy Watkins

WGRM—Greenwood—1937

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By....Radio Station WGRM
Address.....600 Walnut St.
Tel.: 1900.....NBC-KBS

General Manager.....F. C. Ewing
Commercial Mgr.....Lew Sadler
Program Dir.....Charles Hester
Chief Eng.....Louis Pierce

WNAG—Grenada—1949

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Grenada Bcstg. Co.
Business Address .....Grenada
Tel.: 1400.....MBS-KBS
Newspaper Affiliation...Commercial Dispatch
Station Rep.....Everett-McKinney; Beaver
President .....Birney Imes
General Manager.....Bob Evans
Sta., Comm. Mgr., Prog., Pub. Dir...M. Looney
Chief Engineer.....Jimmie Pinnix

WROA—Gulfport—1955

Frequency: 1390 Kc.....Power: 1 Kw., d.
Owned-Operated By.....Electronics Research
Address .....Box 115
Tel.: UN 3-7133.....Independent
Station Rep.....Rambeau, Vance, Hopple
Pres., Gen. Mgr.....John B. Caraway
Sta. Mgr., Prog. Dir.....Earl B. Blessey
Commercial Manager.....Fred Beattie
Sales Prom., Pub. Dir....Hammond H. Hinton
Chief Engineer.....Bob Reach

WGCM—Gulfport—1928

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....E. O. Roden & Assoc.
Address.....15th Ave and 22nd St.
Tel.: UN 3-3522.....ABC
Station Representative .....Best
President.....E. O. Roden
General Mgr.....James E. Reese
Program Dir.....Tommy Meek
Chief Engineer.....Edward Holbrook

WBKH—Hattiesburg—1954

Frequency: 950 Kc.....Power: 5 Kw. d.
Owned.....Deep South Radio, Inc.
Address.....305 Bay Street
Tel.: JU 2-1986.....Independent
Representative .....McGillvra
Gen. Mgr.....F. M. Smith
Comm. Mgr.....Walter L. Smith
Prog. Director.....Terry R. Speights
Chief Engineer.....B. B. McLemore

WFOR—Hattiesburg—1925

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Sheridan. Inc.
Address.....302 Hemphill St.
Tel.: JU 4-5432.....NBC
Station Rep.....Rambeau, Vance, Hopple
President.....B. W. Curry, Jr.
General Manager.....E. M. Jenkins
Commercial Manager.....Bud Norval
Program Director.....Keith Glatzer
Chief Engineer.....J. N. Watson

WHSY—Hattiesburg—1948

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By...Hub City Bcstg. Co. Inc.
Address.....Hwy. II, North
Tel.: JU 3-1741.....ABC
Representative .....Clark
President.....Charles W. Holt
Gen., Sta. Mgr.....Frank B. Zalnoski
Chief Engineer.....Charles Sharpling

WXXX—Hattiesburg—1957

Frequency: 1310.....Power: 1 Kw., d.
Owned.....Bcst. Development Co.
Address .....Box 1492
Tel.: JU 2-2591.....Independent
Representative .....Indie Sales
President.....Dave A. Matison, Jr.
Manager.....J. C. Walker

WMDC—Hazlehurst—1953

Frequency: 1220 Kc.....Power: 250 Watts d.
Owned.....Southwestern Bcstg. Co. of Miss.
Address.....P. O. Box 571
Tel.: 869.....KBS
Representative .....McGillvra
General Manager.....Louis Alford
Sta. Mgr., Chief Engr.....Mack Smith
Comm. Mgr., Prog. Dir.....Malcolm Jones
Publicity Director.....Bob Prather

WCPC—Houston—1955

Frequency: 1320 Kc.....Power: 5 Kw. d.
Owned-Oper. By.....WCPC Bcstg. Co.
Address .....Box 552
Tel.: GL 6-3528.....KBS
Gen., Sta. Mgr.....Robin H. Mathis
Comm. Mgr., Prog., Pub. Dir...Ralph C. Mathis
Chief Engineer.....John B. Skelton, Jr.

WNLA—Indianola—1953

Frequency: 1380 Kc.....Power: 500 watts d.
Owned By.....Radio Cleveland, Inc.
Address.....134 Baker St.
Tel.: 500 .....KBS
Station Representative .....Best
Pres., Gen. Mgr.....William R. Landman
Program Director.....Gertrude Landman
Chief Engineer.....Carl Rushing

WJDX—Jackson—1929

Frequency: 620 Kc...Power: 5 Kw. d., 1 Kw. n.
Owned.....Lamar Life Insurance Company
Address.....715 S. Jefferson
Tel.: FLeetwood 2-2691.....NBC
Representative .....Hollingbery
President.....P. K. Lutkin
Gen., Sta. Mgr.....Fred L. Beard
Comm. Mgr.....Frank Gentry
Sales Prom. Mgr., Pub. Dir.....Chuck Allen
Prog. Dir.....Forrest Cox
Chief Engineer.....Percy G. Root

WJQS—Jackson—1947

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Milner Bcstg.
Address.....King Edward Hotel
Tel.: FLeetwood 4-5653.....CBS
Representatives .....Devney; Ayers

President.....Howard S. Cohoon
Gen., Comm. Mgr.....Lewis Heilbroner
Program Director.....Bill Slaton
Chief Engineer.....E. E. Peterson

WJXN—Jackson—1945

Frequency: 1450 Kc.....Power: 250 Watts
Owned.....Jackson Bcstg. Co., Inc.
Address.....P. O. Box 786
Tel.: 2-6673.....Independent
Representative .....Webb
President.....James T. Ownby
General Manager.....Robert Statham

WOKJ—Jackson—1954

Frequency: 1590 Kc.....Power: 5 Kw.
Owned-Operated By.....Ebony Radio of Miss.
Business Address.....1017 Lynch St.
Tel.: FLeetwood 3-7830.....Independent
Station Representative .....Pearson
General Manager.....John M. McLendon
Station Manager.....Al Evans
Program Director.....Art Goudreau
Chief Engineer.....G. G. Benson

WRBC—Jackson—1947

Freq.: 1300 Kc.....Power: 5 Kw. d., 1 Kw., n.
Owned-Operated By.....Rebel Bcstg. Co., Inc.
Business-Studio Address.....125½ So. Lamar
Tel.: FLeetwood 5-1562.....Independent
Representative .....Rambeau, Dixieland
President .....Tom Wright
General Mgr.....Charles A. Stewart
Sales Prom. Mgr.....Robert Smith
Publicity Dir.....Mike Hunter
Chief Engineer.....William K. Phillips

WSLI—Jackson—1938

Frequency: 930 Kc.....Power: 5000 Watts
Owned-Operated By.....Capitol Bcstg. Co.
Address .....Box 8155
Tel.: FI 4-2512.....ABC
Newspaper Affil...Daily News, Clarion Ledger
Representative .....Weed
President.....T. M. Hederman, Jr.
General Manager.....L. M. Sepaugh
Station Manager.....Richard Voorhis
Commercial Manager.....Ed Wilkerson
Sales Promotion Mgr.....Maurice Wray
Program Director.....Al Simmons
Publicity Director.....Billie Wilbanks
Chief Engineer.....C. A. Perkins

WKOZ—Kosciusko—1947

Frequency: 1350 Kc.....Power: 5 Kc. d.
Owned-Oper. By.....Kosciusko Bcstg. Co.
Address.....109 W. Jefferson
Tel.: 782.....KBS
General Manager.....Cy N. Bahakel
Station Manager.....Mims Boswell, Jr.

WAML—Laurel—1932

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By....New Laurel Radio Station
Business-Studio Address.....Box 950
Tel.: 5601 .....NBC
Representative.....George P. Hollingbery
President .....Harold Mattson
Gen., Sta. Mgr.....Frank W. Sumrall
Commercial Manager.....M. M. Caver
Sales Promotion Manager.....Ed Breland
Program Director.....Dave Kane
Publicity Director.....Len Maith
Chief Engineer.....Walter Hitt

WLAU—Laurel—1946

Frequency: 1600 Kc....Power: 5000 Watts d.
Owned-Operated By.....Southland Bcstg. Co.
Address.....437 N. Magnolia St.
Tel.: 8-7227.....ABC
Station Representative .....Devney
President.....C. T. McCallum
Gen., Sta. Mgr.....Norma H. Leggett
Program Director.....Jim Gibbon
Chief Engineer.....W. B. Carter

WNSL—Laurel—1957

Frequency: 1260 Kc.....Power: 1 Kw., d.
Owned.....Voice of the New South, Inc.
Address.....160 Beacon St.
Representative .....Walker
Gen. Mgr.....Granville Walters
Comm. Mgr.....Teck Jones

WESY—Leland-Greenville 1958

Frequency: 1580 Kc.....Power: 1000 Watts
Owned By.....Miss.-Ark. Broadcasting Co.

WJQS

Jackson Mississippi

MUSIC AND NEWS

GOOD MUSIC ONLY

More Adult Listeners Than Any Other Mississippi Station

Representatives:

Devney, Inc. — James S. Ayers

LEW HEILBRONER, *Gen. Mgr.*

Business Address..P.O. Box 5291, Greenville
Tel: 1580 .....Independent
Station Representative .....Forjoe
Gen., Prog. Mgr.....Paul Artman
Commercial Manager.....Miller Abraham
Chief Engineer.....Ottis W. Rushing

WLSM—Louisville—1953

Frequency: 1270 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Louisville Bcstg. Corp.
Address .....Louisville
Tel.: 1000.....Independent
Station Representative .....Walker
Station Manager.....Herbert Guthrie
Program Director.....John W. Jenkins, Jr.

WMBC—Macon—1947

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By...Confederate Bcstg. Co.
Business Address.....Piney Woods Rd.
Tel.: 132 .....KBS
Station Rep.....Hil Best
Pres., Gen. Mgr.....Ned Butler
Sta. Mgr., Prog. Dir.....Harold Shedd
Commercial Manager.....Emmett Hadaway
Sales Promotion Manager.....Roy York
Publicity Director.....Bill Brooks
Chief Engineer.....Bill White

WSJC—Magee—1957

Frequency: 1280 Kc.....Power: 500 Wd. d.
Owned.....SE Miss. Bcstg. Co.
Business Address.....Box 426
Tel.: 3513.....KBS
General Manager.....Marvin L. Mathis
Program Director.....Jimmy Tugwell
Chief Engineer.....Hulon Mathis

WAPF—McComb—1948

Frequency: 980 Kc.....Power: 1000 Watts d.
Owned-Operated By..S. W. Bcstg. Co. of Miss.
Address.....Pike Hotel
Tel.: 1884.....KBS
Station Rep. .....McGillvra
Co-Owners.....Phillip Brady, Louis Alford, Mack Smith

WHNY—McComb—1939

Freq.: 1250 Kc.....Power: 5 Kw. d., 500 W. n.
Owned-Oper. By.....Bcstrs. Service, Inc.
Address.....P. O. Box 111
Tel: 2080 .....Independent
Representative.....Thomas F. Clark Co.
President.....Charles W. Holt
Gen. Mgr., Ch. Eng.....Carroll Hines
Commercial Manager.....Travis Myers
Sales Promotion Manager.....Ed Yarborough
Program Director.....Dean Strickland

WCOC—Meridian—1926

Frequency: 910 Kc...Power: 5 Kw. d., 1 Kw. n.
Owned-Oper. By....Mississippi Bcstg. Co., Inc.
Business-Studio Address.....Box 591
Tel.: 2-7714.....CBS
President, General Manager...Withers Gavin

WDAL—Meridian—1958

Frequency: 1330 Kc.....Power: 1 kw., d.
Owned By.....Southwestern Bcstg. Co.
Address.....P. O. Box 125
Tel.: 3-4891 .....Independent
Station Rep.....Indie Sales
Program, Prom. Mgr.....R. Hollingsworth
Chief Engineer.....Dan Hollingsworth

WMOX—Meridian—1945

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Birney Imes, Jr.
Address.....P. O. Box 1511
Tel.: 2-0171 .....MBS
Newspaper Affil.....Commercial Dispatch
Station Rep.....Everett-McKinney; Beaver
President.....Birney Imes, Jr.
General Manager.....Bob Evans
Station Manager.....Kenneth Berryhill
Chief Engineer.....Steve Burkes

WOKK—Meridian—1949

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....New South Bcstg.
Address .....Box 528
Tel.: 2-6133 .....Independent
Station Representative .....Webb
President.....Joseph W. Carsen
Station Manager.....Ed Holladay
Program Director.....Gary Smith
Chief Engineer.....R. K. Wall

WQIC—Meridian—1957

Frequency: 1390 Kc....Power: 5000 Watts, d.
Owned By.....Alexander L. Royal
Business Address.....Box 1509
Tel.: 23106 .....Independent
Station Representative .....Forjoe
Pres., Gen. Mgr.....A. L. Royal, Sr.
Station Manager.....A. L. Royal, Jr.
Commercial Manager.....J. C. Harding
Sales Prom. Mgr.....John Barksdale
Program Director.....Sherman Johnson
Chief Engineer.....J. B. Griffith

WMIS—Natchez—1941

Frequency: 1240 Kc.....Power: 250 Watts
Owned By.....Natchez Broadcasting Co.
Address .....City Bank Building
Tel.: 2-2522.....NBC-KBS
Pres., Gen., Sta. Mgr.....P. K. Ewing, Jr.
Program Director.....Gene Perry
Sales Prom. Mgr.....Bill Wall
Chief Engineer.....George Wilson

WNAT—Natchez—1949

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper.....E. R. Lambert & W. S. Perkins
Address .....Eola Hotel
Tel.: 4621.....MBS-ABC
General Manager.....Paul Schilling

WNAU—New Albany—1955

Frequency: 1470 Kc.....Power: 500 Watts, d.
Owned-Oper. By.....New Albany Bcstg. Co.

Address.....202 Bankhead St.
Tel.: 4361.....KBS
Gen., Sta. Mgr., Chief Eng....V. Keith Wroten
Comm., Sls. Prom. Mgr.....Daniel L. Skilton
Program Director .....Lee Elman

WBKN—Newton—1958

Frequency: 1410 Kc.....Power: 500 Watts
Owned By.....East Central Broadcasting Co.
Business Address.....110 Main St.
Tel.: 70 .....Independent
General Manager.....F. M. Smith
Sta. Sales Prom. Mgr.....Gerald Howell
Commercial Manager.....Charles Stringer
Prog. Dir., Chief Eng.....Colon Johnston

WSUH—Oxford—1955

Frequency: 1420 Kc....Power: 1000 Watts, d.
Owned-Oper. By.....Colonel Rebel Radio
Address.....University Ave., East; Box 511
Tel.: 1133 .....KBS
Rep. .....Hil F. Best
Gen., Comm. Mgr.....C. H. Quick
Program Dir.....Frances Jaco
Sales Prom., Publicity Dir.....Lou Landrum
Chief Engineer.....Mitchell Self

WPMP—Pascagoula—1951

Frequency: 1580 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Crest Bcstg. Co., Inc.
Address.....P. O. Box 391
Tel.: SO 2-3113.....KBS-ABC
Representative .....Hil F. Best
President.....William R. Guest, Jr.
Gen., Sta. Mgr.....Walter L. Smith
Sales Promotion Manager....William Collins
Prog. Dir., Ch. Engr.....Edward D. Quave
Publicity Director.....Iona W. Lott

WHOC—Philadelphia—1948

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....William Howard Cole
Address .....Box 26
Tel.: 740 .....KBS
Representative .....Hil F. Best
President, Manager....William Howard Cole
Chief Eng.....Paul M. Miller

WRJW—Picayune—1949

Frequency: 1320 Kc.....Power: 5000 d.
Owned-Oper. By.....Tung Bcstg. Co.
Business Address.....P.O. Box 358
Tel.: SY 8-4835.....KBS
Representative .....McGillvra
President.....S. G. Thigpen, Sr.
Gen., Sales Prom. Mgr.....Herb Witthauer
Prog. Dir., Ch. Engr.....Arnold Taylor

WSSO—Starkville—1948

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....Starkville Bcstg. Co.
Business-Studio Address.....WSSO Bldg.
Tel.: 1230.....KBS
Pres., Gen., Comm. Mgr.....Joe Phillips
Program Director.....Charlotte Myrick
Chief Engineer.....Travis Palmer

WELO—Tupelo—1944

Freq.: 580 Kc.....Power: 1 Kw. d.; 500 W. n.
Owned-Operated By.....Tupelo Bcstg. Co.
Business Address.....S Spring St.
Tel.: VI 2-7658.....MBS-KBS
Newspaper Affiliation.....Columbus Dispatch
Representative .....Everett-McKinney
President.....Burney Imes, Jr.
General Manager.....Bob Evans
Sta., Comm. Mgr.....E. L. Bowen
Program Director.....Jack Cristil
Chief Engineer.....LeRoy Green Sr.

WTUP—Tupelo—1953

Frequency: 1380 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Lee Bcstg. Co.
Address .....Box 362
Tel.: VI 2-3301.....Independent
Station Representative.....Hil F. Best
General Mgr.....James E. Reese

WQBC—Vicksburg—1931

Freq.: 1420 Kc.....Power: 1 Kw. d., 500 W. n.
Owned-Operated By...Delta Bcstg. Co., Inc.
Business-Studio Address.....Post-Herald Bldg.
Tel.: 312.....MBS-KBS
Newspaper Affil.....Evening Post
Representative.....Bogner & Martin
President.....L. P. Cashman
General-Station Mgr.....Mary-Van Cashman
Commercial Manager.....L. L. Miller
Program Director.....C. Kahn
Chief Engineer.....Waverley Conway

WVIM—Vicksburg—1948

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Radio Miss., Inc.
Business-Studio Address.....906 Clay St.
Tel.: 3901.....Independent
Representative.Thomas F. Clark, Dora-Clayton
General Mgr.....John F. Shea
Station Mgr.....Charles P. Tucker

WABO—Waynesboro—1954

Frequency: 990 Kc.....Power: 250 Watts, d.
Owner.....New Laurel Radio Sta., Inc.
Address .....Box 95
Tel.: 5-4700.....KBS
Representative .....Hil F. Best
President .....Harold Matison
General Manager.....Frank Sumrall
Station Manager .....Paul Carlisle
Sales Prom. Mgr.....Martha King
Program Director.....Larry Fowler
Pub. Dir.....N. Shoemaker

WROB—West Point—1947

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Bob McRaney, Sr.
Address .....West Point
Tel.: 1250 .....MBS
Representative ...Everett-McKinney, Keystone
Station Manager.....John E. King, Jr.

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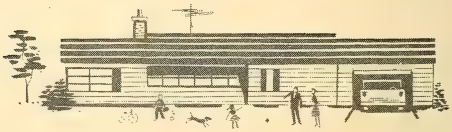

KANSAS CITY	KCMO	KCMO-TV	The Katz Agency
SYRACUSE	WHEN	WHEN-TV	The Katz Agency
PHOENIX	KPHO	KPHO-TV	The Katz Agency
OMAHA	WOW	WOW-TV	John Blair & Co. — Blair-TV
TULSA	KRMG		John Blair & Co.

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Chief Engineer.....Clyde McPherson

WAZF—Yazoo City—1947

Frequency: 1230 Kc.....Power: 250 Watts
Owned By.....WAZF, Inc.
Business Address.....321½ S. Main St.
Tel.: 1300.....KBS
Representative.....Hil F. Best
Pres., Gen. Mgr.....David B. Highbaugh
Commercial Manager.....Frank Holifield
Program Director.....Joel Netherland
Chief Engineer.....Paul Miller

Pop.: 4,531,000
Families: 1,359,000
Radio Homes: 1,321,000

Missouri

Stations in State: 77
TV Homes: 1,169,000
TV Stations: 17

KWRT—Boonville—1953

Frequency: 1370 Kc.....Power: 1 Kw. d.
Owner.....Wm. R. Tedrick
Business Address.....KWRT Bldg.
Tel.: TUxedo 2-6505.....Independent
Representative .....Indie
Owner, Gen. Mgr.....W. R. Tedrick
Program Director.....Audrey M. Tedrick
Comm., Pub. Dir.....Richard A. Norris
Chief Engineer.....Donald E. Shepard

KBHM—Branson—1956

Frequency: 1220 Kc.....Power: 1 Kw., d.
Owner.....Shepherd of the Hills Bcstg. Co.
Business Address.....111 W. Pacific
Tel.: EDison 4-3133 .....KBS
Station Representative.....Best; Magic Circle
Sta. Mgr., Pub. Dir.....Orville Barton
Comm., Sales Prom. Mgr.....Clotis Barker
Program Director.....Gene Gideon
Chief Engineer.....Leland Ebert

KGHM—Brookfield—1955

Frequency: 1470 Kc.....Power: 500 Watts d.
Owned By.....Green Hills Bcstg. Co.
Address.....308 N. Main
Tel.: 1800.....KBS
Representative.....Indie Sales, Inc.
Gen. Mgr.....Keith Morris
Comm. Mgr.....Carole Williams

KFVS—Cape Girardeau—1925

Freq.: 960 Kc.....Power: 1 Kw. d., 500 W. n.
Owned-Operated By.....Hirsch Bcstg. Co.
Business-Studio Address.....324 Broadway
Tel.: ED 5-5511.....Independent
Representative .....Headley-Reed
President, Gen. Mgr.....Oscar C. Hirsch
Sta. Mgr.....Ralph L. Hirsch

KGMO—Cape Girardeau—1952

Frequency: 1220 Kc.....Power: 250 Watts d.
Owned-Oper. By.....KGMO Radio-TV Inc.
Business Address.....Box 247
Tel.: EDgewater 5-8228.....KBS
Station Representative .....Webb
Pres., Gen. Mgr.....William C. Brandt
Sta., Comm. Mgr.....John J. Brandt
Sales Promotion Mgr.....Jack Kohrumel

KDMO—Carthage—1947

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Carthage Bcstg. Co.
Address.....1201 E. Chestnut
Tel.: FLeetwood 8-2648.....KBS
Owner, Gen. Mgr.....J. J. Daly
Prog., Pub. Dir.....Leon H. Crocker
Chief Engineer.....George F. Province

KCRV—Caruthersville—1950

Frequency: 1370 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Pemiscot Bcstg. Co.
Address.....106½ W. 3rd St.
Tel.: 965 .....KBS
Station Representative .....Hopewell
President.....J. Eric Taylor
Gen., Sta., Comm. Mgr.....Ed Dyer, Jr.
Program Director.....Harry Moreland
Chief Engineer.....Al Lawrence

KCHR—Charleston—1953

Frequency: 1350 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....South Mo. Bcstg. Co.
Address.....South Main St.
Tel.: 2-4451.....KBS
Representative.....Continental Radio Sales
Pres., Gen. Mgr., Chief Eng.....Kermit Barker
Program Director.....James L. Byrd III

KCHI—Chillicothe—1950

Frequency: 1010 Kc.....Power: 250 Watts d.
Owned-Oper. By.Cecil W. & Jane Roberts, Inc.
Address .....Farmington
Tel.: 2345.....KBS
Representative.....Hil F. Best
General Manager.....Cecil W. Roberts
Station Manager.....Howard G. Rion

KDKD—Clinton—1951

Frequency: 1280 Kc.....Power: 1000 Watts d.
Owned.....Osage Broadcasting Corp.
Address .....Box 113
Tel.: 233.....KBS
Representative .....Indie Sales
Gen. Mgr.....William R. Tedrick
Sta. Mgr.....Robert F. Morey
Program Director.....Kathleen Morey
Chief Engineer.....Stuart W. Underwood

KBIA—Columbia—1955

Frequency: 1580 Kc.....Power: 250 Watts d.
Owned-Operated by...Midwest Bdcstg. System
Business Address.....P.O. Box 412
Tel.: GI 2-4401.....KBS
Representative .....Best
Gen. Mgr., Ch. Eng.....R. H. Coddington
Commercial Manager.....Fred Morse

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...by **Sponsors** . . *because it insures a day-to-day association with quality.*

...by **Listeners** . . *because it is dependable as well as interesting.*

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KFRU—Columbia—1925

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....KFRU, Inc.
Business Address.Hwy 40 & 63, Southbound
Tel.: GI 3-4141.....ABC
Newspaper Affiliation.....Daily Tribune
Station Rep. .....Webb
President.....H. J. Walters, Jr.
Gen., Sta. Mgr.....Mahlon R. Aldridge, Jr.
Commercial Manager.....Gregory Reeser
Sales Prom., Pub. Dir.....F. J. LeGrand
Program Director.....Lois Todd
Chief Engineer.....Robert Haigh

KDEX—Dexter—1955

Frequency: 1590 Kc.....Power: 1000 Watts d.
Owned-Operated By...Stoddard Ct. Bcstg. Co.
Address .....Box 232
Tel.: 1400 .....KBS
Representative .....Sears and Ayer
General Manager.....Jerome B. Zimmer
Sta. Mgr., Chief Eng.....L. D. Speidel
Program Director.....Glenn Cross

KREI—Farmington—1947

Frequency: 800 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Midwest Bcstg. System
Business Address.....Ozarks Federal Bldg.
Tel.: PLateau 6-5125.....KBS
Station Rep.....Hil F. Best
President.....Cecil W. Roberts
Gen. Mgr., Ch. Engr.....Robert D. Rapp
Comm. Mgr.....Ernest Jones
Program Director.....Maxine Bequette

KJCF—Festus—1951—

Frequency: 1010 Kc.....Power: 250 Watts d.
Owned.....Jefferson County Radio & TV Co.
Address.....P. O. Box 192
Tel.: YE 7-3810.....KBS
General Manager.....Donald M. Donze
Chief Engineer.....Russell Seals, Jr.

KFMO—Flat River—1947

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By....Lead Belt Bcstg. Corp.
Business-Studio Address.....Flat River
Tel.: GE 1-2000.....Independent
President.....Oscar C. Hirsch
Gen., Sta. Mgr.....James F Collins
Prom. Mgr.....James Strader
Prog., Pub. Dir.....Virginia Collins

KFAL—Fulton—1950

Frequency: 900 Kc.....Power: 1000 Watts d.
Owned-Operated By.....R. W. Nickles
Address.....5th and Market
Tel.: 1400.....Independent
Station Representative .....Pearson
Owner, Gen. Mgr.....R. W. Nickles
National Sales Mgr.....C. Warren Stout
Comm. Manager.....L. Reed Holt

KHMO—Hannibal—1941

Freq.: 1070 Kc.....Power: 5 Kw. d., 1 Kw. n.
Owned-Oper. By.....Mark Twain Bcstg.
Business-Studio Address.....Box 711
Tel.: 3450.....Independent
Representative .....Hollingbery
President .....Jerrell Shepard
General Manager.....A. E. Dahl
Station Manager.....James F. Jae, Jr
Commercial Manager....William Stephenson
Program Dir.....Kenneth Albridge
Chief Engineer.....Hiram Hood

KIMO—Independence—1947

Frequency: 1510 Kc.....Power: 1000 Watts d.
Owned-Operated By.....KIMO, Inc.
Business Address....310 N. Orange; Box 178
Tel.: CLifton 4-6300.....Independent
President .....Glenn Griswold
General Manager.....Leo R. Morris
Program Director.....Keith Kissee
Chief Engineer.....Dave Beall

KLIK—Jefferson City—1954

Frequency: 950 Kc.....Power: 5 Kw., d.
Owned .....Fine & Nelson
Address .....410 E. Capital
Tel.: 5-4136.....Independent
Station Representative .....Hollingbery
President.....J. A. Shepherd
V.P., Gen. Mgr.....A. E. Dahl
Station Manager.....Ed Dahl
Commercial Manager.....Stan Grieve
Sales Promotion Manager.....Don Steele
Program Director.....Bill Cannaday
Chief Engineer.....Ed Scarr

KWOS—Jefferson City—1937

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Capital Bcstg. Co.
Bus.-Studio Address.....Monroe at Capitol
Tel.: 6-3137.....KBS-MBS
Station Representative.....Grant Webb
President.....Mrs. L. R. Goshorn
General Manager.....R. L. Rose
Commercial Manager.....William Natsch, Jr.
Chief Engineer.....Leroy S. Hackmann

KFSB—Joplin—1948

Freq. 1310 Kc.....Power: 5 Kw. d., 1 Kw. n.
Owned-Oper. By.....Four States Bcsters, Inc.
Business Address.....405 Schifferdecker
Tel.: May 4-1310.....Independent
Newspaper Affiliation..Southwestern Weekly
Representative .....Meeker
President .....Harry Easley
Gen. Sta., Mgr.....W. H. Clark
Comm. Mgr.....Robert A. Barry
Program Director.....Ed Johnson
Chief Engineer.....Lloyd Frazier

KODE—Joplin—1946

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....WSTV, Inc.
Address.....1928 W. 13 St.
Tel.: MA 3-7260.....CBS
Station Rep.....Rambeau, Vance, Hopple
President .....Jack Berkman
General Manager.....Harry Burke

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radio 50,000 watts by day, 10,000 by night at 810 on the dial.

TV channel 5 telecasting from America's tallest self-supported TV tower.

FM at 94.9 meg. Kansas City's only FINE MUSIC station.

BASIC CBS RADIO & TV

Commercial Manager.....Merle Dunn
Sales Prom., Pub. Dir.....William Harned
Prog. Dir., Ch. Engr.....Jay Corrington

WMBH—Joplin—1928

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Radio Joplin
Business Address .....Box 906
Tel.: MA 4-4330.....MBS
Representative.....Sears & Ayer
Pres., Gen., Sta. Mgr.....Don O'Brien
Commercial Manager.....Obed Borgen
Program Dir.....Bob McBride
Publicity Dir.....Anne Stevison
Chief Engineer.....Al Tour Tillott

KBKC—Kansas City—1957

Frequency: 1480 Kc.....Power: 500 Watts
Owned By.....Mission Broadcasters, Inc.
Address.....5913 Woodson, Mission, Kan.
Tel.: HEdrick 2-1480.....Independent
Representative .....Hollingbery
Pres., Gen. Mgr.....Tom E. Beal
Sta., Program Mgr.....Roy Stanley
Commercial Mgr.....Don O'Malley
Sales Prom., Publicity Dir.....Bill Harmon
Chief Engineer.....Bob Artz

KCKN—Kansas City—1925

(See Kansas City, Kansas, listing)

KCMO—Kansas City—1936

Freq.: 810 Kc.....Power: 50 Kw. d., 10 Kw. n.
Owned-Operated By.....Meredith Pub. Co.
Address.....125 E. 31st St.
Tel.: JE 1-6789.....CBS
Representative .....Katz
General Manager.....E. K. Hartenbower
Station Manager.....R. W. Evans
Sales Prom., Pub. Dir.....W. F. Slamin
Program Director.....George Stump
Chief Engineer.....Karl Troeglen
Owners of: KPHO, Phoenix, Ariz.; WOW, Omaha, Neb.; WHEN, Syracuse, N. Y.; KRMG, Tulsa, Okla.

(See page 498)

KFRM—Kansas City—1947

(See Concordia, Kansas)

KMBC—Kansas City—1921

Frequency: 980 Kc.....Power: 5000 Watts
Owned-Oper. By.....KMBC Bcstg. Co.
Address.....11th and Central Sts.
Representative....Peters, Griffin, Woodward
President.....Donald D. Davis
Ex V.P., Gen. Mgr.....John T. Schilling
V. P., Sales Manager.....George J. Higgins
Station Manager, Prog. Dir.....Dick Smith
Promotion Mgr.....Joe Redmond
Chief Engineer.....Henry E. Goldenberg

KPRS—Kansas City—1949

Frequency: 1590 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Twin City Adv. Agency
Address.....2814 E. 23rd St.
Tel.: HU 3-3100.....Independent
Station Rep. .....John E. Pearson
General Manager.....Edward H. Pate
Commercial Mgr.....Andrew Carter
Program Director.....Eugenia Pate

KUDL—Kansas City—1953

Frequency: 1380 Kc.....Power: 1 Kw. d.
Owned.....Heart of America Bcstrs.
Address .....1012 Baltimore
Tel.: BA 1-0077.....Independent
Station Representative.....Adam Young
President.....H. Scott Killgore
V. P. Gen. Mgr.....Irving Schwartz
Chief Engineer.....Sam Bradley

WDAF—Kansas City—1922

Frequency: 610 Kc.....Power: 5000 Watts
Owned-Operated By....Natl.-Missouri TV Inc.
Business Address.....Signal Hill
Tel.: PL 3-4567.....NBC
Representative.....H. I. Christal
President.....Charles L. Glett
General Manager.....William A. Bates
Administrative Assistant.....Jay Barrington
Commercial Manager.....E. Manne Russo
Promotion Manager.....Jud Woods
Program Manager.....George Moore
Chief Engineer.....James Schmidt

WHB—Kansas City—1922

Freq.: 710 Kc.....Power: 10 Kw. d., 5 Kw. n.
Owned-Operated By.....Storz Bcstg. Co.

In Kansas City
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1380
RADIO
H. SCOTT KILLGORE, President
IRV SCHWARTZ, Vice President
& General Manager
ADAM YOUNG
INC.
National Rep.

Address.....10th & McGee Sts.
Tel.: BA 1-8300.....Independent
Station Representative.....John Blair Co.
President .....Todd Storz
V.P. Gen. Mgr.....George W. Armstrong
Comm. Mgr.....Jack Sampson
Sales Prom. Mgr.....Donald A. Loughnane
Program Director.....C. E. Clark
Publicity Dir.....A. A. Zimmerman
Dir. of Eng.....Robert Tilton
Owners of: WTIX, New Orleans; WDGY, Minneapolis; WQAM, Miami, Fla.

KBOA—Kennett—1947

Frequency: 830 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Kennett Bcstg. Corp.
Business Address.....Kennett
Tel.: TUxedo 8-4616.....KBS
Station Representative .....Beaver
Pres., Gen. Mgr.....Paul C. Jones
Station Manager.....John T. Reeder
Comm. Mgr.....Joe Bankhead
Chief Eng.....R. H. Conner

KIRX—Kirksville—1947

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....North Mo. Bcstg. Co.
Business Address.....KIRX Bldg.
Tel.: MO 5-3781.....KBS-ABC
Representative.....Bogner & Martin
Pres., Gen. Mgr.....Samuel A. Burk
Commercial Manager.....J. J. Dougherty
Program Director.....Robert Carlson
Chief Engineer.....Charles P. Porter

KLWT—Lebanon—1947

Frequency 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Lebanon Bcstg. Co.
Bus.-Studio Address.....221 E. Commercial St.
Tel.: 1015.....MBS-KBS
General Manager.....O. R. Wright
Sales Mgr.....Tom Miller
Program Director.....Jack A. Sellers
Chief Eng.....Eugene Clay

KLEX—Lexington—1956

Frequency: 1570 Kc.....Power: 250 Watts
Owned-Oper. By.....Lexington Bcstg Co.
Address.....P. O. Box 358
Tel.: 1096.....Independent
Station Representative.....Grant Webb
Sta. Comm. Mgr.....Ralph E. Meador

KTCB—Malden—1954

Frequency: 1470 Kc.....Power: 1 Kw., d.
Owned.....Tri-County Bcstg. Co.
Address.....N. Hwy. 25
Tel.: 851 .....KBS
President.....J. D. Craft
Gen., Comm. Mgr.....Dick Wiethan
Chief Engineer.....George Longdo

KMMO—Marshall—1949

Frequency: 1300 Kc.....Power: 1000 Watts d.
Owned-Operated By.....KMMO, Inc.
Address .....Marshall
Tel.: 40.....Independent
Rep. .....Pearson
General Manager.....J. M. Silvey
Sta., Comm. Mgr.....Harold Douglas

KNIM—Maryville—1953

Frequency: 1580 Kc.....Power: 250 W. d.
Owned .....KNIM, Inc.
Business Address.....S. Highway 71
Tel.: 730 .....KBS
President .....Harold Eck
Gen. Mgr., Ch. Engr.....Wayne J. Hatchett
Program Director.....Russ Bauer
Publicity Director.....Grace Hatchett

KXEO—Mexico—1948

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Audrain Bcstg. Corp.
Address.....1705 E. Liberty
Tel.: JU 1-2340.....MBS
Gen., Comm. Mgr.....W. Earl Dougherty
Chief Engineer.....P. J. Null, Jr.

KNCM—Moberly—1950

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....Moberly Bcstg. Co.
Address .....Box 396
Tel.: 1600 .....KBS
President.....Jerrell A. Shepherd
Station Manager.....Jim Lipsey
Commercial Manager.....Bob Benedict

KRMO—Monett—1950

Frequency: 990 Kc.....Power: 250 Watts d.
Owned-Oper. By.....Monett Bcstg. Co.
Address.....N. Central Ave.
Tel.: BE 5-5220.....KBS
Station Representative.....Magic Circle
General Manager.....L. C. McKenney
Station Manager.....Floyd Stewart
Commercial Manager.....Marion Pilant
Sales Promotion Manager.....Joe McCullah
Program Director.....Noel Moody
Publicity Director.....Carolyn Crane
Chief Engineer.....Jack Allen

KLRS—Mountain Grove—1954

Frequency: 1360 Kc.....Power: 1000 Watts d.
Owner.....Kickapoo Prairie Bcstg. Co.
Business Address.....Route 4
Tel.: Mt. Grove.....KBS
Representative .....Hil F. Best
President.....Floyd W. Jones
Gen. Mgr., Prog. Dir.....John W. Billingsley
Comm. Mgr.....Chester Sieloff
Chief Engineer.....Emory T. Caudill

KBTN—Neosho—1954

Frequency: 1420 Kc.....Power: 500 Watts d.
Owned.....W. M. Harlow
Address.....212½ E. Main St.
Tel.: 1666.....KBS
Representative.....Magic Circle Net.

Pres., Gen. Mgr.....Roger Taylor
Commercial Manager....Jerry V. Tertzarkian
Chief Engineer.....Albert Toultlet

KNEM—Nevada—1949

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....Radio KNEM, Inc.
Address.....P. O. Box 15
Tel.: 13.....KBS
Pres., Ch. Engr.....Kenneth E. White
Commercial Manager.....Virgil Kachel

KRMS—Osage Beach—1952

Frequency: 1150 Kc.....Power: 1 Kw. d.
Owned..... .....Lawrence Bcstg. Co., Inc.
Address .....Osage Beach
Tel.: FI 8-2411.....Independent
General Manager.....Arden Booth
Sta., Comm. Mgr.....Jim Risner
Chief Engineer.....Curtis Holt

KWOC—Poplar Bluff—1938

Frequency: 930 Kc..Power: 1 Kw. d., 500 W. n.
Owned-Oper. By....Poplar Bluff Bcstg. Corp.
Address.....428 Vine St.
Tel.: SU 5-3922.....KBS
Representative .....John E. Pearson
General Manager.....A. L. McCarthy
Sales Manager.....D. W. Hoisington

KTTR—Rolla—1947

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper By.....“Show-Me” Bcstg. Co.
Address.....P. O. Box 567
Tel.: EM 4-2525.....KBS
Pres., Gen., Sta. Mgr.....Luther W. Martin
Comm. Mgr.....Ward C. Rinehart
Prog. Dir.....Norma Fleming
Promotion Mgr.....Murl Nash
Chief Engineer.....Martin M. Mitchum

KSGM—Ste. Genevieve—1947

Frequency: 980 Kc.....Power: 500 Watts
Owned-Oper. By.....Donze Enterprises, nc.
Business Address...410 Merchant St., Box 352
Tel.: 880 .....KBS
Newspaper Affil. .....Monitor
President, General Manager....Elmer L. Donze
Comm. Mgr., Prog. Dir.....Betty Jane Donze
Publicity Director.....Alex Schwent
Chief Engineer.....Murel L. Rose

KADY—St. Charles—1958

Frequency: 1460 Kc.....Power: 5000 Watts
Owned By.....KADY, Inc.
Address.....P. O. Box 6155, E. St. Louis
Tel.: RAndolph 4-1460.....Independent
Representative.....Broadcast Time Sales
Pres., Gen. Mgr.....William R. Cady, Jr.
Sta., Program Mgr.....Don Levitan
Commercial Mgr.....Donald Campagna
Sales Prom. Mgr.....Mickey Else
Chief Engineer.....Jack A. Chenoweth

KFEQ—St. Joseph—1923

Frequency: 680 Kc.....Power: 5000 Watts
Owned-Oper. By.....KFEQ Bcstg. Co.
Business Address.....40th & Faraon
Tel.: ADams 3-2528.....Independent
Station Rep.....Venard, Rintoul, McConnell
President.....Jessie D. Fine
V.P., Gen. Mgr.....Ted Nelson
Sales Manager.....Ted Griffin
Program Director.....Gene Milsteen
Chief Engineer.....John Carroll

KRES—St. Joseph—1946

Frequency: 1550 Kc.....Power: 5000 Watts
Owned-Oper. By.....McCray Radio & TV
Business Address.....404 S. 8th; Box 69
Tel.: AD 4-6346.....MBS, KBS
Representative .....Clark
President.....Jock MacGregor
Commercial Manager.....Dick Irving
Prog. Dir.....Helen Neese
Publicity Director.....LaVona Stepp
Chief Engineer.....Don O'Brian

KUSN—St. Joseph—1955

Frequency: 1270 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Chas. H. Norman
Address .....Robidoux Hotel
Tel.: ADams 3-2577.....Independent
Station Representative .....Pearson
Sta., Comm. Mgr.....Fred Reynolds
Program Director.....Joe Holcomb
Chief Engineer.....Joe Kilgore

KATZ—St. Louis—1955

Freq.: 1600 Kc.....Power: 5 Kw. d., 1 Kw. n.
Owned-Oper. By.....Rollins Bcstg. Co.
Business Address.....273 Arcade Bldg.
Tel.: CH 1-6000.....Independent
Station Representative.....Rollins; Grant
President.....O. Wayne Rollins
Gen., Sta. Mgr.....Robert Lyons
Commercial Manager.....Ralph Petti
Chief Engineer.....Charles O. Rick

KMOX—St. Louis—1925

Frequency: 1120 Kc.....Power: 50,000 Watts
Owned By.....Columbia Bcstg. System, Inc.
Business-Studio Address.....9th & Sidney Sts.
Tel.: PR 3-1120.....CBS
Representative.....CBS Radio Spot Sales
General Manager.....Robert Hyland
Sales Mgr.....Foster Brown
Operations Mgr.....Bernard Fox
Program Dir.....Paul Douglass
Publicity, Sales Prom. Mgr.....Alice Koch
Production Dir.....George Clare
Chief Engineer.....Lawrence Burrows

KSD—St. Louis—1922

Frequency: 550 Kc.....Power: 5000 Watts
Owned-Oper. By..The Pulitzer Publishing Co.
Business-Studio Address.....1111 Olive St.
Tel.: MA 1-1111.....NBC
Newspaper Affil.....St. Louis Post Dispatch
Representative .....NBC Spot Sales
President.....Joseph Pulitzer, Jr.
General Manager.....Harold Grams
Comm. Manager.....Arthur J. Casey

Promotion Mgr. ..... Fred J. Mueller
Pub. Dir. ..... Robt. Hannon
Chief Engineer ..... J. E. Risk

KSTL—St. Louis—1948

Frequency: 690 Kc. ..... Power: 1000 Watts d.
Owned-Operated By ..... Radio St. Louis, Inc.
Business Address ..... P.O. Box 690
Tel.: BR 1-6090 ..... Independent
Representative ..... Forjoe
Pres., Gen., Sta. Mgr. ..... Dick J. Kasten
Program Director ..... Tony Glenn
Comm. Mgr. ..... Art Ford
Publicity Director ..... Doris Jennemann
Sales Prom. Mgr. ..... Wm. L. Vietmeier
Chief Engineer ..... Ralph Howard

KWK—St. Louis—1927

Frequency: 1380 Kc. ... Power: 5000 Watts d.
Owned-Operated By ..... KWK, Inc.
Business Address ..... 800 N. 12th
Tel.: MAin 1-1380 ..... Independent
Station Representative ..... Headley-Reed
President ..... A. M. Spheeris
General Mgr. ..... William L. Jones, Jr.
Program Director ..... Gil Newsome
Chief Engineer ..... Rudy Isenberg

KXLW—St. Louis—1947

Frequency: 1320 Kc. .... Power: 1000 Watts d.
Owned-Oper. By ... St. Louis County Bcstg. Co.
Address ..... 2735 Bonaparte Ave., Brentwood
Tel.: WO 1-1320 ..... Independent

KWK
RADIO
ON THE GO
IN
ST. LOUIS
With A
138%
RATING INCREASE
IN THREE MONTHS*
THE TALK
OF THE TOWN
IN ST. LOUIS
*DEC. '58-JAN. '59
HOOPER
NEW
MANAGEMENT
WILLIAM L. JONES, JR., GEN'L. MGR.
KWK
5000 WATTS AT 1380
the station with the personality
HEADLEY-REED CO. • REPRESENTATIVES

Station Representative ..... Stars National
President ..... John W. Kluge
Gen. Sta. Manager ..... R. M. Hetherington
Commercial Manager ..... W. D. Herman
Program Director ..... Marshall Zwick
Chief Engineer ..... James F. Mitchell

KXOK—St. Louis—1938

Frequency: 630 Kc. ..... Power: 5000 Watts
Owned-Operated By ..... KXOK Bcstg. Inc.
Business Address ..... Radio Park
Tel.: FO 7-6000 ..... Independent
Representative ..... John Blair
President ..... E. M. Roberts, Jr.
V.P., General Manager ..... C. L. Thomas
Comm. Mgr. ..... W. C. O'Donnell
Sales Prom. Mgr., Pub. Dir. ... John J. Corrigan
Program Director ..... Larry Monroe
Chief Engineer ..... Al Godron

WEW—St. Louis—1921

Frequency: 770 Kc. ..... Power: 1000 Watts d.
Owned-Oper. By ..... Barrington Co.
Address ..... 220 N. 4th St.
Tel.: CH 1-1921 ..... Independent
Representative ..... Bolling Co.
Pres., Gen. Mgr. ..... Bruce Barrington
Commercial Manager ..... Sam Woodall
Sales Prom., Pub. Dir. ..... Genie Collins
Program Director ..... John Lepley
Chief Engineer ..... Charles Casey

WIL—St. Louis—1922

Frequency: 1430 Kc. ..... Power: 5 Kw.
Owned ..... Radio Station WIL
Address ..... 3715 Lindell Blvd.
Tel.: OL 2-4500 ..... Independent
Representative ..... Eastman
Exec. V.P. & Mng. Dir. ..... John F. Box, Jr.
Asst. to V.P. ..... W. McKibben, W. Armstrong
Commercial Manager ..... Stanley N. Kaplan
Program Director ..... John Carney, Jr.
Publicity Director ..... Harriet Baker
Chief Engineer ..... Mel Hart

Owners of: WRIT, Milwaukee; KBOX, Dallas, Tex.

(See Page 622)

KSMO—Salem—1953

Frequency: 1340 Kc. ..... Power: 250 Watts
Owned-Oper. By ..... Zola Bcstg. Co.
Address ..... P. O. Box 71
Tel.: 822 ..... KBS
Gen., Comm. Mgr. ..... William B. Smith
Program Director ..... Irene Smith

KDRO—Sedalia—1939

Frequency: 1490 Kc. ..... Power: 250 Watts
Owned-Oper. By ..... Sedalia Broadcasting
Bus.-Studio Address ..... 2100 W. Broadway
Tel.: TAylor 6-5005 ..... KBS
Representative ..... Pearson
Pres., Comm. Mgr. ..... James F. Glenn
Gen., Sta. Mgr. ..... Herbert Brandes
Chief Engineer ..... Garnett Bryan

KSIS—Sedalia—1953

Frequency: 1050.....Power: 1 Kw. d.
Owner.....Yates Bcstg. Co.
Business Address.....P.O. Box 207
Tel.: TA 6-1050.....Independent
Representative .....Clark
Pres., Gen., Comm. Mgr.....Carl W. Yates, Jr.
Station Manager.....Mrs. Carl W. Yates, Jr.
Program Director.....Bettie Baldwin
Publicity Director.....Harlan B. Snow
Chief Engineer.....Marion Pratt

KSIM—Sikeston—1948

Frequency: 1400 Kc.....Power: 250 Watts
Owner-Oper....Sikeston Community Bcstg. Co.
Business Address...Highway 60 W.; Box 69
Tel.: GRanite 1-1400.....Independent
Station Representative .....Headley-Reed
President.....Lyman R. Bowman, Jr.
Gen., Sta. Mgr.....Richard L. Watkins, Jr.
Comm. Mgr.....Nelson Wheeler
Program Director.....William Moll
Chief Engineer.....R. L. Hirsch

KGBX—Springfield—1926

Frequency: 1260 Kc.....Power: 5000 Watts
Owned-Operated By.....Springfield Bcstg. Co.
Bus.-Studio Address.....605 Boonville Ave.
Tel.: UNiversity 4-2822.....NBC
Newspaper Affil..Springfield Newspapers, Inc.
Rep.....Venard, Rintoul & McConnell
General Manager.....Don C. Dailey
Sls. Prom. Mgr.....Dudley Morris
Prog., Pub. Dir.....Sam McWhorter
Chief Engineer.....Richard Bowman

KICK—Springfield—1949

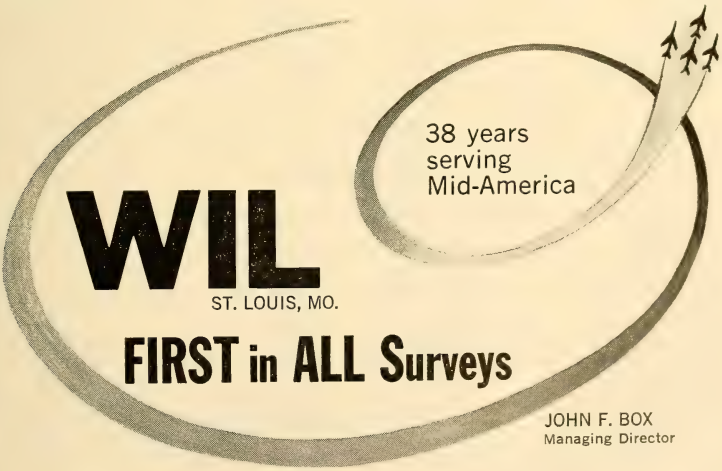
Frequency 1340 Kc.....Power 250 Watts
Owned-Oper. By...Kickapoo Prairie Bcstg. Co.
Address.....610 College St.
Tel.: UNiversity 4-1561.....KBS
Representative .....Hil F. Best
President.....Floyd W. Jones
General Manager.....Robert Vinyard, Jr.
Program Director.....John Martin
Chief Engineer.....Clifford House

KTTS—Springfield—1941

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By...Independent Bcstg. Co.
Address.....P. O. Box 1716 S. S. S.
Tel.: UNiversity 2-7474.....Independent
Representative .....Weed
President.....J H. G. Cooper
Gen., Sta. Mgr.....G. Pearson Ward
Sales Manager.....Jack Lloyd
Program Director.....Wendel Smith
Chief Engineer.....William F. Curry

KWTO—Springfield—1933

Frequency: 560 Kc.....Power: 5000 Watts
Owned-Operated By.....Ozarks Bcstg. Co.



One of the Balaban Stations—in tempo with the times

sold nationally by robert e. eastman & co., inc.
New York, Chicago, San Francisco, Dallas, St. Louis

Bus.-Studio Address....1121 South Glenstone
Tel.: UNiversity 2-4422.....ABC
Representative.....John E. Pearson
Pres., Gen. Mgr.....Ralph D. Foster
V.P. & Asst. Gen. Mgr.....Leslie L. Kennon
Commercial Manager.....Charles H. Harrison
Program Director.....Jim Kendrick
Prom., Pub. Dir.....Bill Bailey
Chief Engineer.....Wallis Fender

KALM—Thayer—1953

Frequency: 1290 Kc.....Power: 1 Kw. d.
Owned By.....KALM
Address .....Thayer
Tel.: 165.....KBS
Representative.....Best, Bradley
Pres., Gen. Sta. Comm. Mgr.....R. F. Neathery

KTTN—Trenton—1955

Frequency: 1600 Kc.....Power: 500 W. d.
Owned-Oper. By.....Trenton Bcstg. Co.
Address.....112 E. Ninth St.
Tel.: 1600 .....KBS
Representative.....Bogner and Martin
General Manager.....Sam A. Burk
Station Manager.....Ed Hundley
Commercial Manager.....Bob Dennis
Prog. Dir.....Rick McHargue
Chief Engineer.....Lynn Bradley

KLPW—Union—1954

Frequency: 1220 Kc.....Power: 250 W. d.
Owned.....Franklin County Bcstg. Co.
Address.....P. O. Box 72
Tel.: LUcerne 3-3355.....KBS
President .....Leslie P. Ware
Gen., Sta. Mgr.....Norb Moore
Program Director.....Chuck Otte
Chief Engineer.....Frank Lohmeyer

KOKO—Warrensburg—1953

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Lee E. Baker
Address .....Box 395
Tel.: Warrensburg .....KBS
Gen. Mgr.....C. L. Parks
Program Dir.....Bruce Lee
Chief Eng.....Charles Cunningham

KWRE—Warrenton—1949

Frequency: 730 Kc.....Power: 500 Watts
Owned By.....KWRE Radio, Inc.
Address .....Warrenton
Tel.: Warrenton .....KBS
Representative .....Continental
President.....Harry G. Kline
Comm. Mgr.....Russell Benton
Chief Eng.....Dick Cole

KWPM—West Plains—1947

Frequency: 1450 Kc.....Power: 250 Watts
Owned.....Robert F. Neathery
Address.....Abe Taylor Blvd.
Tel.: 700 .....KBS
Station Representative.....Magic Circle
Pres., Gen. Mgr.....Robert F. Neathery
Commercial Manager.....Fritz W. Dixon
Program Director.....A. Woodside
Chief Eng.....L. Thompson

KUKU—Willow Springs—1957

Frequency: 1330 Kc.....Power: 500 Watts, d.
Owned-Operated By.....Radio Station KUKU
Address .....Willow Springs
Tel.: 500 .....Independent
Station Representative.....Magic Circle
Pres., Gen. Mgr.....Robert F. Neathery
Program Director.....Louise Francisco

Pop.: 674,000
Families: 211,000
Radio Homes: 197,000

Montana

Stations in State: 32
TV Homes: 122,000
TV Stations: 10

KANA—Anaconda—1946

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....Tri-County Radio
Address .....KANA Radio
Tel.: LO 3-3443.....Independent
Station Rep.....Grant Webb
V.P., Gen., Sta. Mgr.....Mike Donovan
Comm. Sales Prom. Mgr.....Bob Kaye
Program Director.....Len Howard
Publicity Director.....Tim Calman
Chief Engineer.....Walt Dcizby

KBMY—Billings—1946

Frequency: 1240 Kc.....Power: 250 Watts
Owned.....Billings Bcstg. Co.
Address .....Box 2544
Tel.: 9-4586.....KBS-MBS
Station Rep.....Avery-Knodel; Feltus
General Manager.....Ken Nybo
Commercial Manager.....Merlyn J. Hedin
Chief Engineer.....T. A. Hildebrand

KGHL—Billings—1928

Frequency: 790 Kc.....Power: 5 Kw.
Owned.....Midland Empire Bcstg. Co.
Address.....214 No. 30th St.
Tel.: 2-4641 .....NBC
Station Representative .....Katz
President.....P. N. Fortin
General Manager.....Jeff Kiichli
Commercial Manager.....Warren Marshall
Program, Publicity Dir.....V. Braunberger
Chief Engineer.....Fred Bartlett

KOOK—Billings—1950

Frequency: 970 Kc.....Power: 5000 Watts
Owned-Oper. By.....The Montana Network
Address.....P. O. Box 2557

Tel.: 2-5611 ..... CBS
Station Rep..... Walker-Rawalt; Art Moore
Pres., Gen. Mgr..... Joseph S. Sample
Sta., Prog. Director..... Cliff Ewing
Commercial Manager..... Lee Fields
Sales Prom Mgr..... Conna G. May
Publicity Director..... G. Randall Phlimp
Chief Engineer..... John Chyle

KOYN—Billings—1955

Frequency: 910 Kc..... Power: 1000 Watts
Owned ..... Radio KOYN
Address..... Riverside Drive, Box 956
Tel.: 4-4177..... Independent
Representative ..... Forjoe
Co-Partners.. D. Gene Williams-Delbert Berthof
General, Sta. Mgr..... Bob Eubanks
Commercial Manager..... Lew Theusen
Program Director..... Jerry Fay
Publicity Director..... Bob Manual
Chief Engineer..... Bill Banks

KBMN—Bozeman—1949

Frequency: 1230 Kc..... Power: 250 Watts
Owned..... Penn Engineering Co.
Address ..... Box 749
Tel.: JU 6-2394..... KBS
Representative ..... Gill-Perna
Pres., Gen. Mgr..... Dale G. Moore
Station Manager..... William A. Merrick
Comm. Sales Prom. Mgr..... R. J. Churney
Prog. Public. Dir..... H. E. Phelps
Chief Engineer..... Thomas T. Weir

KXLQ—Bozeman—1939

Frequency: 1450 Kc..... Power: 250 Watts
Owned..... XX Broadcasting Corp.
Address ..... Route No. 4
Tel.: IUniper 7-3188..... NBC
Representative ..... Walker
Pres., Gen., Sta. Mgr..... Richard D. Smiley
Commercial Mgr.... Thomas A. Sandemaw, Jr.
Program Dir..... Beverly Coulston
Publicity Dir..... Douglas Davies
Chief Engineer..... Chas. Myrick

KBOW—Butte—1947

Frequency: 1490 Kc..... Power: 250 Watts
Owned-Oper. By..... Copper City Radio Co.
Address ..... Box 1932
Tel.: 7429 ..... CBS
Representative ..... Cooke
President ..... Frank Reardon
Gen., Sta. Mgr..... Stan Levitt
Program Director..... Claude Moore
Chief Engineer..... Al Morgan

KOPR—Butte—1948

Frequency: 550 Kc..... Power: 1000 Watts
Owned-Operated By..... Copper Bcstg. Co.
Business-Studio Address..... Hotel Finlen
Tel.: 6546..... MBS
Representative ..... Avery-Knodell
President..... George C. Hatch
Station Manager..... Bruce K. Twerell
Program Director..... Ric Webbs
Publicity Director..... Don Evans
Chief Engineer..... William Emerson

KXLF—Butte—1929

Frequency: 1370 Kc..... Power: 5000 Watts
Owned-Operated By..... KGIR, Inc.
Address..... 1003 S. Mont St.
Tel.: 2-9111..... NBC
Representative... Walker, Pacific N.W. Bcstrs.
General Manager..... E. B. Craney
Commercial Manager..... Arne E. Anzjon
Program Director..... Bob Lazich

KDBM—Dillon—1956

Frequency: 800 Kc..... Power: 1000 Watts, d.
Owned ..... Burt H. Oliphant
Address ..... Box 950
Tel.: 703 ..... Independent
Station Representative..... Grant Webb
Pres., Gen. Eng..... Burt H. Oliphant

KLTZ—Glasgow—1954

Frequency: 1240 Kc..... Power: 250 Watts
Owner..... Willard L. Holter
Address ..... Bjorklund Bldg.
Tel.: ACademy 8-9336..... Independent
Representative ..... Holman
Station Manager..... Loyd W. Melby
Prog. Public. Dir..... Tom Ash
Chief Engineer..... Norm Whisenant

KXGN—Glendive—1948

Frequency: 1400 Kc..... Power: 250 Watts
Owned-Oper. By..... Glendive Bcstg. Co.
Address ..... Box 200
Tel.: EM 5-3377..... Independent
Representative ..... Grant Webb
President..... Lewis W. Moore
General Manager..... Daniel C. Palen
Program Director..... Raymond F. Nicklay
Chief Eng..... Donald J. Powers

KUDI—Great Falls—1955

Frequency: 1405 Kc..... Power: 250 W.
Owned-Operated By.. Community Broadcasters
Address..... Box 1405
Tel.: Great Falls..... KBS
Representative..... Webb, Feltis
Pres., Gen. Mgr..... Don Snyder
Comm., Sales Prom. Mgr..... Richard V. Coon
Prog. Dir..... W. A. Zimlich
Chief. Eng..... Eugene B. Bunker

KFBB—Great Falls—1922

Frequency: 1310 Kc..... Power: 5000 Watts
Owned-Oper. By..... Wilkins Bcstg., Inc.
Business-Studio Address..... Box 1139
Tel.: GL 3-4377..... CBS
Station Rep. ..... Bolling
Pres., Gen. Mgr..... J. P. Wilkins
Program Director..... Leo Ellingson
Sta., Comm. Mgr..... W. C. Blanchette
Chief Eng..... Anthony Lopuch

KMON—Great Falls—1947

Frequency: 560 Kc..... Power: 5000 Watts
Owned By..... KMON, Inc.
Business Address..... Tribune Bldg.
Tel.: GL 3-0336..... Independent

Representative .....Avery-Knodel
President.....George C. Hatch
General Manager.....Robert H. Warner
Commercial Manager.....F. W. Kaull
Program Director.....Don Robinson
Chief Engineer.....Eugene B. Bunker

KXLK—Great Falls—1947

Frequency: 1400 Kc.....Power: 250 Watts
Owned By.....Pat M. Goodover
Business Address.....P.O. Box 2072
Tel.: GL 2-2453.....NBC
Station Reps.....Walker-Rawalt; Art Moore
Pres., Gen. Mgr.....Pat M. Goodover
Station Manager.....E. R. Kukkola

KOJM—Havre—1947

Frequency: 610 Kc.....Power: 1000 Watts
Owned-Operated By..No. Montana Bcstg. Co.
Address.....426½ 1st St.
Tel.: 1096 .....NBC
Representative .....Walker-Rawalt
President.....Richard D. Rubie
General Manager.....Charlotte H. Brader
Comm. Mgr.....Carlyle D. Leeds
Sales Prom., Pub. Dir.....S. G. Stephens
Chief Eng.....Harold Bustard

KCAP—Helena—1949

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....KCAP Broadcasters
Address.....1705 Jerome Place
Tel.: HI 2-4490.....Independent
Representative .....Webb
President.....Dale G. Moore
Program Dir.....Dick Monaco
Chief Engineer.....Tom Weir

KXLJ—Helena—1937

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....Peoples Forum of the Air
Address .....Box 797
Tel.: HI 2-6620.....MBS-NBC-KBS
Representative .....Walker
President.....E. B. Craney
Gen., Sta. Mgr.....Barclay Craighead
Commercial Mgr.....Walter Marshall
Program Dir.....Dutch Meyers
Sales Prom. Mgr.....Wes Hanger
Publicity Dir.....Don Oliver
Chief Engineer.....Don Hoffman

KGEZ—Kalispell—1927

Frequency: 600 Kc.....Power: 1000 Watts
Owned By.....Skyline Broadcasters, Inc.
Business-Studio Address.....Box 439
Tel.: SK 6-4331.....MBS-KBS
Station Rep.....Cooke; Art Moore
President.....M. A. Himsl
Gen. Manager.....Richard V. Vick
Prog. Director.....Robert S. Tompkins
Chief Engineer.....Gene Davis

KOFI—Kalispell—1955

Frequency: 930 Kc.....Power: 5000 Watts
Owned-Oper. By.....Flathead Valley Bcstrs.
Address .....Buffalo Bldg.
Tel.: SK 6-6900.....Independent
Station Representative.....Grant Webb
Gen. Mgr., Ch. Eng.....W. H. Patterson
Program Director.....L. L. Sterling

KXLO—Lewistown—1947

Frequency: 1230 Kc.....Power: 250 Watts
Owned By.....Asger Mikkelsen
Address .....Box 620
Tel.: KE 8-3441.....MBS-KBS
Representative .....Grant Webb
President.....William G. Kelly
General Manager.....Donald C. Williams

KLCB—Libby—1950

Frequency: 1230 Kc.....Power: 250 Watts
Owned By.....Robert R. Rigler
Address .....Box 636
Tel.: 410X1 .....KBS
Representative.....Hopewell; Art Moore
Pres., Gen. Mgr., Ch. Eng.....R. R. Rigler
Program Director.....Max Wadsworth
Publicity Director.....Coral Cummings

KPRK—Livingston—1947

Frequency: 1340 Kc.....Power: 250 Watts
Owned.....Yellowstone Amusement Co.
Address .....Box 691
Tel.: AC 2-2841.....MBS
Representative .....Grant Webb
Pres., Gen., Sta. Mgr.....Paul B. McAdam
Comm. Sale Prom. Dir.....Jack Hinman
Program Director.....Paul Bragg
Publicity Dir.....Nikki Kolence
Chief Engineer.....Larry Miller

KATL—Miles City—1941

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Star Printing Co.
Address.....Box 720
Tel.: CE 2-2280.....KBS-MBS
Newspaper Affiliation.....Daily Star
Representative .....Avery-Knodel
Gen., Sta. Mgr.....Ian A. Elliot
Commercial Manager.....Fred B. Hunnes
Sales Promotion Mgr.....John Metropoulous
Program Director.....T. J. Biedrzycki
Publicity Director.....Harry Ivascoop
Chief Engineer.....Wade P. Krizan

KBTK—Missoula—1955

Frequency: 1340 Kc.....Power:: 250 Watts
Owned-Oper. By.....Montana Bcstg. Co.
Address .....Box 1202
Tel.: LI 9-3344.....MBS-KBS
Rep. .....Avery-Knodel, Intermountain
Pres., Gen. Mgr.....Wm. J. Strothman
Commercial Manager.....Grant Rice
Program Director.....Richard Burley
Publicity Director.....J. D. Coleman
Chief Engineer.....Robert Scherpenseel

KGVO—Missoula—1931

Frequency: 1290 Kc.....Power: 5000 Watts
Owned-Operated By.....Mosby's, Inc.
Bus.-Studio Address.....132 West Front

Tel.: 2-2155 ..... CBS
Pres., Gen. Mgr. ..... A. J. Mosby
Commercial Manager ..... Fred Mossiman
Sales Prom. Mgr. ..... Cliff Hopkins
Program Director ..... Albert Anderson
Publicity Director ..... Mary Ken Welcome
Chief Engineer ..... Leo Stewart

KXLL—Missoula—1948

Frequency: 1450 Kc. ..... Power: 250 Watts
Owned-Oper. By ..... Western Montana Assoc.
Address ..... Box 1503
Tel.: 4-4114 ..... NBC
Representative ..... Walker
Pres., Gen. Sta. Mgr. ..... Robert J. Gillis
Commercial Manager ..... Frank Driscol
Program Director ..... Marjorie C. Pecarich
Chief Engineer ..... Allen B. Smith

KIYI—Shelby—1947

Frequency: 1 Kc. 1150 .. Power: 1000 d., 510 n.
Owned-Operated By .. Tri County Radio Corp.
Address ..... 131 Main St.
Tel.: HE 4-5541 ..... Independent
Representative ..... Grant Webb
President ..... John Lyon

General Manager ..... Jerry Black
Chief Engineer ..... George Potter

KGCX—Sidney—1926

Frequency: 1480 Kc. ..... Power: 5000 Watts
Owned-Operated By ..... KGCX, Inc.
Address ..... 109 S. Central
Tel.: 408 ..... MBS
Newspaper Affil. ..... Herald
Station Representative ..... Walker-Rawalt
President ..... E. E. Krebsbach
General Manager ..... E. Clair Krebsbach
Station Manager ..... Keith Krebsbach
Commercial Manager ..... Don Cole
Program Director ..... Bud Bird
Sales Promotion Manager ..... Dick Reilly
Chief Engineer ..... Dale Wilson

KVCK—Wolf Point—1957

Frequency: 1450 Kc. ..... Power: 250 Watts
Owned ..... Hi-Line Bcstg. Co.
Address ..... Radio Block
Tel.: 615 ..... MBS
Gen., Sta. Mgr. ..... R. E. Coffey
Comm. Sales Prom. Mgr. ..... Dick Gehl
Program Director ..... Clair Hekkel
Chief Engineer ..... Ralph Main

Pop.: 1,519,000
Families: 461,000
Radio Homes: 450,000

Nebraska

Stations in State: 33
TV Homes: 373,000
TV Stations: 11

KCOW—Alliance—1949

Frequency: 1400 Kc. ..... Power: 250 Watts
Owned-Operated By .... Sandhills Bcstg. Corp.
Address ..... 1100 W. 10th St.
Tel.: 1400 ..... KBS
Representative ..... Continental
President ..... J. W. Cover
General Manager ..... Jim Ballas
Program Director ..... Larry Osterman
Commercial Manager ..... Herb Manning
Chief Engineer ..... Richard Bowman

KWBE—Beatrice—1949

Frequency: 1450 Kc. ..... Power: 250 Watts
Owned-Oper. By ..... MIA Enterprises
Address ..... Box 1450
Tel.: CA 3-2388 ..... KBS
General Manager ..... Bud Pentz

KCNI—Broken Bow—1949

Frequency: 1280 Kc. ..... Power: 1000 Watts d.
Owned-Oper. By ..... Custer County Bstg. Co.
Address ..... Box 561
Tel.: TR 2-5881 ..... News Service: UP
Representative ..... Continental
Manager ..... Georgia A. Crawford
Commercial Mgr. ..... Joe Grieser

KCSR—Chadron—1954

Frequency: 1450 Kc. ..... Power: 250 Watts
Owned ..... Community Ser. Radio Corp.
Address ..... 212 Bordeaux St., Box 110

Tel.: HE 2-5545 ..... KBS
Representative ..... Continental
Pres., Chief Eng. ..... Bill Finch
Comm., Sales Prom. Mgr. ..... Duane Shupe
Program Dir. ..... Cliff Pike

KJSK—Columbus—1948

Frequency: 900 Kc. ..... Power: 1000 Watts d.
Owned-Oper. By ..... George Basil Anderson
Business Address ..... Box 460
Tel.: LO 4-5154 ..... KBS
Representative ..... Biddick, Best
President, Gen. Mgr. .. George Basil Anderson
Sta., Comm. Mgr., Prog. Dir. ..... Milo Kincaid
Sales Prom. Mgr. ..... Mel Krehbiel
Chief Engineer ..... Bob Miller

KTNC—Falls City—1957

Frequency: 1230 Kc. ..... Power: 100 Watts
Owned By ..... Craig Siegfried
Address ..... Falls City
Representative ..... Best
Manager ..... Craig Siegfried
Station Manager ..... Tom Siegfried
Chief Engineer ..... Robert Atkesson

KHUB—Fremont—1939

Frequency: 1340 Kc. ..... Power: 100 Watts
Owned-Oper. By ..... Snyder Enterprises
Business-Studio Address ..... 118 E. 5 St.
Tel.: PA 1-5012 ..... KBS

President.....H. C. Snyder
Gen., Sta. Mgr.....V. J. Kaspar
Comm. Mgr.....Donald Mundy
Program Director.....Harry Gehrett
Publicity Director.....E. Smizer

KMMJ—Grand Island—1925

Frequency: 750 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Town & Farm Co., Inc.
Business-Studio Address....Division at Cedar
Tel.: DU 2-2800.....ABC
Representative.....H-R
President.....Don Searle
Executive V.P.....Bill Martin
Business Manager.....Willard Morton
Sales Manager.....Bill Moore
Prog. Dir.....Bill Delzell
Chief Engineer.....U. L. Lynch

KRGI—Grand Island—1953

Frequency: 1430 Kc.....Power: 1000 Watts
Owned-Oper. By.....Stuart Investment
Address.....814 Stuart Bldg., Lincoln
Tel.: DU 2-5420.....Independent
Representative.....Forjoe
Station Manager.....Robert McKune
General Manager.....Richard Chapin

KHAS—Hastings—1940

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Nebraska Bcstg. Co.
Transmitter Address.....Tribune Bldg.
Tel.: 2-5101.....KBS
Representative.....Gill-Perna
President.....Fred A. Seaton
General Mgr.....John W. Powell
Sales Promotion Mgr.....John Meredith
Chief Engineer.....Ervin Siemoneit

KUVR—Holdrege—1956

Frequency: 1380 Kc.....Power: 500 W., d.
Owned.....W. W. Bcstg. Co.
Address.....613 4th Ave.
Tel.: WY 5-4122.....KBS
Pres., Gen. Mgr.....William Whitlock
Sales Dir.....Jack White

KGFW—Kearney—1927

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By....Central Neb. Bcstg. Corp.
Business-Studio Address...Platte Valley Bldg.
Tel.: CEdar 7-2131.....MBS-KBS
Representative.....Hal Holman
President.....John Mitchell
Gen., Comm. Mgr.....Edward S. Knight
Program Dir.....Gene Larsen
Chief Engineer.....William Abbott

KRNY—Kearney—1956

Frequency: 1460 Kc.....Power: 5 Kw., d.
Owned.....E. M. Gallemore, Sr.
Address.....2219 Second Ave.
Tel.: 3-8301.....Independent
Representative.....McGavren-Quinn
Gen. Mgr.....Elbert M. Gallemore, Sr.
Station Manager.....J. B. Lewis

Program Director.....Jim Price
Chief Engineer.....Bert Gallemore

KRVN—Lexington—1951

Frequency: 1010 Kc....Power: 25,000 Watts d.
Owned-Oper. By.....Nebraska Rural Radio
Address.....104 W. 8th St.
Tel.: 4-2371.....Independent
Representative.....Raymer
Gen., Comm. Mgr.....Max Brown
Program, Asst. Mgr.....Gary Schroeder
Chief Engineer.....Robert Bitner

KFOR—Lincoln—1924

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Cornbelt Bcstg. Corp.
Bus.-Studio Address.....814 Stuart Bldg.
Tel.: 2-6606.....ABC
Representative.....Paul Raymer
President.....James Stuart
Gen., Sta. Mgr.....Richard Chapin
Sales Manager.....Roger Larson
Program Director.....Wayne Smith
Chief Engineer.....Al Pugsley

KLIN—Lincoln—1947

Frequency: 1400 Kc.....Power: 250 W.
Owned-Oper. By.....Fletcher-Mitchell Corp.
Address.....410 Sharpe Building
Tel.: 5-4377.....Independent
Representative.....Devney
Pres.....James I. Mitchell
Gen., Sta. Mgr.....Kenneth C. Delp
Comm. Mgr., Prog. Dir.....Casey A. Heckman
Chief Eng.....Dale Adkins

KLMS—Lincoln—1949

Freq.: 1480 Kc.....Power: 1 Kw.
Owned.....Lincoln Bcstg. Corp.
Address.....130 N. 16th St.
Tel.: 2-7579.....KBS, MBS
President.....Howard A. Shuman
Gen., Sta., Comm. Mgr.....Don Shoemaker
Sales Promotion Mgr.....Sandra Peterson
Program Director.....Larry Parker
Chief Engineer.....Carl Lewis

KBRL—McCook—1947

Frequency: 1300 Kc.....Power: 1 Kw. d.
Owned.....McCook Bcstg. Co.
Address.....109½ E. C St.
Tel.: 1450.....MBS-KBS
Representative.....Gill-Perna, Inc.
Pres., Gen. Sta. Mgr., Chief. Eng..L. W. Lenwell
Program Director.....Leonard L. Craig
Comm., Sales Prom. Mgr.....Don Havs
Pub. Director.....John H. Holm

WJAG—Norfolk—1922

Frequency: 780 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Huse Pub. Co.
Address.....120 North 4th
Tel.: 432.....Independent
Newspaper Affil.....Daily News
Representative.....Walker
President.....Gene Huse

Station Manager .....Bob Thomas
Program, Publicity Dir.....Don Broadstone
Comm. Manager.....Evans Meier
Chief Engineer.....W. Gettman

KJLT—North Platte—1952

Frequency: 970 Kc.....Power: 5 Kw.
Owned-Oper. By.....Tri-State Bcstg.
Address.....P. O. Box 778
Tel.: 4060.....Independent
President .....John Townsend
Manager .....Will Baldridge

KODY—North Platte—1930

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....KODY, Inc.
Bus.-Studio Trans. Add.....1521 W. 12th
Tel.: 382.....NBC-KBS
Representative .....Forjoe
Gen., Sta. Mgr.....Hendy D. Peck
Sales Prom. Mgr.....Ed Launer
Program Director.....Bill Wood
Commercial Manager.....Joe di Natale
Publicity Director.....Bob Riedy
Chief Engineer.....Don Biskup

KOGA—Ogallala—1954

Frequency: 930 Kc.....Power: 500 Watts
Owner.....Ogallala Bcstg. Corp.
Address.....216 N. Spruce
Tel.: 930.....KBS
Representative.....Indie Sales
Pres., General Manager.....Newell Eastman
Commercial Manager.....H. L. Harrington
Sales Prom. Mgr.....Harold West

KBON—Omaha—1942

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Golden Broadcasters, Inc.
Business-Studio Address..676 World Ins. Bldg.
Tel.: JA 8282.....Independent
Representative .....McGavren-Quinn
Pres., ...Joe Gratz
V.P., Gen. Mgr.....M. M. Fleischl
Program Dir.....Dean H. Murray
Chief Engineer.....Ed Shulman

KFAB—Omaha—1924

Frequency: 1110 Kc.....Power: 50,000 Watts
Owned-Operated By.....KFAB Bcstg. Co.
Bus.-Studio Address.....5010 Underwood
Tel.: RE 8000.....NBC
Representative .....Petry
Newspaper Affil.....Journal, Star
President .....Joe Seacrest
V.P., Gen. Mgr.....Lyell Bremser
Comm. Mgr.....E. R. Morrison
Program Director.....Ken Headrick
Chief Engineer.....Ray Schroeder

KOIL—Omaha—1925

Frequency: 1290 Kc.....Power: 5000 Watts
Owned-Oper. By....Central States Bcstg. Co.
Business-Studio Address.....511 So. 17th St.
Tel.: JA 7626.....Independent
Representative .....Avery-Knodel
Pres., Gen. Mgr.....Don W. Burden
Station Manager.....Steve Shepard
Sales Manager.....Gerard J. Flesey
Program Director.....George Cromwell
Chief Engineer.....Gerald E. Weist

KOOO—Omaha—1957

Frequency: 1420 Kc.....Power: 500 W., d.
Owned.....Central Plains Bcstg.
Address.....2321 "M" St.
Tel.: OR 4400.....KBS
Representative .....Forjoe
Gen. Mgr.....Harold Soderlund
Sales Mgr.....Edward Green

KOWH—Omaha—1922

Frequency: 660 Kc.....Power: 500 Watts d.
Owned-Oper. By.....National Weekly, Inc.
Business Address.....Kilpatrick Bldg.
Tel.: AT 2228.....Independent
Representative .....Adam Young
President.....William J. Buckley, Jr.
V.P., Gen. Mgr.....Virgil Sharpe
Commercial Mgr.....Ed Morgan
Sales Prom. Mgr.....Mel Straub
Program Director.....Sandy Jackson
Publicity Director.....James Ross
Chief Engineer.....Charles Woodard

WOW—Omaha—1923

Frequency: 590 Kc.....Power: 5000 Watts
Owned-Operated By.....Meredith WOW, Inc.
Bus.-Studio Address.....Insurance Bldg.
Tel.: WE 3400.....CBS
Representative .....John Blair
Vice Pres., Gen. Mgr.....Frank P. Fogarty
Sales Manager.....Bill Wiseman
Program Director.....Ray Olson
Sales, Publicity Dir.....Wm. Dunn
Chief Engineer.....Glenn Flynn

Owner of: KCMO, Kansas City, Mo.; KPHO, Phoenix, Ariz.; WHEN, Syracuse, N. Y.; KRMC, Tulsa, Okla.

(See Page 498)

KBRX—O'Neill—1955

Frequency: 1350 Kc....Power: 1000 Watts d.
Owned.....Sun Bcstrs., Inc.
Address .....Box 150
Tel.: 120.....KBS
President.....William C. Whitlock
Comm. Mgr., Pub. Dir.....Bill Thomas
Gen. Mgr., Ch. Eng.....Alvin Wood

KNEB—Scottsbluff—1948

Freq.: 960 Kc.....Power: 1 Kw. d., 500 Wts. n.
Owned-Oper. By....Platte Valley Bcstg. Corp.
Business-Studio Address.....2110 Broadway
Tel.: 1620.....MBS
Representative .....Hal Holman
President.....Russell M. Stewart
General-Station Mgr.....George H. Haskell
Commercial Mgr.....Byron Joachim
Program Director.....Wayne McIntosh
Chief Engineer .....Leslie A. Proctor

KOLT—Scottsbluff—1930

Freq.: 1320 Kc...Power: 5000 W. d. 1000 W. n.

Owned-Operated By.....The Hilliard Co.
Address .....Box 660
Tel.: 856.....CBS
Representative .....Gill-Perna
Pres., Gen. Mgr.....L. L. Hilliard
Comm., Program Mgr.....Virl Davis
Sales Prom. Mgr.....Tony Kehl
Publicity Dir.....Roland Moore
Chief Engineer.....Harland Morrison

KSID—Sidney—1952

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Wm. C. Grove, Inc.
Address.....Legion Park, Box 772
Tel.: 5503.....ABC-KBS

Gen., Comm. Mgr.....David W. Young
Program Director.....Edith Widstrand

KAWL—York—1954

Frequency: 1370 Kc.....Power: 500 W. d.
Owned-Operated By.....Prairie States Bcstg.
Address .....KAWL Bldg.
Tel.: 33.....KBS
Representative .....Best
President.....M. L. Gleason
Secretary.....T. L. Gleason
General Manager.....G. C. Bryan
Sales Manager.....H. Hansen
Commercial Manager.....G. Pfenning
Program Director.....O. L. Tucker

Pop.: 286,000
Families: 96,000
Radio Homes: 87,000

Nevada

Stations in State: 17
TV Homes: 88,000
TV Stations: 6

KPTL—Carson City—1955

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....E. L. & A. Bullis
Address .....Box 523
Tel.: 940.....KBS
Representative .....O'Connell
General Manager.....Edwin L. Bullis
Comm., Sales Mgr., Prog., Pub. Dir..R. Nelson
Chief Engineer.....Dave Williams

KELK—Elko—1948

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Elko Bcstg. Co.
Address.....P. O. Box 790
Tel.: 260.....MBS
President .....Chris Sheerin
General Manager.....John J. Gammick

KELY—Ely—1950

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....White Pine Bcstg. Co.
Address .....Box 600
Tel.: AM 4-2077.....Independent
Gen. Mgr., Chief Eng.....David I. Hansen

KVLV—Fallon—1957

Frequency: 1250 Kc.....Power: 1 Kw., d.
Owned.....Lahontan Valley Bcstg. Co.
Bus. Address.....KVLV Bldg., Gummow Dr.
Tel.: HA 3-1242.....KBS
Station Representative.....Continental
Gen. Mgr., Ch. Engr.....Lester W Pearce
Comm. Mgr., Prog. Dir.....Katherine Pearce
Sales Promotion Manager.....Jim Shelton

KBMI—Henderson—1954

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated .....KBMI
Address .....Box 68
Tel.: FR 2-1131.....Independent
Representative .....Forjoe
Pres., Gen. Manager.....Frank Oxarart

K-TOO—Henderson—1956

Frequency: 1280 Kc.....Power. 5000 Watts
Owned .....Advertising Dynamics
Address.....P. O. Box 1848, Las Vegas
Tel.: DUdley 2-0277.....Independent
Station Representative .....Pearson
President.....Roland B. Vaile
Vice President.....Robert A. Janes
Chief Engineer.....James W. Blaine

KENO—Las Vegas—1941

Frequency: 1460 Kc.....Power: 1000 Watts
Owned-Operated By....Nevada Bcstg. Corp.
Address.....810 Keno Lane
Tel.: DU 2-1400.....ABC
President.....Howard F. Anderson
Gen., Sta. Mgr.....Gordon B. Sherwood
Program Director.....Bob Salter
Publicity Director.....Jerry Dexter
Chief Engineer.....David B. Rogers

KLAS—Las Vegas—1948

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....Las Vegas Bctrs., Inc.
Address .....Desert Inn, P. O. Box 1510
Tel.: DU 4-4646.....CBS
Representative.....Weed & Co.
Pres., Gen. Mgr.....Reuben G. Jolley
Comm., Sales Prom. Mgr.....Bill Pursel
Program Director.....Sam Salerno
Publicity Director.....Harriett Cook
Chief Engineer.....Jim Blaine

KORK—Las Vegas—1951

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Southwestern Bcstg. Co.
Address .....Hotel Thunderbird
Tel.: DU 2-6445.....NBC-MBS
Representative .....Avery-Knodel
President.....Donald W. Reynolds
General Manager.....King Harmon
Commercial Mgr.....Stuart Oakes

KRAM—Las Vegas—1947

Freq., 920 Kc.....Power: 1 Kw. d., 500 W. n.
Owned-Oper. By.....KRAM, Inc.
Address .....Hotel Riviera
Tel.: DU 2-1920.....KBS
Representative.....O'Connell; Reilly; Hall
Pres., Gen. Mgr.....Larry Buskett
Commercial Manager.....Jay Cowen
Chief Engineer.....Fred Young

KRBO—Las Vegas—1956

Frequency: 1050 Kc.....Power: 500 W., d.
Owned .....Rainbow, Inc.
Address .....Box 1049
Tel.: DU 4-9210.....Independent
Representative .....Moore, Holman
Pres., Gen. Mgr.....Joe Julian
Sales Promotion Manager.....Oscar Kurtz
Program Director.....Frank Smith
Chief Engineer.....Tom Morgan

KATO—Reno—1946

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Robert L. Stoddard
Business Address.....Mapes Hotel
Tel.: FA 2-4501.....MBS, KBS
Representative .....Walker, Broadcast Time
Pres., Gen. Mgr.....R. L. Stoddard
Comm. Mgr.....Walter States
Chief Engineer.....Irvin Carlsen

KDOT—Reno—1948

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....John L. Breece
Business Address.....P.O. Box 76
Tel.: FA 3-6156.....Independent
Station Representative .....Pickins
Pres., Ch. Engr.....John L. Breece
Sales Promotion Manager.....Phillip G. Rose
Program Director.....George Carr
Publicity Director.....Robert Carroll

KOH—Reno—1928

Freq.: 630 Kc.....Power: 5 Kw. d., 1 Kw. n.
Owner.....McClatchy Bcstg. Co.
Address.....143 Stevensen St.
Tel.: FA 3-5106.....NBC
Representative.....Paul H. Raymer
President .....Eleanor McClatchy
Station Manager.....Hewitt Kees
Chief Engineer.....Wesley Craig

KOLO—Reno—1946

Frequency: 920 Kc.....Power: 1000 Watts
Owned-Operated By.....Western Bcstg. Co.
Business-Studio Address.....El Cortez Hotel
Tel.: FA 2-4516.....CBS
Representative .....Pearson
President.....Donald W. Reynolds
Gen., Sta., Comm., Sls. Prom. Mgr..R. W. Colon
Program Director.....Doris Baldwin
Chief Engineer.....Jere Laird

KONE—Reno—1955

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Magowan & Jones
Address .....700 Forest St.
Tel.: FA 3-4493.....Independent
Representative ..... McGavren-Quinn
General Manager.....Tom Magowan
Sta. Mgr.....Ken O'Connell
Commercial Manager.....George A. Carr
Chief Engineer.....W. Binford

KWNA—Winnemucca—1955

Frequency: 1400 Kc.....Power: 250 Watts
Owner.....N. W. Radio & TV Corp.
Business Address.....Highland Drive
Tel.: MAdison 3-2501.....Independent
President .....Olivier Curutchet
Station Manager.....P. M. Saxman, Jr.
Publicity Director.....Diane T. Queen
Chief Eng.....Whitelaw R. Ross

AP News Is Preferred...

...by Listeners..because it is dependable as well as interesting.

Ap Preferred

50 Rockefeller Plaza • New York 20, N. Y.

Pop.: 584,000
Families: 174,000
Radio Homes: 170,000

New Hampshire

Stations in State: 16
TV Homes: 155,000
TV Stations: 2

WKCB—Berlin—1946

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. .....McKee Bcstg.
Business Address.....27 Green Square
Tel.: 1797 .....Independent
Station Representative.....Breen & Ward
President.....Richard P. McKee
General Manager.....Lynn Smith
Commercial Manager.....Robert T. Dale
Sales Promotion Manager.....A. F. Hickey
Program Dir.....Charles Ross
Chief Eng.....Herschel Howe

WTSV—Claremont—1948

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....Grandview Inc.
Trans. Address.....221 Washington St.
Representative.....A. Young, Wheeler
General Manager.....Ralph Gottlieb
Station Mgr.....F. Richard Hill
Nat. Sales Mgr.....Jack King

WKXL—Concord—1946

Frequency: 1450 Kc.....Power: 250 W.
Owned-Operated By.....Capitol Bcstg. Corp.
Address.....110 N. Main St.
Tel.: Capitol 5-5521.....CBS, KBS
Station Rep.....Meeker; Foster & Creed
Pres., Gen. Mgr.....Frank B. Estes

LOOK!
AT BERLIN, N. H.

1.) 10% increase in population 1950-57
2.) Largest industry in New Hampshire, Brown Co. — listed American Exchange
3.) Highest paid labor force in the State
4.) Most automobiles per capita of similar sized cities
5.) Thousands of summer and winter tourists

HOW DO YOU REACH THIS MARKET?

1.) No daily newspaper
2.) Only a week(ly) newspaper with a small circulation
3.) No local or adequate TV signals
4.) Low magazine sales
5.) Only one audible radio signal

THAT'S WKCB

Low CPM Widest circulation
CALL BREEN & WARD

Program Director.....Harry Kroyer III
Publicity Director.....Susan Miller
Chief Engineer.....Frank Pingre

WBNC—Conway—1955

Frequency: 1050 Kc.....Power: 1000 Watts d.
Owned-Operated By.....McKee Bcstg. Co.
Address.....E. Main St.
Tel.: HI 7-5988.....Independent
Station Representative.....Breen & Ward
President.....Richard P. McKee
General Manager.....Fred Gardella
Commercial Manager.....Esther Warren
Sales Promotion Manager.....Ron Smith
Publicity Director.....Helen Gardella
Chief Engineer.....Herschel Howe

WTSN—Dover—1956

Frequency: 1270 Kc.....Power: 5000 Watts
Owned .....WTSN, Inc.
Address.....155 Front St. (Manchester)
Tel.: NA 4-4077.....Independent
Representative.....Wheeler, Adam Young
General Mgr.....Ralph Gottlieb
Station Mgr.....Edward X. Callahan
Comm. Mgr.....Jack King
Prog. Director.....Peter Johnson
Chief Engineer.....Albert J. Davis

WDCR—Hanover—1958

Frequency: 1340 Kc.....Power: 250 Watts
Owned By.....Trustees of Dartmouth College
Business Address.....Robinson Hall
Tel. Hanover 1070.....Independent
Station Rep.....Foster, Creed; Breen, Ward
General Manager.....Ronald F. Kehoe
Commercial Manager.....Ariel Halpern
Program Director.....Jonathan L. Cohen
Sales Prom. Mgr.....C. Daniel Johnson
Publicity Director.....Robinson B. Brown
Chief Engineer.....Robert A. Johnson

WTSL—Hanover—1950

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper.....Radio Hanover
Address.....P. O. Box 1031
Tel.: HAnover 1400.....Independent
Station Representative .....Wheeler
President.....William Rust, Jr.
General Manager.....Ralph Gottlieb
Comm., Sta. Mgr.....Howard L. Chase
Program Director.....Joe Shaw
Chief Engineer.....Al Davis

WKNE—Keene—1926

Frequency: 1290 Kc.....Power: 5000 Watts
Owned-Oper. By.....WKNE Corp.
Address.....17 Dunbar St.
Tel.: EL 2-9230.....CBS
Station Rep.....Meeker; Foster & Creed
President.....Joseph K. Close
Gen., Sta., Comm. Mgr...Howard E. Wheelock
Sales Prom., Prog. Dir.....John P. Foster
Chief Engineer.....Ernest T. Robage

WLNH—Laconia—1922

Frequency: 1350 Kc.....Power: 5000 Watts d.
Owned-Oper. By.....Northern Bcstg. Corp.
Business Address.....653 Main St.
Tel.: LAconia 2300.....KBS
Station Rep.....Wheeler; Walker-Rawalt
President .....Genevieve Wingate
Gen., Sta. Mgr.....Arthur Rothafel
Comm., Sales Prom. Mgr....William W. Visser
Chief Engineer.....Henry Gowing

WFEA—Manchester—1932

Frequency: 1370 Kc.....Power 5 Kw.
Owned.....WFEA Broadcasting
Address .....P. O. Box 149
Tel.: NA 5-5491.....Independent
Station Rep. .....Weed
President.....Farris E. Rahall
General Mgr.....O. R. Davis
Station Manager.....Gene Morehouse
Commercial Manager.....James L. Morello
Sales Promotion Manager.....Norman Bailey
Program Director.....Chuck O'Neil
Chief Engineer.....Jay Kosik

Owners of: WKAP, Allentown, Pa.; WNAR, Norristown, Pa.; WWNR, Beckley, W. Va.; WTSP, St. Petersburg, Fla.

(See Page 584)

WGIR—Manchester—1941

Frequency: 610 Kc...Power: 5 Kw. d., 1 Kw. n.
Owned.....Northeast Broadcasting Corp.
Address .....Box 487
Tel.: NA 5-6915.....CBS
Rep.....Kettell-Carter; O'Connell; Reilly
President .....Madeline M. Girolimon
Gen., Sta., Comm. Mgr.....Bernie Mack
Program Director.....Donn Tibbetts
Chief Engineer .....Harry Handfield

WKBR—Manchester—1946

Frequency: 1240 Kc.....Power: 250 Watts
Owned.....Granite State Bcstg. Co.
Address.....155 Front St.
Tel.: NAtional 4-4075.....Independent
Station Rep.....Wheeler; Radio TV Reps.
President.....W. F. Rust, Jr.
Gen., Sta. Mgr.....Ralph Gottlieb
Comm, Sales Prom. Mgr.....James McCann
Program Director.....William Morrissey
Chief Engineer.....Roy Phillips

WOTW—Nashua—1947

Frequency: 900 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Gateway Bcstg. Corp.
Address .....Lund Road
Tel.: TU 2-2781.....Independent
Representative .....Walker-Rawalt
President .....Theodore Feinstein
General Mgr.....Armand E. Bedard
Commercial Mgr.....Robert Trow
Program Director.....Merrill G. Smith
Publicity Director.....Marc Hall
Chief Engineer.....Harold Densmore

WSMN—Nashua—1958

Frequency: 1590 Kc.....Power: 5000 Watts
Owned By....Merrimack Valley Bcstg. Corp.
Business Address.....502 W. Hollis St.
Tel.: TUx 2-5107.....Independent
Station Representative.....Nona Kirby
Pres., Gen. Mgr.....Roland P. Genest
Sta., Sale, Prom. Mgr.....D. A. Rock
Commercial Manager.....Albert L. Auclair
Program Director.....Frank Teas
Chief Engineer.....P. Bagsdasarain

WHEB—Portsmouth—1932

Frequency: 750 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Knight Bcstg. of N. H.
Address.....N. H. National Bank Bldg.
Tel.: GE 6-2325.....Independent
Representative .....Foster, Walker
Pres., Comm. Mgr.....Charles M. Dale
General Mgr.....Harold E. Segal
Station Manager.....Thomas M. Dale
Program Dir.....George Pinkerton
Senior Engineer.....Anthony Vaccaro

WWNH—Rochester—1948

Frequency: 930 Kc.....Power: 5000 Watts d.
Owned-Operated By....Strafford Bcstg. Corp.
Business Address.....Rochester Hill Rd.
Tel.: RO 1400.....Independent
Rep.....Foster, Creed; Natl. Time Sls.; Reilly
Pres., Gen. Mgr.....A. J. K. Malin
Station Mgr.....H. Martin
Commercial Manager.....Wesley S. Burton
Sales Promotion Mgr.....Margaret Tornrose
Program Director.....Edgar L. McHale
Publicity Director.....John Noyes
Chief Engineer.....Roger Butterfield

Pop.: 5,865,000
Families: 1,745,000
Radio Homes: 1,731,000

New Jersey

Stations in State: 26
TV Homes: 1,539,000
TV Stations: 5

WHTG—Asbury Park—1957

Frequency: 1410 Kc.....Power: 500 W., d.
Owned.....Harold & Theo Gade
Address .....Route 1
Tel.: KE 1-1410.....Independent
Gen. Mgr.....Harold Gade

WJLK—Asbury Park—1926

Frequency: 1310 Kc.....Power: 250 Watts
Owned-Operated By..Asbury Park Press, Inc.
Address .....Press Plaza
Tel.: PR 4-7000.....Independent
Newspaper Affiliation .....Press
Station Manager.....Everett Rudloff
Commercial Manager.....Margaret Curtis
Prog. Mgr.....Charles F. Hill

WFPG—Atlantic City—1940

Frequency: 1450 Kc.....Power: 250 Watts

Owned-Operated by.....WFPG, Inc.
Business Address.....Steel Pier
Tel.: ATlantic City 5-2188.....CBS
Representative ..... Walker
President, Sta. Mgr.....Jerome Sill
General Mgr.....Fred Haggerty
Program Dir.....Ed Davis
Chief Engineer.....Blair K. Thron

WLDB—Atlantic City—1955

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Atlantic City Bcstg. Co.
Address .....Box 898
Tel.: 4-6573 .....MBS
Representative .....Bernard
Pres., Gen. Mgr., Ch. Eng.....Leroy Bremmer
Sales Prom. Mgr.....Dorothy Bremner
Publicity Director.....Benny Bishop

WMID—Atlantic City—1947

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By..Mid-Atlantic Bcstg. Co., Inc.
Address.....1710 Atlantic Ave.
Tel.: 4-1340.....ABC
Newspaper Affili.....Ventnor Crier
Representative .....Stars Natl.
Pres., Gen. Mgr.....David H. Freedman

WSNJ—Bridgeton—1937

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By...Eastern States Bcstg. Corp.
Business Address.....Bridgeton, N. J.
Tel.: BR 2930.....Independent
Station Representative .....Clark
President.....Russell S. Henderson
V.P., Gen. Mgr., Sta., Comm. Mgr...Paul Alger
Prog. Director.....Joseph McCulley
Publicity Director.....Howard Auger
Chief Engineer.....Ed Bold

WCAM—Camden—1926

Frequency: 1310 Kc.....Power: 250 Watts
Owned-Oper. By.....City of Camden
Business Address.....6th & Market Sts.
Tel.: EM 5-5600.....Independent
Rep.....Bcst. Time Sales
Gen., Comm. Manager.....John Cleary
Program Director.....Jack La Mar
Sales Prom. Mgr.....Jack Silin
Publicity Dir.....Joseph E. Hale
Chief Engineer.....John Zander

WKDN—Camden—1948

Frequency: 800 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....South Jersey Bcstg. Co.
Business-Studio Address.2881 Mt. Ephraim Ave.
Tel.: EM 5-7200.....Independent
Representative.....Rambeau, Vance, Hopple
President.....Ranulf Compton
General Manager.....Gordon Giffen
Commercial Manager.....David Moss
Program Director.....John Struckell
Chief Engineer.....Robert Houston

WMVB—Millville—1953

Frequency: 1440 Kc.....Power: 1000 Watts, d.
Owner.....Union Lake Broadcasters, Inc.
Address.....P.O. Box 267
Tel.: TA 5-2600.....Independent
Pres., Gen. Mgr.....Fred M. Wood
Program Director.....Dorothy H. Carlson
Chief Engineer.....Harwood L. Knorr

WMTR—Morristown—1948

Frequency: 1250 Kc....Power: 1000 Watts d.
Owned-Operated By....Morristown Bcstg. Co.
Address.....10 Park Place
Tel.: JE 8-1250.....Independent
General Manager.....Kenneth A. Croy
Commercial Mgr.....Henry Behre
Program Director.....Bob Vesel
News Dir.....Robert Stoepker

WNTA—Newark—1922

Frequency: 970 Kc...Power: 5 Kw., d.; 1 Kw. n.
Owned By.....NTA Broadcasting Co.
Business Address.....1620 Broad St.
Tel.: MItchell 2-6400.....Independent
Station Representative .....McGavren-Quinn
Pres., Gen. Mgr.....Gerald O. Kaye
Sta. Sales Mgr.....Sydney Kavaleer
Business Manager.....Joseph Morris
Program Director.....Art Ford
Sales Prom. Dir.....Barbara Wilkens
Chief Engineer.....H. L. Dabrowski

WACK—Newark—1957

Frequency: 1420 Kc.....Power: 500 Watts
Owned By.....Radio Wayne County Inc.
Business Address.....110 E. Union St.
Tel.: DEerfield 1-1420.....Independent
President.....J. J. Kaufman
Gen., Comm. Mgr.....J. Bud Sova
Program Director.....Bud Paxson
Chief Engineer.....M. L. Cole

WHBI—Newark—1922

Freq.: 1280 Kc...Power: 2½ Kw. d., 1 Kw. n.
Owned-Operated By....May Radio Bcst. Corp.
Business-Studio Address.....35 Warren St.
Tel.: MI 2-7353.....Independent
Station Representative.....Gospel Network
Pres., Gen. Mgr.....James L. Shearer
Station Mgr.....William Masi
Program Dir.....Marie Masi
Publicity Dir.....Jack Bilby
Chief Engineer.....Harold Michaels

WNJR—Newark—1947

Frequency: 1430 Kc.....Power: 5000 Watts
Owned-Oper. By.....Rollins Bcstg. Co.
Business Address.....Box 1258
Tel.: MU 8-3665.....Independent
Station Rep.....Rollins; Brant
President.....O. Wayne Rollins
V.P., Sta. Mgr.....Hal Walton
Chief Engineer.....G. R. Chambers

WVNJ—Newark—1947

Frequency: 620 Kc.....Power: 5000 Watts
Owned-Operated By.....Newark Bcstg. Corp.
Address.....1225 Raymond Blvd.
Tel.: MI 3-7600.....Independent
General Manager.....Ivon B. Newman

WCTC—New Brunswick—1946

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By....Raritan Valley Bcstg.
Business-Studio Address.....385 George St.
Tel.: CH 7-1450.....Independent
President.....J. L. Rosenmiller
Vice President.....Peter A. Bordes

WNNJ—Newton—1953

Frequency: 1360 Kc.....Power: 500 Watts
Owned.....Sussex County Bcstrs.
Address.....Newton, N. J.
Tel.: NE 1616.....KBS
Sta., Comm. Mgr., Ch. Eng...Robert C. Gessner
Program Director.....John Bennett
Sales Prom. Mgr.....Ronnie Hickman
Publicity Dir.....Vic Aime

WPAT—Paterson—1941

Frequency: 930 Kc.....Power: 5000 Watts
Owned-Operated By.....WPAT, Inc.
Business-Studio Address.....66 Hamilton St.
Tel.: AR 4-3400.....Independent
Exec. N. Y. Office.....60 E. 56th St.
Tel.: MUrray Hill 8-9300.....N. Y.
Station Representative .....Weed
President, General Manager.....D. J. Wright
V.P. Sales.....John F. Sloan
V.P.'s Charles W. Parker, William J. Calvert
Publicity Dir.....John Burt
Tech. Supervisor.....P. Di Savino

WOND—Pleasantville—1950

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....S. Jersey Radio, Inc.
Address .....Old Turnpike
Tel.: PLeasantville 3971.....Independent
Newspaper Affil.....Sentinel Ledger, Gazette
Representative ..... Forjoe
President.....H. G. Murrelle
V.P., Gen. Mgr.....Howard L. Green
Commercial Manager.....Larry Carle
Sales Prom. Mgr.....Allan Israel
Program Director.....Lee Small
Publicity Director.....Al Owen
Chief Engineer.....Milton C. Thurlow

WBUD—Trenton—1947

Frequency: 1260 Kc....Power: 5 Kw. d., 1 Kw. n.
Owned-Operated By.....WBUD, Inc.
Address .....P. O. Box 158
Tel.: EX 4-7191.....Independent
Station Representative.....Bob Wittig
Pres., Gen. Mgr.....Richard M. Hardin
Station Manager.....Theresa Rose
Comm. Manager.....William Garry
Program Director.....Phil Allen
Publicity Director.....Mike Faherty
Chief Engineer.....Harry Connover

WTNJ—Trenton—1923

Frequency: 1300 Kc.....Power: 250 Watts
Owned.....WOAX, Inc.
Address.....416 Bellevue Ave.
Tel.: EX 3-4281.....Independent
Representative.....Bcst. Time Sales
President .....William DeFreitas
Gen., Sta., Comm. Sales Mgr.....R. McFadden
Program Director.....Ron Polao
Sales Prom. Mgr.....Bill Bircher
Publicity Director.....Ronnie Sherwood
Chief Engineer.....Nicholas Dalessandro

WTTM—Trenton—1942

Frequency: 920 Kc.....Power: 1000 Watts
Owned-Operated By.....Peoples Bcst. Corp.
Bus.-Stu. Add.....Brunswick Ave., Lake Drive
Tel.: OW 5-8515.....NBC
Representative .....Hollingbery
President.....M. D. Lincoln
V.P.....Herbert E. Evans
V.P., Gen. Mgr.....Fred E. Walker
Gen. Sales Mgr.....Harry W Barnam
Prog. Dir.....Tom Durand
Publicity Dir.....K. M. Weber
Chief Engineer.....Chester Sunderland

WDVL—Vineland—1957

Frequency: 1270 Kc.....Power: 500 Watts, d.
Owned .....Delsea Bcstrs.
Address .....Radio Park
Tel.: OXford 1-7550.....Independent
Partners.....Mort and Vivian Hendrickson
Gen., Comm. Mgr.....Mort Hendrickson
Sales Prom. Mgr.....Bob MacFarland
Program Director.....Henry Morey
Asst. Ch. Eng.....Earl Godfrey

WWBZ—Vineland—1946

Frequency: 1360 Kc.....Power: 1000 Watts
Owned-Operated By...Community Bcstg. Serv.
Address.....S. Delsea Drive
Tel.: OX 2-6500.....Independent
Representative .....Gill-Perna
President.....Joseph M. Bullock
General Manager.....Randolph Gretes
Commercial Manager.....John F. Serra
Chief Engineer.....Andrew B. Benvenuti

WCRV—Washington—1956

Frequency: 1580 Kc.....Power: 500 Watts d.
Owned .....Warren Bcstg.
Address .....3 Belvidere Avenue
Tel.: MU 9-2060.....Independent
President.....Kenneth A. Croy
General Manager.....George S. Croy
Commercial Mgr.....Warner Rush

WCMC—Wildwood—1951

Frequency: 1230 Kc.....Power: 100 Watts
Owned-Operated By.....Francis J. Matrangola
Address.....3010 N. J. Ave.
Tel.: 2-7751 .....Independent
Owner, Gen. Mgr.....Francis J. Matrangola
Comm. Mgr.....Margaret Murphy
Prog. Dir.....George Hart
Chief. Engineer.....Carlton Owen

Pop.: 904,000
Families: 249,000
Radio Homes: 240,000

New Mexico

Stations in State: 40
TV Homes: 172,000
TV Stations: 7

KALG—Alamogordo—1950

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By..William Wayne Phelps
Address .....Box 268
Tel.: HEmlock 7-1505.....MBS, KBS
Pres., Gen. Mgr.....Wayne Phelps
Chief Engineer.....Jay Bundy

KRAC—Alamogordo—1957

Frequency: 1270 Kc.....Power: 1 Kw., d.
Owned By.....Lyman Brown Enter.
Address.....P. O. Box 1161
Tel.: HEmlock 7-4440.....Independent
Pres., Gen. Mgr.....Lyman C. Brown
Program Dir.....K. Skelton
Chief Engineer.....Lynn Rawls

KABQ—Albuquerque—1955

Freq.: 1350 Kc....Power: 5000 Wts. d., 500 n.
Owned-Oper. By.....Duke City Bcstg. Corp.
Business Address.....1309 Yale Blvd., S.E.
Tel.: CHapel 3-1744.....Independent
Reps.....Harlan G. Oakes; Nat'l Time Sales
Pres., Gen. Mgr.....Edward M. Sleighel
Commercial Manager.....V. B. Siman
Program Dir.....Jose Gallegos
Chief Engineer.....Roderick Matthews

KDEF—Albuquerque—1953

Frequency: 1150 Kc.....Power: 1 Kw. d.
Owned.....KDEF Bcstg. Co.
Address.....506 2nd St. N.W.
Tel.: CH 3-7813.....Independent
Station Representative .....McGavren-Quinn
President, Gen. Mgr.....Frank Quinn
Sta., Comm. Mgr.....Ben Caine
Program Director.....Bernard Thomas
Chief Engineer.....Louis Gemoets

KGGM—Albuquerque—1927

Frequency: 610 Kc.....Power: 5000 Watts
Owned-Oper. By.....New Mexico Bcstg. Co.
Business Address.....1414 Coal St., S.W.
Tel.: CH 3-2285.....CBS
Representative .....Branham
Pres., Gen. Mgr.....A. R. Hebenstreit
Comm., Sls. Prom. Mgr.....R. C. Rhoads
Program Director.....Robert Van Driel
Pub. Dir.....Jim Laramoor
Chief Engineer.....Leonard F. Dodds

KHAM—Albuquerque—1956

Frequency: 1580 Kc.....Power: 1 Kw., d.
Owned .....KHAM, Inc.
Address.....202 Claremont Street, NE
Tel.: DI 4-2394.....ABC-MBS-KBS
Representative .....Continental
President.....J. W. Hedges
V.P., Gen. Mgr.....J. L. Anderson
Program Dir.....Joe T. Saffle
Publicity Dir.....Harry Chapman
Chief Engineer.....H. T. Walton

KLOS—Albuquerque—1957

Frequency: 1450 Kc.....Power: 250 Watts
Owned By.....E. B. Whitney & Geo. Oliver
Address .....Box 1298
Tel.: AL 6-9866.....Independent
Gen. Mgr.....Frank Redfield

KOB—Albuquerque—1922

Freq.: 770 Kc.....Power: 50 Kw. d., 25 Kw. n.
Owned-Oper. By.....KSTP, Inc.
Address.....1430 Coal Ave. S.W.
Tel.: CH 3-4411.....NBC
Representative: .....Petry
President.....Stanley E. Hubbard
Gen. Mgr., Ch. Engr.....George S. Johnson
Sta., Comm. Mgr.....A. E. Mickel
Sales Prom., Pub. Dir.....Lowell Christianson
Program Director.....Michael Dillon

KQEO—Albuquerque—1946

Freq.: 920 Kc.....Power: 1 Kw. d., 500 W. n.
Owned-Operated By.....Dandy Bcstg. Corp.
Bus. Address...2000 Indian School Rd., N.W.
Tel.: CHapel 7-8848.....Independent
Station Representative .....Bolling
President .....Merritt Owens
General Manager.....Richard H. Harris
Sales Promotion Manager.....Dino Ianni
Program Director.....Ed Montray
Publicity Director.....Norma Adams
Chief Engineer.....Bernie Koval

KSVP—Artesia—1947

Freq.: 990 Kc.....Power: 1 Kw. d., 250 Wts. n.
Owned-Operated By.....Artesia Bcstg. Corp.
Business-Studio Address..1450 Roselawn Ave.
Tel.: SH 6-2751.....KBS-MBS
Station Representative .....Melville
President.....Martin Yates III
Station Manager.....Bob Hess
Comm. Mgr.....Jack Minter
Chief Engineer.....L. O. Wilcox

KAVE—Carlsbad—1945

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By..Voice of the Caverns, Inc.
Business Address.....P.O. Box 631
Tel.: TUxedo 5-4101.....CBS, KBS
Representative .....Branham
President .....Edward Talbot
Gen., Comm. Mgr.....Tom Wiseheart
Sales Promotion Mgr.....Majorie Winfield
Program Director.....Neal Jones
Publicity Director.....Jerri Wright
Chief Engineer.....Bill Carnahan

KPBM—Carlsbad—1950

Frequency: 740 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Coronado Bcstg. Co.
Business Address....313 W. Mermod; Box 70
Tel.: TU 5-5373.....Independent
Station Representative.....Devney; Melville
Pres., Gen., Sta. Mgr.....D. A. Swayze

Commercial Manager.....J. M. Dustin
Chief Engineer.....Vic Daley

KLMX—Clayton—1949

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Ari-Ne-Mix Bcstg. Corp.
Address.....Box 7, Fair Grounds
Tel.: 616.....KBS
President .....Arthur Jernigan
Gen., Comm., Prom. Mgr., Pub. Dir..Frank Vale
Program Director.....Dave Adams
Chief Engineer.....Robert D. Waters

KCLV—Clovis—1952

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....New-Tex Bdcstg.
Address .....1221 Main
Tel.: 4401.....KBS
President.....Odis Echols, Sr.
Gen., Sta. Mgr., Prog. Dir.....Odis Echols, Jr.
Sales Prom. Mgr.....Albert Houpe
Chief Engineer.....Clayton Fuchs

KICA—Clovis—1933

Frequency: 980 Kc.....Power: 1000 Watts
Owned-Operated By.....KICA, Inc.
Business Address.....1000 Sycamore
Tel.: PO 3-5511.....Independent
President .....Frank Lesley
Gen., Sta. Mgr.....J. H. Morris
Commercial Manager.....Jim Wilkes
Program Director.....James Moreland
Chief Engineer.....M. S. O'Dell

KOTS—Deming—1954

Frequency: 1230 Kc.....Power: 250 Watts, d.
Owned.....Luna County Bcstg. Co.
Address.....P. O. Box 470
Tel.: 999.....KBS
General Manager.....Robert W. Tobey
Comm Mgr.....Jim Smith

KENN—Farmington—1951

Freq.: 1390 Kc.....Power: 5 Kw. d., 1 Kw. n.
Owned-Operated By.....Radio Station KENN
Business Address.....212 W. Apache
Tel.: DA 5-3541.....Independent
Station Representative.....Devney; Melville
Pres., Gen. Mgr.....C.O. "Ken" Kendrick
Commercial Mgr.....Bob Williams
Sales Prom. Mgr.....John Dorman
Prog. Dir.....Bob Huston
Publicity Director.....Fred Finlay
Chief Eng.....Harold Furstenberg

KWYK—Farmington—1957

Frequency: 960 Kc.....Power: 1 Kw., d.
Owned.....Basin Bcstg. Co.
Address.....418 W. Broadway
Tel.: DA 5-6932.....Independent
Gen. Mgr.....Calvin W. Adams

KZUM—Farmington—1958

Frequency: 1280 Kc.....Power: 5000 Watts
Owned By.....KZUM Radio
Address.....1204 Hutton Road
Tel.: DAvis 5-4141.....Independent
Gen., Sta. Mgr.....Bill D. Barbour
Commercial Mgr.....W. W. Barbour
Program Dir.....Stewart E. Chamberlain
Chief Engineer.....Joe Garcia

KGAK—Gallup—1946

Frequency: 1330 Kc....Power: 5 Kw. d., 1 Kw. n.
Owned-Oper. By.....Thunderbird Bcstg. Co.
Address.....401 E. Coal Ave.
Tel.: UN 3-4444.....Independent
Station Rep.....O'Connell; Reilly; Moore
President.....Merle H. Tucker
General Manager.....Mrs. Mida Tucker
Sta. Comm. Mgr.....C. A. "Bill" Humbert
Chief Engineer.....R. E. Adamson

KMIN—Grants—1956

Frequency: 980 Kc.....Power: 1 Kw., d.
Owned By.....Grants Bcstg. Co.
Address.....980 San Rafael Road
Tel.: ATwater 7-4491.....KBS
Station Rep. .....Holman
General Mgr.....D. Button
Commercial Mgr.....D. Miner
Chief Engineer.....Glen Mills

KHOB—Hobbs—1954

Frequency: 1280 Kc.....Power: 1 Kw. d.
Owned.....Permian Basin Radio Corp.
Address .....Box 247
Tel.: EX 3-5148.....Independent
Representative .....Clark, Melville
Pres., Gen. Mgr.....Charles R. Scott
Commercial Mgr.....Zeb Williams
Program Dir.....Ronald Ripley
Chief Engineer.....Pat H Walton

KWEW—Hobbs—1938

Frequency: 1480 Kc.....Power: 1000 Watts
Owned-Operated By.....KWEW, Inc.
Address .....Box 787
Tel.: EX 3-3137.....MBS-KBS
Representative .....Branham
President.....Theresa P. Whitmore
Gen., Sta. Mgr.....Harry McAdams
Comm., Sales Prom. Mgr.....Phil McGee
Program Director.....Dortha Montgomery
Chief Engineer.....Roy T. Evans

KGRT—Las Cruces—1955

Frequency: 570 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Taylor Enterprises, Inc.
Address .....Box 968
Tel.: JA 6-2496.....KBS
President.....W. C. Taylor
Station Manager.....William Lask
Commercial Manager.....R. S. "Dick" Fox
Program Director.....Frank Lynch

KOBE—Las Cruces—1947

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Mesilla Valley Bcstg. Co.
Bus.-Studio Address.....940 N. Main St.
Tel.: JA 6-2496.....KBS
President, Gen. Mgr.....Jim Gober
Comm. Mgr.....B. W. LeNoir

Sales Prom. Mgr.....Geraldine Sells
Prog. Dir.....Jim Finlay
Chief Engineer.....Jack Diehl

KFUN—Las Vegas—1941

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By...Southwest Bcsters, Inc.
Business Address.....Box 710
Tel.: GArfield 5-6766.....ABC
President, Gen. Mgr.....Ernest N. Thwaites
Program Director.....Dorothy G. Thwaites
Chief Engineer.....Julian H. Lendy

KRSN—Los Alamos—1948

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By...Community Bcstg. Co.
Business Address.....P.O. Box 749
Tel.: 2-4343.....ABC, KBS
Representative.....Bob Dore, Ayres
Partner, Sta. Mgr.....Virgil A. Parker, III
Partner, Ch. Engr.....Darrel K. Burns
Program Director.....Priscilla Miller
Publicity Director.....Judy Davis

KLEA—Lovington—1951

Frequency: 630 Kc.....Power: 500 Watts d.
Owned.....Lea County Broadcasting Co.
Address.....1700 S. Main
Tel.: 8911.....KBS
President .....David R. Worley
General, Comm. Mgr.....Hoyt Caldwell
Asst. Mgr.....Gil Haugen
Prog. Dir.....Robert Burt
Publicity Director.....Hal Chestnut
Chief Engineer.....Wilton Highfall

KENM—Portales—1950

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Plains Bcstg. Co.
Address .....Drawer 540
Tel.: RE 6-6681.....KBS
Pres., Co-Owner.....John Burroughs
Gen., Sta. Mgr.....Bob Hoffman
Chief Engineer.....Joe Randolph

KRTN—Raton—1948

Frequency: 1490 Kc.....Power: 250 Watts
Owned.....Colfax County Broadcasting Co.
Business Address.....P.O. Box 350
Tel.: 875 .....ABC
General Manager.....Lloyd Hawkins
Comm. Mgr., Ch. Engr.....James L. Littlejohn
Program Director.....James Roper

KBIM—Roswell—1953

Frequency: 910 Kc.....Power: 5 Kw., d.
Owned.....Taylor Bcstg. Co.
Address.....P. O. Box 525
Tel.: MA 2-2120.....KBS
Station Rep. .....Clark
President.....William C. Taylor
General Manager.....G. F. "Jud" Roberts
Comm. Manager.....Almarie Oldfield
Prog. Dir.....John E. Davis
Sales Prom. Mgr.....Bill Hight
Chief Engineer.....Eugene Rader

KGFL—Roswell—1927

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....KGFL, Inc.
Bus.-Studio Address.....Box 1019
Tel.: MA 2-5111.....MBS
Representative .....Branham
President.....Theresa P. Whitmore
Gen. Manager.....W. E. Whitmore, Jr.
Sta. Mgr.....Stan Gallup
Comm. Manager.....Clifford "Buzz" Jackson
Program Director.....Elizabeth Cotton
Chief Engineer.....Bob Henske

KSWS—Roswell—1947

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....John A. Barnett
Business-Studio Address.....Box 670
Tel.: MA 2-6450.....NBC
Representative .....Meeker, Melville
Owner & Gen. Mgr.....John A. Barnett
Station Mgr.....Robert E. Wagner
Asst. Gen. Mgr.....W. L. Shackelford

KTRC—Santa Fe—1946

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Radio de Santa Fe
Address.....210 E. Marcy St.
Tel.: YUcca 2-2666.....ABC
Station Representative .....Devney
Pres., Gen. Mgr.....Garfield C. Packard
Program Director.....Maggy Packard
Chief Engineer.....Richard Erbe

KVSF—Santa Fe—1935

Frequency: 1260 Kc.....Power: 1000 Watts
Owned-Oper. By.....New Mexico Bcstg. Co.
Business Address.....811 Cerrillos Rd.
Tel.: YUcca 3-7319.....CBS
Representative .....Branham
President.....A. R. Hebenstreit
Manager.....Ivan R. Head
Prog. Dir.....Ada Zamora
Chief Engineer.....E. J. Vanderwood

KSIL—Silver City—1946

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....James H. Duncan
Address.....1640 Cactus St.
Tel.: 611.....CBS
Representative .....Branham
Owner, Manager.....J. H. Duncan
Comm. Mgr., Prog. Dir.....Bob Fuller
Chief Engineer.....Bynum R. Baily

KSRC—Socorro—1958

Frequency: 1290 Kc....Power: 1000 Watts, d.
Owned By.....Socorro Broadcasting Co.
Business Address.....P.O. Box 1277
Tel.: Socorro 1-2-9-0.....KBS
Station Representative .....Holman
President .....John Blake
Gen., Sta. Mgr.....John J. Tobola
Sales Prom. Mgr.....Allen H. Gross
Prog, Publicity Dir.....Ed Muscare
Chief Engineer.....J. J. Tobola

KCHS—Truth or Consequences 1946

Frequency: 1400 Kc.....Power: 250 Watts
Owned By.....Southwestern Bcstg. Co.
Address.....P. O. Box 351
Tel.: 1400.....KBS
Representative.....Continental Radio Sales
President .....Rex Tynes
Manager.....Richard C. Erbe

KTNM—Tucumcari—1941

Frequency: 1400 Kc.....Power: 250 Watts
Owned.....Quay County Broadcasting Co.
Address.....P. O. Box 668
Tel.: 100.....MBS-KBS
Representative .....Clyde Melville
Pres., Gen. Mgr.....Lloyd Hawkins
Sta. Mgr., Chief Engineer....Howard Maudlin
Comm. Mgr., Pub. Dir.....Bill Walls
Program Director.....Mrs. Neil Mitchell

KMAM—Tularosa—1957

Frequency: 1590 Kc.....Power: 1000 Watts
Owned By.....Tularosa Broadcasting Corp.
Bus. Ad.....917 Maryland Ave., Alamogordo
Tel.. HE 7-6460.....Independent
President.....Fred Goodrich
Gen., Comm. Mgr.....Frank J. Lynch III
Sta. Prog. Mgr.....Jack M. Redding
Chief Engineer.....Max I. Rothman

Pop.: 17,125,000
Families: 5,359,000
Radio Homes: 5,285,000

New York

Stations in State: 125
TV Homes 4,829,000
TV Stations: 32

WPTR—Albany—1948

Frequency: 1540 Kc.....Power: 50,000 Watts
Owned-Oper. By....Patroon Brdcstg. Co., Inc.
Address.....1820 Central Ave.
Tel.: UN 9-9271.....Independent
Sta. Rep. .....Eastman
President .....J. Myer Schine
Gen. & Sta. Mgr.....Duncan Mounsey
Comm. Mgr.....Joseph A. Farrar
Program Dir.....Marty Ross
Publicity Dir.....Eric Strong
Chief Engineer.....Russell David

WROW—Albany—1947

Freq.: 590 Kc.....Power: 5 Kw. d., 1 Kw. n.
Owned-Oper. By.....Capital Cities TV Corp.

1 rate

More Local Advertisers spend more money on PTR than the next **three** stations combined.

More Advertisers place more business on PTR than the next **two** stations combined.

You can't sell more with the next **4**

WPTR ALBANY SCHENECTADY TROY

50,000 people watts
Capital Station of the Empire State

DUNCAN MOUNSEY
Executive Vice-President & General Manager

JOSEPH A. FARRAR
Commercial Manager

represented nationally by
ROBERT E. EASTMAN & CO., INC.

Address ..... Box 10
Tel.: 3-2225 ..... CBS
Station Representative ..... Avery-Knodel
President ..... Frank M. Smith
General Manager ..... T. S. Murphy
Station Manager ..... George M. Perkins
Comm. Manager ..... Albert M. Fiala
Program Dir. ..... Ralph Vartigian
Sales Prom., Publicity Dir. ..... Harry Goldman
Chief Engineer ..... Charles Heisler

WABY—Albany—1934

Frequency: 1400 Kc. ..... Power: 250 Watts
Owned By ..... Eastern N. Y. Bcstg.
Business-Studio ..... 80 Braintree St.
Tel.: 2-3353 ..... Independent
Representative ..... Forjoe
Gen. Mgr. ..... Ed. L. Trudeau
Station Manager ..... Toni Brady
Chief Engineer ..... Thomas McDermott

WOKO—Albany—1924

Frequency: 1460 Kc. ..... Power: 5000 Watts
Owned-Oper. By .... Gov. Dongan Bcstg. Corp.
Business-Studio Address ..... P. O. Box 1520
Tel.: DE 9957 ..... ABC-MBS
President ..... Carl L. Lindberg
General Manager ..... Howard B. Hayes
Sta., Comm. Mgr. ..... Charles L. Murn
Chief Engineer ..... Lloyd Snowdeal

WCSS—Amsterdam—1948

Frequency: 1490 Kc. ..... Power: 250 Watts
Owned ..... Community Service Bcstg. Co.
Address ..... Upper Locust Ave.
Tel.: VI 3-2500 ..... Independent
Station Representative ..... Devney
President ..... Alphonse Di Mezza
Gen., Comm. Mgr. ..... Philip Spencer
Chief Engineer ..... Roger Taylor

WGAV—Amsterdam—1956

Frequency: 1570 Kc. ... Power: 1000 Watts d.
Owned By ..... Walter T. Gaines
Business Address ..... Amsterdam
Tel.: VIctor 3-2830 ..... Independent
Station Representative ..... Hopewell
Owner ..... Walter T. Gaines
Program Director ..... Sam Surlo
Chief Engineer ..... Barry Frank

WAUB—Auburn—1958

Frequency: 1590 Kc. ... Power: 500 Watts, d.
Owned By ..... Herbert P. Michels
Business Address ..... 204 Texas Lane, Ithaca
Owner ..... Herbert P. Michels

WMBO—Auburn—1927

Frequency: 1340 Kc. ..... Power: 250 Watts
Owned-Operated By ..... WMBO, Inc.
Business-Studio Address ..... 141 Genesee St.
Tel.: AU 2-3511 ..... MBS
Representative ..... Thomas F. Clark
President ..... William O. Dapping
Gen., Sta. Mgr. ..... Frederick L. Keesee
Comm. Mgr., Prog. Dir. ..... Robert Morgan
Chief Engineer ..... Herbert House

WBAB—Babylon—1957

Frequency: 1440 Kc. ..... Power: 500 W. d.
Owned By .... Babylon-Bay Shore Bcstg. Corp.
Business Address ..... Route 109
Tel.: MO 1-4000 ..... Independent
President ..... Sol Horenstein
Gen. Mgr. ..... Joe Horenstein
Comm. Mgr. ..... Bertine Fields
Sales Promotion Manager ..... Don Emmett
Program Director ..... Ray Adel
Publicity Director ..... Carmen Eichel
Chief Engineer ..... Edward Knapp

WGLI—Babylon—1958

Frequency: 1290 Kc. ..... Power: 1 Kw.
Owned By ..... WGLI, Inc.
Tel.: MOhawk 9-1290 ..... Independent
Representative ..... Charles Bernard
Pres., Chief Eng. ..... William H. Reuman
General Mgr. ..... Edith Dick
Sta., Comm. Mgr. ..... Jerry Warren
Program Dir. ..... Fred Barr
Sales Prom. Mgr. ..... Bud Zaret
Publicity Dir. ..... Carl Meyers
Production Mgr. ..... Jerry Stevens

WSEN—Baldwinsville—1958

Frequency: 1050 Kc. ..... Power: 250 Watts
Owned By ..... Century Radio Corp.
Address ..... P. O. Box 1050
Tel.: NEptune 5-3971 ..... Independent
President ..... Donald C. Menapace
Gen. Mgr., Publicity Dir. ..... R. L. Stockdale
Program Dir. ..... James A. Lowery, Jr.
Chief Engineer ..... Richard H. Pirong

WBTA—Batavia—1941

Frequency: 1490 Kc. ..... Power: 250 Watts
Owned-Operated By ..... Batavia Bcstg. Corp.
Business-Studio Address ..... 22 Seaver Pl.
Tel.: 715 ..... MBS
Pres., Gen. Mgr. ..... Edmund R. Gamble
Commercial Manager ..... James Delbridge
Program Director ..... Miss Winnie Legg
Publicity Dir. ..... Jack Derbyshire
Chief Engineer ..... Alfred Callander

WENE—Binghamton Endicott—1947

Frequency: 1430 Kc. ..... Power: 5 Kw.
Owned-Oper. By ..... Ottaway Stations, Inc.
Address ..... 909 E. Main, Endicott
Tel.: 5-3351 ..... Independent
Representative ..... Radio Reps. Inc.
President ..... James H. Ottaway
Vice President ..... F. H. Brinkley
General Manager ..... S. W. Ryder
Asst. to Mgr. ..... H. Johansen
Chief Engineer ..... John Fischler

WINR—Binghamton—1946

Freq.: 680 Kc. ..... Power: 1 Kw. d., 500 W. n.
Owned-Oper. By ..... The Binghamton Press
Tel.: 3-8251 ..... NBC
Station Representative ..... Everett-McKinney

General Manager.....David F. Milligan
Commercial Manager.....Ken Cable
Program Director.....Shirley Riciardelli
Chief Engineer.....Gino Riciardelli

WKOP—Binghamton—1947

Freq.: 1360 Kc.....Power: 5 Kw. d., 500 W. n.
Owned-Oper. By..The Binghamton Bcstrs., Inc.
Business-Studio Address.....34 Chenango St.
Tel.: 2-3437.....MBS
Representative .....Bolling
Pres., Gen.-Sta. Mgr.....Andrew Jarema
Comm., Prom. Mgr., Prog. Dir....Wally Buman
Publicity Dir.....Bob Richards
Chief Engineer.....Charles Hallinan

WNBF—Binghamton—1927

Frequency: 1290 Kc.....Power: 5000 Watts
Owned-Operated By.....Triangle Pubs. Inc.
Business Address.....1 Henry St.
Tel.: 3-7311 .....CBS
Newspaper Affiliation.....Phila. Inquirer
Representative .....Blair & Co.
Gen. Mgr.....George R. Dunham
Sales Manager.....Kenneth Leslie
Merchandising Manager.....Ruth Hider
Oper. Mgr.....Russ Baker
Chief Engineer.....Lamar Cox

WBRV—Boonville—1955

Frequency: 900 Kc.....Power: 1000 Watts, d.
Owned-Oper. By.....Black River Radio, Inc.
Address .....WBRV Building
Tel.: 11 .....KBS
Station Representative.....Indie Sales
Pres., Gen. Manager.....Livingston Lansing
Comm. Manager.....Leon Renodin
Publicity Director.....Joan Knollman
Chief Engineer.....John Knollman

WBEN—Buffalo—1930

Frequency: 930 Kc.....Power: 5000 Watts
Owned-Operated By.....WBEN, Inc.
Address .....Hotel Statler-Hilton
Tel.: MO 0930.....CBS
Newspaper Affiliation..Buffalo Evening News
Representative.....Henry I. Christal
President.....A. H. Kirchhofer
General Manager.....C. Robert Thompson
Commercial Manager.....Chester E. Daly
Program Director.....William Peters
Promotion Manager.....Joseph A. Haeffner
Chief Engineer.....Ralph J. Kingsley

WBNY—Buffalo—1935

Frequency: 1400 Kc.....Power: 250 Watts
Owned.....Roy L. Albertson, Inc.
Address.....485 Main St.
Tel.: MO 1400.....Independent
Representative .....Masla
President.....Roy L. Albertson, Sr.
General Mgr.....Charles E. Deny
Commercial Mgr.....Gene White
Program, Sales Prom. Mgr.....Henry Brach
Chief Engineer.....Tom Vines

WEBR—Buffalo—1924

Frequency: 970 Kc.....Power: 5000 Watts
Owned-Operated By.....WEBR, Inc.
Business-Studio Address.....23 North St.
Tel.: LI 7133.....MBS
Newspaper Affiliation .....Courier-Express
Representative .....Katz
President.....William J. Conners, III
Gen., Sta. Mgr.....David F. Leopold
Comm. Mgr.....George T. Stagg
Pgm., Prom. Mgr.....Wm. Schweitzer
Chief Engineer.....Frank B. Ridgeway

WGR—Buffalo—1922

Frequency: 550 Kc.....Power: 5 Kw.
Owned .....Transcontinent TV
Address .....Hotel Lafayette
Tel.: Washington 3100.....NBC
Rep.....Peters, Griffin, Woodward, Inc.
President .....David C. Moore
Manager.....Van Buren W. de Vries
Administrative Mgr.....Robert J. Strigl
General Sales Mgr.....Nat L. Cohen
Program Director.....Sidney Gaby
Pub. Dir.....Florence Lafler
Chief Engineer.....Fred M. Eames
Owners of: WSVA, Harrisonburg, Va.

WINE—Buffalo—1957

Frequency: 1080 Kc.....Power: 1 Kw
Owned By.....Western N. Y. Bcstg. Co.
Address.....13 S. Cayuga Rd.
Tel.: PLaza 1080.....Independent
Representative .....Stars, National
President.....John L. Kluge
Gen., Comm. Mgr.....A. E. Anscombe
Publicity Dir.....Lee Howe
Chief Engineer.....Ernie Bohrk

WKBW—Buffalo—1925

Frequency: 1520 Kc.....Power 50,000 Watts
Owned-Operated By.....WKBW, Inc.
Business Address.Radio Center, 1430 Main St.
Tel.: GR 5101.....Independent
Representative .....Avery-Knodel
Pres., Gen. Mgr.....Clinton H. Churchill
Commercial Manager.....Anthony C. Rocco
Program Director.....Michael Joseph
Chief Engineer.....Leroy Fiedler

WNIA—Buffalo—1956

Frequency: 1230 Kc.....Power: 250 Watts
Owned .....Niagara Bcstg.
Business Address.....2900 Genessee St.
Tel.: FI 9600.....Independent
Station Representative .....Walker-Rawalt
Pres., Ch. Engr.....Gordon P. Brown
Prog., Pub. Dir.....Mary Lounsbury

WWOL—Buffalo—1946

Frequency: 1120 Kc.....Power: 1000 Watts d.
Owned-Operated By..Greater Erie Broad. Co.
Address.....315 Main St.
Tel.: MO 1200.....Independent
Representative ..... Forjoe
President .....Leon Wyszatycki
General Mgr.....Ted Wyszatycki
Station Mgr.....Herb Resnick

Commercial Mgr.....Allan Baer
Program Dir.....Rick Bennett
Sales, Publicity Dir.....Joe Bryan
Chief Engineer.....Walt Williams

WCBA—Corning—1949

Frequency: 1350 Kc.....Power: 1000Watts d.
Owned...Wellsboro Corning Bcstg. Adv. Inc.
Address .....Box 117
Tel.: 6-7000.....Independent
Representative .....McGillvra, Inc.
V.P., Station Manager.....Bob Shaddock
Comm. Mgr.....Paul E. Carpenter

WCLI—Corning—1947

Frequency: 1450 Kc.....Power: 250 Watts
Owned.....Radio Corning, Inc.
Address.....99 W. First St.
Tel.: 6-5421.....ABC
Station Representative....Donald Cooke, Inc.
Pres., Gen. Mgr., Pub. Dir...Gordon M. Jenkins
Sta. Mgr., Prog. Dir.....George P. Droelle, Jr.
Chief Engineer.....Bernard Hamilton

WKRT—Cortland—1947

Freq.: 920 Kc.....Power: 1 Kw. d., 500 W. n.
Owned-Operated By.....Radio Cortland, Inc.
Business-Studio Address.....27 N. Main St.
Tel.: SK 6-2828.....Independent
Representative ..... Gill-Perna
President.....Leighton A. Hope
Gen., Sta., Comm. Mgr.....W. L. Thompson
Chief Engineer.....Walter Chociay

WFLR—Dundee—1956

Frequency: 1570 Kc.....Power: 1 Kw., d.
Owned-Operated By.....Finger Broad Bcstg.
Business Address.....110 E. Elm, Penn Yan
Tel.: 158 .....KBS
President .....Henry Valent
Gen., Sta. Mgr.....Bob Burnes
Program Director.....Bob Gordon
Publicity Director.....Via Fowler
Chief Engineer.....Harry Decker

WDOE—Dunkirk—1949

Frequency: 1410 Kc.....Power: 500 Watts
Owned-Operated By.....Lake Shore Bcstg.
Address .....Willow Rd.
Tel.: 7756 .....KBS
Station Representative .....Walker-Rawalt
President .....Simon Goldman
Sta. Mgr.....Richard H. Burt
Commercial Manager.....H. Brooks Dawson
Chief Engineer.....Charles Blohm

WELM—Elmira—1947

Frequency: 1400 Kc.....Power: 250 Watts
Owner.....Radio Elmira, Inc.
Business-Studio Address.....222 E. Market St.
Tel.: REgent 3-5626.....CBS
Station Representative .....Burn-Smith
President.....John S. Riggs
General Manager.....Keith W. Horton
Commercial Manager...Richard Oppenheimer
Program Director.....Ruth E. Dibble
Publicity Director.....Ethel O. Parker
Chief Engineer.....Arthur French

WENY—Elmira—1939

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By..Elmira Star-Gazette, Inc.
Bus.-Studio Address.....Mark Twain Hotel
Tel.: REgent 4-5181.....NBC
Representative .....Everett-McKinney
Secretary.....Thomas V. Taft
Commercial Mgr.....F. R. Gray
Station Mgr.....Dale Taylor
Program Director.....Ted Hodge
Chief Engineer.....Ed. L. Pettengill

WEHH—Elmira Heights-Horseheads—1956

Frequency: 1590 Kc.....Power: 500 W., d.
Owned.....Elmira Heights-Horseheads Bcstg.
Bus. Ad.....107 W. Franklin, Horseheads
Tel.: 9-5422 .....MBS
Station Representative .....Devney
Pres., Ch. Engr.....Frank P. Saia
Comm., Sales Prom. Mgr.....Harry Keavin
Prog. Dir.....Norman Decker
Publicity Director.....Alan Anthony

WBUZ—Fredonia—1957

Frequency: 1570 Kc.....Power: 250 Watts, d.
Owned By.....Dunkirk-Fredonia Bcstg.
Address.....15 E. Main St.
Tel.: 2-2157 .....Independent
General Mgr.....L. W. Skelly
Commercial Mgr.....Elmer Reed
Program Dir.....F. Michaels
Promotion Mgr.....Joe Bryan
Chief Engineer.....Ralph Bell

WGBB—Freeport—1924

Frequency: 1240 Kc.....Power: 250 Watts
Owned.....Long Island's First Station, Inc.
Business-Studio Address....44 So. Grove St.
Tel.: MA 3-1240.....Independent
Pres., Gen. Mgr.....Edward J. Fitzgerald
Asst. Station Manager.....Michael Sands
Commercial Manager.....H. Robert Reinhard
Program Director.....A. V. Andersen
Publicity Director.....Mark Ritter
Chief Engineer.....Harvey Soper

WOSC—Fulton—1949

Frequency. 1300 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Cassill Radio Corp.
Address.....W. Bridge & Water, Oswego
Tel.: 3088.....KBS
Representative .....Hil F. Best
President.....Richard C. Mitchell
General Manager.....Jack Burgess

WKIT—Garden City—1956

Frequency: 1520 Kc.....Power: 250 Watts
Owned-Operated By.....VIP Radio
Business Address.....Roosevelt Field
Tel.: Pioneer 6-6700.....Independent
President .....Sy Weintraub
General Manager.....Hy Finkelstein
Sales Manager.....Harry Greenberg
Program Dir.....Frank Costa

Publicity Director.....Jeanne Sands
Chief Engineer.....Stan LoPresto

WGVA—Geneva—1947

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Star Bcstg. Co., Inc.
Address.....Geneva Fed. Savings Bldg.
Tel.: GE 6691.....ABC
Representative .....Cooke
President.....M. R. Forman
V.P., Gen. Manager.....Thomas L. Brown
Sta., Comm. Mgr.....Ernest F. Oliver

WWSC—Glens Falls—1946

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By..Gt. Northern Radio Co.
Address.....13 Warren St.
Tel.: GL 2-6518.....ABC
Pres., Gen Mgr.....Martin Kœig
Comm., Prom. Mgr.....Frank Costello
Program Dir.....Charles Featherstone
Chief Engineer.....Leroy Fuller, Jr.

WENT—Gloversville—1944

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....WENT Bcstg. Corp.
Business-Studio Address.....8 W. Fulton St.
Tel.: 4-7175.....CBS
Representative .....Gill-Perna
Pres., Gen., Sta. Mgr.....Joseph H. Tobin
Program, Chief Eng.....Richard Stewart
Sales Prom. Mgr., Pub. Dir...George Hornidge

WHLI—Hempstead—1947

Frequency: 1100 Kc.....Power: 10 Kw., d.
Owned-Oper. By.....FM Bcstg. Corp.
Business-Studio Address.....384 Clinton St.
Tel.: IV 1-8000.....Independent
Representative .....Gill-Perna
Pres., Gen. Mgr.....Paul Godofsky
Comm. Manager.....Joseph A. Lenn
Sales Promotion Manager....M. N. Godofsky
Prog. Dir.....Jerry Carr
Publicity Director.....John T. Clayton
Chief Engneer.....Frank E. Knaack

WALY—Herkimer-Ilion—1956

Frequency: 1420 Kc.....Power: 1 Kw., d.
Owned .....WALY, Inc.
Address.....Palmer House Hotel
Tel.: TO 6-4220.....Independent
Representative .....Masla
Gen. Mgr.....Melvin E. Whitmire

WLEA—Hornell—1951

Frequency: 1420 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Hornell Bcstng. Corp.
Business-Studio Address.....97 Main St.
Tel.: 1420.....MBS
Representative .....Gill-Perna
Pres., Gen. Mgr.....Charles D. Henderson
Sta. Mgr. .....G. W. Stidstone
Comm. Mgr.....E. Barnes
Prog. Dir.....Don Jones
Pub. Dir.....Byron Emerson
Chief Engineer.....Frederick Witter

WWHG—Hornell—1946

Frequency: 1320 Kc.....Power: 5000 Watts
Owned-Oper. By.....Ra-Tel Broadcasters, Inc.
Address .....Radio Center
Tel.: 2000.....Independent
Station Rep.....Rambeau, Vance, Hopple
Pres., Gen. Mgr.....Sy Dresner
Comm. Mgr.....Sheff Davis
Sales Mgr. .....Treah White
Program Director.....Robert Woodel
Pub. Dir.....Cleora M. Carroll
Chief Engineer.....Howard Huff

WHUC—Hudson—1947

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....Orin Lehman, Et Al
Address .....Union Turnpike
Tel.: HU 8-3341.....Independent
General Manager.....John Kearney
Commercial Manager.....Robert Strakos
Pub. Dir.....Jennie W. Weaver
Prog. Dir.....J. P. Cranno
Chief Engineer.....Victor J. Schuler

WGSM—Huntington—1951

Frequency: 740 Kc.....Power: 1000 Watts d.
Owned....Huntington-Montauk Bcstg. Co., Inc.
Address.....379 New York Ave.
Tel.: HA 3-6740.....Independent
Pres., Gen. Mgr.....Edward J. Fitzgerald
Asst. Sta. Mgr., Ch. Engr...William Naramore
Sales Prom., Pub. Dir.....Ron Armstrong
Program Director.....Joseph J. Moran

WHCU—Ithaca—1921

Frequency: 870 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Cornell University
Business Address.....212 E. State St.
Tel.: 4-6301.....CBS
Gen. Mgr.....Michael R. Hanna
Commercial Mgr.....H. E. M. Brockway
Program Director.....Joseph A. Short
Publicity Director.....Sam Woodside
Chief Engineer.....Herbert P. Michels

WTKO—Ithaca—1956

Frequency: 1470 Kc.....Power: 1 Kw., d.
Owned.....Radio Ithaca, Inc.
Business Address.....113 S. Cayuga St.
Representative .....Forjoe
President.....T. K. Cassel
V.P., Gen. Mgr.....E. E. Erdman
Asst., Comm. Mgr.....Joel Fleming
Sales Promotion Manager....Robert Newman
Program Director.....Ted Hackett
Chief Eng.....Gerald Cushing

WJOC—Jamestown—1948

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Air Waves, Inc.
Trans.-Bus.-Studio Address...415 W. Fourth St.
Tel.: 6-1555.....MBS-KBS
Representative .....Burn-Smith
President, Gen. Manager.....Harold P. Kane
Comm. Mgr.....Richard F. Rose
Prog. Dir.....Edward J. McGrath
Chief Eng.....B. O. Waterman

WJTN—Jamestown—1924

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By....James Bcstg. Co., Inc.
Bus.-Studio Address.....Hotel Jamestown
Tel.: 7151.....ABC
Representative..Venard, Rintoul & McConnell
Pres., Gen., Sta. Mgr.....Simon Goldman
Commercial Manager.....J. Carl Willems
Program Director.....George Pileeger
Publicity Director.....Asmon Hazzard
Chief Engineer.....Herbert Niklaus

WKNY—Kingston—1939

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Kingston Bcstg. Corp.
Business-Studio Address.....601 Broadway
Tel.: FE 1-1490.....MBS
Representative ..... Meeker
President.....Joseph K. Close
V.P., Gen. Mgr.....Robert M. Peebles
Commercial Mgr.....Howard M. Shultis
Program Dir.....Tony Bell
Prom., Publicity Dir.....Mike Bouche
Chief Engineer.....John C. Bonse

WVOS—Liberty—1947

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By...Sullivan County Bcstg. Co.
Address .....Liberty
Tel.: LI 1680.....Independent
General Manager.....S. D. Lubin
Sec'y-Treas. .....H. G. Borwick
Sta., Comm. Mgr.....William B. Orr

WLFH—Little Falls—1952

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....Walter Gaines
Business Address.....WLFH Radio Bldg.
Tel.: 654 .....KBS
Station Representative.....George Hopewell
Owner .....Walter Gaines
Ch. Eng.....Barry Frank

WUSJ—Lockport—1948

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Union-Sun & Journal, Inc.
Trans.-Address .....320 Michigan St.
Tel.: 3-5944.....Independent
Newspaper Affil.....Union Sun & Journal
Representative .....Gill-Perna
President .....Egbert D. Corson
General Manager.....William J. Kemble
Sta., Comm. Mgr.....Joseph A. Pinna
Sales Prom. Manager.....Jerry Damond
Prog. Director.....Tony Allen
Pub. Dir.....Tom Jolls
Chief Engineer.....Tom Ceravolo

WICY—Malone—1946

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper By.....North Country Bcstg. Co.
Address .....WICY Bldg.
Tel.: 1546 .....MBS
Station Representative .....Dore
Pres., Gen. Mgr.....Mitchell C. Tackley
Commercial Manager.....Alice M. Pelkey
Program Director.....Don Paye
Chief Engineer.....Adolf Stromer

WMSA—Massena—1945

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....The Brockway Co.
Business Address.....Central Building
Tel.: RO 9-3591.....ABC
Newspaper Affil.....Watertown Times
Representative .....Weed
President.....John B. Johnson
General Manager.....Louis Saiff, Jr.
Station Manager.....Thomas R. McHugh
Program Director.....James H. Nash
Publicity Director.....Larry Boyer
Chief Engineer.....A. Samuel Frazier

WALL—Middletown—1942

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By..The Community Bcstg. Corp.
Business-Studio Address.....62 North St.
Tel.: DI 3-3119.....Independent
Station Representative .....McGavren-Quinn
Pres., Gen. Mgr.....James M. Patt
Program Director.....Jerry Wax
Chief Engineer.....Fred Schoelkopf

WVIP—Mt. Kisco—1957

Frequency: 1310 Kc.....Power: 1 Kw., d.
Owned By.....VIP Radio, Inc.
Address.....498 Lex. Ave., N. Y. C.
Tel.: Mt. Kisco 6-5177.....Independent
Station Rep. .....Beckjorden
President .....Martin Stone
Gen., Comm. Mgr.....N. A. Andrews
Program Dir.....E. Robbins
Promotion Dir.....R. K. Doan
Chief Engineer.....E. Machanic

WACK—Newark—1957

Frequency: 1420 Kc.....Power: 500 Watts, d.
Owned By.....Radio Wayne Cty.
Address.....110 E. Union St.
Tel.: DEerfield 1-1420.....Independent
President.....J. J. Kaufman
Gen., Comm. Mgr.....B. Sova
Program Dir.....B. Paxson
Promotion Mgr.....T. Barnes
Chief Engineer.....M. L. Cole

WGNY—Newburgh—1933

Frequency: 1220 Kc.....Power: 1000 Watts d.
Owned.....Orange County Bcstg. Co., Inc.
Business-Studio Address.....161 Broadway
Tel.: 4600.....Independent
Pres. .....George W. Bingham
General Mgr.....Joseph Rake
Program Dir.....Richard H. Raskin
Comm. Mgr.....Campbell Thompson
Chief Engineer.....Marvin Siemes

WWES—New Rochelle—1950

Frequency: 1460 Kc.....Power: 500 Watts d.
Owned-Oper. By.....Radio Westchester
Address.....200 North Ave.
Tel.: NE 6-0800.....Independent
President .....Martin Stone
Gen. Comm. Mgr.....Nicholas A. Andrews
Program Dir.....Thomas C. Paris
Chief Engineer.....Ernest Mechanic

AP News Is Preferred...

... by Listeners .. *because it is dependable as well as interesting.*

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TOP-RATED STATION
IN NEW YORK SPANISH HOMES

91%***

OF THE TIME

*** Pulse
November 1958

WHOM

136 W. 52nd St., New York
Circle 6-3900

WABC—New York—1921

Frequency: 770 Kc.....Power: 50,000 Watts
Owned-Oper. By.....American Bcstg. Co., Inc.
Business Address.....7 West 66th St.
Tel.: SU 7-5000.....ABC
Representative .....John Blair
President.....Leonard H. Goldenson
Gen., Sta. Mgr.....Ben Hoberman
Prom. Mgr., Pub. Dir.....Paul Kasander
Merchandising Manager.....Jack Dunn
Program Director.....Myrtle Tower
Chief Engineer.....Frank Marx

WHOM—New York—1930

Frequency: 1480 Kc.....Power: 5000 Watts
Owned-Oper. By.....Progress Bcstg. Corp.
Business Address.....136 W. 52nd St.
Tel.: CI 6-3900.....Independent
News. Affil.....Il Progresso Italo-Americano
President, Gen. Manager.....Fortune Pope
V.P., Sales Mgr.....Charles Baltin
Program Director.....Ralph Costantino
Chief Engineer.....George Steiger

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best
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NEW YORK

WN-15

WINS—New York—1924

Frequency: 1010 Kc.....Power: 50,000 Watts
Owned-Oper. By.....Gotham Bcstg. Corp.
Address.....7 Central Park West
Tel.: JU 2-7000.....Independent
Reps. .....Katz

President.....J. Elroy McCaw
General Manager.....H. G. Fearnhead
Vice-Pres. .....John Keating
Sales Mgr.....John D. Kelly
Prog. Dir.....Mel Leeds
Publicity Director.....Morty Katz
Chief Engineer.....P. Von Kunits

SEE PAGE 100 FOR

LISTING OF NEW YORK PHONE NUMBERS

NETWORKS

☆

PUBLICATIONS

☆

ORGANIZATIONS

☆

TALENT AGENCIES

☆

FM RADIO STATIONS

☆

AM RADIO STATIONS

☆

NEWS ASSOCIATIONS

☆

TELEVISION STATIONS

☆

PROGRAM PRODUCERS

☆

RECORDING COMPANIES

☆

ADVERTISING AGENCIES

☆

TRANSCRIPTION COMPANIES

☆

STATION REPRESENTATIVES

latest Negro Pulse Report again establishes*

WLIB

New York's

NO. 1

NEGRO RADIO STATION

**Based on TOTAL 24 HOUR LISTENERSHIP to ALL Negro programs (Pulse, October 1958)*

1190 ON YOUR DIAL

WLIB has more Negro listeners than any other New York station — network or independent (Pulse).

WLIB is the only radio station in New York City with studios in Harlem.

WLIB is the first New York station broadcasting Negro community news and special events on a regularly scheduled basis—every hour and every half-hour.

WLIB—only New York Negro station devoting 87% of its broadcast time to Negro programming.

HARLEM RADIO CENTER • Hotel Theresa • 2090 Seventh Ave. • New York 27 • MO 6-1800

**Pulse—October,* 1958

WBNX—New York—1927

Frequency: 1380 Kc.....Power: 5000 Watts
Owned-Operated By....WBNX Bcstg. Co., Inc.
Bus.-Studio Address..260 E. 161st St., N. Y. 51
Tel.: ME 5-0333.....Independent
Representative .....A. Lewis King
President.....A. L. Haskell
V.P., Sta.-Gen. Manager.....William I. Moore
Asst. Comm. Mgr.....Edward Betchley
Prog. Directors.....Frank Johnson, E. Ervin

WLIB—New York—1942

Frequency: 1190 Kc.....Power: 1000 Watts d.
Owned-Operated By.....New Bcstg. Co., Inc.
Business-Studio Address.....2090 7th Ave.
Tel.: MO 6-1800.....Independent
Representative .....Forjoe
Pres., Gen. Manager.....Harry Novik
Program Director.....Nat Rudich
Comm. Mgr.....Arthur Harrison
Sales Prom. Mgr.....Don Pomeranz
Publicity Dir.....Lou Frankel
Chief Engineer.....Gordon A. Greenfield

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FOR VITAL INDUSTRY STATISTICS

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FOR FCC STATION EXPANSION REPORT

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FOR ALL-AMERICAN FAVORITES OF 1958

2 for 1

WMGM is now the No. 2 station in the No. 1 market. (Sunday through Saturday, 6 a.m. to Midnight, Total Station Audience — Nielsen, Jan.-Feb. 1959)

Yes, and on any basis of measurable sales results, too, WMGM produces action at the lowest cost of any Radio Station in the Greater New York Metropolitan Area.

the liveliest station in town • 50,000 watts

wmgm
RADIO NEW YORK CITY

The Loews Theatres, Inc. Radio Station in New York
1050 kc
400 Park Avenue Phone Murray Hill 8-1000
Represented Nationally by
George P. Hollingbery Co.

WMGM—New York—1922

Frequency: 1050 Kc.....Power: 50,000 Watts
Owned-Oper. By.....WMGM Bcstg.
Business-Studio Address.....400 Park Ave.
Tel.: MU 8-1000.....Independent
Representative .....Hollingbery
V.P., Director.....Arthur M. Tolchin
Assoc. Dir., Prog. Mgr.....Raymond Katz
Sales Manager.....Samuel Faust
Asst. Sales Dir.....Vern Hendrickson
Business Manager.....Morris Sher
Controller.....Frank Schwartz
Sales Promotion Director.....John P. Newman
Dir. Publicity.....Lester Dinoff

WOR—New York—1922

Frequency: 710 Kc.....Power: 50,000 Watts
Owned-Oper. By.....RKO Teleradio Pictures
Business-Studio Address.....1440 Broadway
Tel.: LO 4-8000.....MBS
Representative .....H-R Reps.
President.....Thomas F. O'Neil
V.P., Gen. Mgr.....Robert J. Leder
Adv. Mgr.....J. A. Yergin
Sales Manager.....William McCormick
Adv., Prom. Dir.....Robert Sullivan
Program Director.....Robert S. Smith
Program Manager.....Slater Barkentin
Press & P.R. Dir.....Marvin Camp
Director of Operations.....Barney Boyle

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FOR NEWS-WIRE SERVICES

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FOR RESEARCH ORGANIZATIONS

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FOR PRODUCTION OF RADIO SETS

SEE PAGE 85
FOR RADIO INDUSTRY FINANCIAL DATA

wherever they be

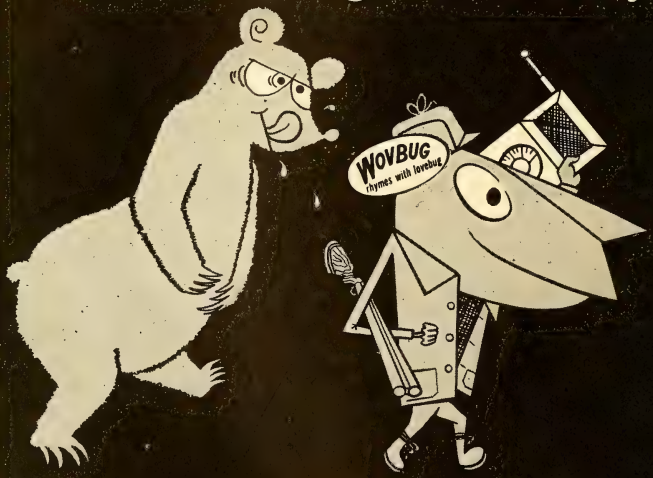
it's

WOV

5000 Watts

IN N. Y. C. and VICINITY

first in the Negro Community



If you're hunting for sales in the 17-county metropolitan New York area, there's an enormous potential in the great Negro Community that resides in it.

Its growth speaks volumes — over 40% since 1951 alone. Its per capita income level, too, has risen almost 40% in that time. Today this community represents approximately a million and a half persons in New York, New Jersey and the Connecticut area — 427,054 families yearning for the better things in life and, more than ever, able to buy them.

Programming 11½ hours a day to the interests of this vital community, WOV is the only radio station in New York that reaches this market in its entirety — and reaches it MORE on every survey made.

A complete factual booklet — "Maximum Sales in the Negro Market of New York" — just completed — is well worth your study. It's yours for the asking.

WOV NEW YORK

Representatives: John E. Pearson Co.

WOV—New York—1926

Frequency: 1280 Kc.....Power: 5000 Watts
Owned-Operated By.....WOV Bcstg. Corp.
Business-Studio Address.....730 Fifth Ave.
Tel.: CI 5-7979.....Independent
Representative ..... Pearson
Exec. V. P., Gen. Manager.....Ralph N. Weil
V. P., Prog. Director.....Arnold Hartley
Publicity Director.....R. E. Thompson
Chief Engineer.....Emile Hill

WEVD—New York—1927

Frequency: 1330 Kc.....Power: 5000 Watts
Owned-Oper. By..Debs Memorial Radio Fund
Business-Studio Address.....117 W. 46th St.
Tel.: PI 7-0880.....Independent
Managing Dir.....Henry Greenfield
Prog. Dir.....George Field

WNEW—New York—1934

Frequency: 1130 Kc.....Power: 50 Kw.
Owned-Oper. By....Metropolitan Bcstg. Corp.
Business-Studio Address.....565 Fifth Ave.
Tel.: YU 6-7000.....Independent
Station Representative .....Eastman
Pres. & Gen. Mgr.....R. D. Buckley
Exec. V.P.....John B. Jaeger
Sales V.P.....J. V. B. Sullivan
Dir. Sales Dev.....Henry W. Simmen

WPOW—New York—1957

Frequency: 1330 Kc.....Power: 5 Kw.
Owned .....Bcstrs. of N. Y.
Address.....41 East 42nd St.
Tel.: MU 7-8436.....Independent
Station Representative..Tele Bcstrs.; Crennan
President.....H. Scott Killgore
Station Manager.....Si Lewis
Chief Engineer.....David R. Pryce

WRCA—New York—1926

Frequency: 660 Kc.....Power: 50 Kw.
Owned.....National Bcstg. Co.
Address.....30 Rockefeller Plaza
Tel.: CI 7-8300.....NBC
Station Rep.....NBC Spot Sales
President .....Robert Sarnoff
Gen. Manager.....William N. Davidson
Station Mgr.....Arthur Hamilton
Bus. Mgr.....Frederick Acker
Dir. Sales.....Herman Maxwell
Dir. Operations.....Pete Affe
Dir. Sales, Market.....Max E. Buck
Advertising Mgr.....Michael Lannon
Program Dir.....Steve White
Publicity-Exp. Mgr.....Alvin J. Slep

NEW YORK STATE ASSOCIATION OF RADIO and TELEVISION BROADCASTERS

President—Robert J. Leder, WOR-AM-TV, N. Y. C.

1st Vice-Pres.—Paul Adanti, WHEN-AM-TV, Syracuse

2nd Vice-Pres.—H. Stillwell Brown, Rural Radio Network, Ithaca

Secretary—Elliot Stewart, WIBX, Utica

Treasurer—George Dunham, WNBF, Binghamton

MEETINGS:—100 MEMBERS—ELECTIONS:

APRIL & FALL **FALL**

Address mail to: c/o President or Secretary

For nearly a million New York families, for hundreds of advertisers . . . **Nothing takes the place of good music, nothing takes the place of WQXR**

Radio Station of The New York Times **AM 50,000 watts, and FM**

WQXR—New York—1936

Frequency: 1560 Kc.....Power: 50,000 Watts
Owned-Operated By.....Interstate Bcstg. Co.
Business-Studio Address.....229 W. 43rd St.
Tel.: LA 4-1100.....Independent
Newspaper Affiliation .....Times
Representative.....Paul H. Raymer
Chairman of Board....Arthur Hays Sulzberger
President.....Orvil E. Dryfoos
Exec. V.P., Gen. Mgr.....Elliott M. Sanger
V.P. Sales Mgr.....Norman S. McGee
Sales Prom. Dir.....Mary Rice Anderson
Program Director.....Eleanor N. Sanger
Pub. Dir.....E. "Pat" Hurley
Chief Engineer.....L. J. Kleinklaus

WWRL—New York—1926

Frequency: 1600 Kc.....Power: 5000 Watts
Owned-Oper. By.....Long Island Bcstg. Corp.
Business Address.....41-30 58th St., Queens
Tel.: DE 5-1600.....Independent
President.....W. H. Reuman
Gen., Sta. Mgr.....Edith Dick
Comm., Sales Prom. Mgr.....Selvin Donneson
Program Director.....Fred Barr
Publicity Director.....Leon Lewis
Chief Engineer.....Benton R. Bartlett

(See Page 548)

WHLD—Niagara Falls—1940

Frequency: 1270 Kc....Power: 5000 Watts d.
Owned-Oper. By.....Earl C. Hull
Business-Studio Address.....United Building
Tel.: Butler 4-6464.....Independent
Representative .....Headley-Reed
Owner, Gen. Manager.....Earl C. Hull
Business Manager.....R. J. Manning
Commercial Mgr.....Earle A. Hamrick
Program, Sales Prom. Mgr....Edward F. Joseph

WJJL—Niagara Falls—1947

Frequency: 1440 Kc.....Power: 1000 Watts d.
Owned-Oper....Niagara Frontier Bcstg. Corp.
Address .....Hotel Niagara
Tel.: BU 5-5796.....Independent
Representative .....Burn-Smith
Pres., Gen. Mgr.....Tom W. Talbot
Program Dir.....Tom Kennedy
Chief Engineer.....Gustav Czaplak

WCHN—Norwich—1953

Frequency: 970 Kc.....Power: 500 Watts d.
Owned-Oper. By.....Radio Norwich, Inc.
Address.....14 S. Broad St.
Tel.: 4-2218.....Independent
Station Representative .....Devney
Pres., Gen. Mgr.....William J. Hall
Asst. Sta., Comm. Mgr.....Philip G. Penfold
Program Director.....Ivan Hyer
Chief Engineer.....Wiley R. Bates

WSLB—Ogdensburg—1940

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Seaway Radio
Address.....2315 Knox St.
Tel.: OG 500.....MBS
President .....George Bingham
Gen. Mgr., Ch. Engr.....Thomas E. Leighton
Prog. Dir.....Flo Beach Rowe

WHDL—Olean—1929

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....WHDL, Inc.
Address.....3219 W. State Rd.
Tel.: 2-0161.....ABC
Newspaper Affiliation.....Times Herald
Representative .....Everett-McKinney
Pres., Gen. Mgr.....John R. Henzel
Sta. Mgr. .....John F. Hastings
Comm. Mgr. .....Joseph K. Eade
Prog. Dir.....Donald McLean
Publicity Director.....Betty Belleisle
Chief Engineer.....Wallace D. Taylor

WMNS—Olean—1957

Frequency: 1360 Kc.....Power: 1 Kw., d.
Owned.....Olean Bcstg. Corp.
Address.....168½ N. Union St.
Tel.: 2-0157.....Independent
Station Representative .....Webb
Pres., Gen. Mgr.....Donald W. Merriman
Comm. Mgr.....Jim Gleason
Program Director.....James Colston
Chief Engineer.....William Potter

WONG—Oneida—1956

Frequency: 1600 Kc.....Power: 1 Kw., d.
Owned-Oper. By..Madison County Bcstg. Co.
Address.....238 Main St.
Tel.: 1600 .....Independent
Representative .....McGillvra
President.....John J. Geiger
Station Manager.....Willis A. Bradley
Comm. Mgr.....Joseph Trela
Program Director.....Thomas E. Kirwan
Chief Engineer.....H. B. Reynolds

WDOS—Oneonta—1947

Frequency: 730 Kc.....Power: 500 Watts, d.
Owned-Oper. By.....Ottaway Stations, Inc.
Bus.-Studio Address.....104 Chestnut St.
Tel.: 2470 .....Independent
Newspaper Affiliation.....Oneonta Star
Representative .....Radio-TV Reps.
President.....James H. Ottaway
General Manager.....Harold E. Graves
Managing Director.....Francis H. Brinkley
Comm. Mgr.....Benjamin M. Turnbull
Program Director.....Jerry Sanders
Chief Engineer.....William J. Petit

WEBO—Owego—1957

Frequency: 1330 Kc.....Power: 1 Kw., d.
Owned.....Erdman Bcstg. Co.
Business Address.....61 North Ave.
Representative .....Forjoe
President.....E. E. "Woody" Erdman
General Manager.....Fred Haggerty
Commercial Manager.....Matt Cordaro
Program Director.....Alan Ostrander
Publicity Director.....Merian Campbell
Ch. Eng.....Gerald Cushing

WALK—Patchogue—1952

Frequency: 1370 Kc.....Power: 500 Watts d.
Owned-Oper. By.....Suffolk Bcstg. Corp.
Address.....P. O. Box 230
Tel.: GR 5-5200.....Independent
Newspaper Affiliation.....Suffolk Cons. Press
Representative .....Grant Webb
Pres., Gen. Mgr.....W. K. Macy, Jr.
Comm. Mgr., Prom. Mgr.....John Regan
Prog., Pub. Dir.....Jack Ellsworth
Chief Engineer.....Ed Becker

WPAC—Patchogue—1951

Frequency: 1580 Kc.....Power: 5 Kw. d.
Owned-Oper. By.....Patchogue Bcstg. Co.
Business Address.....P.O. Box 651
Tel.: GR 5-4600.....Independent
Representative .....Clark
Pres., Gen. Mgr.....Lee Morrison
Station Mgr.....Stan Allan
Comm. Mgr.....Herbert Morrison
Program Director.....Dick Hodkin
Pub. Dir.....Donald Lombardy
Chief Engineer.....Morton Morrison

WLNA—Peekskill—1948

Frequency: 1420 Kc....Power: 1000 Watts d.
Owned-Oper. By.....Highland Bcstg. Corp.
Address .....Box 188
Tel.: 7-1124.....Independent
Station Rep.....Rambeau, Vance, Hopple
Pres., Gen. Mgr., Ch. Eng....Irving E. Cottrell
Commercial Mgr.....Francis V. Lough
Program Dir.....George Birdas

WEAV—Plattsburg—1934

Frequency: 1960 Kc.....Power: 5000 Watts
Owned-Oper. By.....Plattsburg Bcstg. Corp.
Studio Address.....38 Court St.
Tel.: 1600.....ABC
Representative .....Jack Masla
President.....George F. Bissell
Gen. Mgr.....A. E. Spokes
Commercial Manager.....L. J. Hare
Chief Engineer.....Larry La Panne

WIRY—Plattsburg—1950

Frequency: 1340 Kc. ....Power: 250 Watts
Owned-Oper. By ..Clinton Cty. Bdcstg. Corp.
Trans. Loca. Address.....301 Cornelia St.
Tel.: 2800.....MBS-KBS
Representative .....McGavren-Quinn
Pres., Gen., Comm. Mgr. .....Joel H. Scheier
Asst. Gen. Mgr.....Donald L. Pelkey
Program Director.....Betty Kraus
Chief Engineer.....Joseph F. Missick

WDLC—Port Jervis—1953

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Port Jervis Bcstg. Co.
Address .....Box 920
Tel.: 3-2293.....Independent
Station Representative .....Hopewell
President .....Sidney Sakofsky
Gen. Mgr., Ch. Engh.....Oscar Wein
Publicity Director.....Norbert Ellerin

WPDM—Potsdam—1955

Frequency: 1470 Kc.....Power: 1 Kw., d.
Owned-Oper. By....St. Lawrence Radio, Inc.
Address .....Potsdam
Tel.: COlony 7-9464.....Independent
Station Representative .....Forjoe
General Manager.....Frederick G. Hartman
Station Manager.....Eric C. Fields
Sales Promotion Mgr.....James Rogers III
Program Director.....Wayne Parrish
Chief Engineer.....Lloyd G. Howe

WEOK—Poughkeepsie—1948

Frequency: 1390 Kc....Power: 1000 Watts, d.
Owned-Operated By...Mid-Hudson Bcsts. Inc.
Business-Studio Address.....Pendell Road
Tel.: GR 1-1500.....Independent
Representative.....Everett-McKinney
President.....Arthur J. Barry
Station Manager.....Frank Breslin
Chief Engineer.....John P. Burke

WKIP—Poughkeepsie—1940

Frequency: 1450 Kc.....Power: 250 Watts
Owned.....Dutchess County Bcstg. Corp.
Business Address.....Nelson House; Box 889
Tel.: GR 1-2300.....ABC
Pres.....George W. Bingham
V.P., Gen. Mgr.....Richard A. Dwelley
Commercial Manager.....Stanley D. Mitchell
Pub., Prog. Director.....John Kuhn
Chief Engineer.....Marvin S. Seimes

WREM—Remsen—1957

Frequency: 1480 Kc.....Power: 1 Kw.
Owned By...Town & Country Bcstg. Co. Inc.
Business Address.....1 Pine St.
Tel.: 3333 .....Independent
Station Representative .....Bernard
President.....Edwin L. Slusarczyk
Gen. Mgr., Ch. Eng.....Gerald W. Prouty
Commercial Manager.....John Perry
Program Director.....Alfred Liberatore
Sales Prom. Mgr.....John Moore

WRIV—Riverhead—1955

Frequency: 1390 Kc.....Power: 1,000 Watts
Owned.....Suffolk Broadcasting Corp.
Address.....1 East Main
Tel.: PA 7-1200.....Independent
Newspaper Affil...Suffolk Consolidated Press
Representative .....Grant Webb
Pres., Gen. Mgr.....William K. Macy, Jr.
Sta. Mgr., Prog. Dir.....John F. Mulcahy
Comm., Sales Prom. Mgr....Laurance I. Nicoll
Chief Engineer.....Edward Becker

WBBF—Rochester—1947

Frequency: 950 Kc.....Power: 1000 Watts
Owned-Oper. By.....WBBF, Inc.
Bus.-Studio Address.....339 East Ave.
Tel.: HAmilton 6-8920.....Independent

Representative..Venard, Rintoul & McConnell
President .....Thomas L. Brown
General Manager.....Robert S. Kieve
Chief Engineer.....Vincent Lopopolo

WHAM—Rochester—1922

Frequency: 1180 Kc.....Power: 50,000 Watts
Owned-Oper. By.....Genesee Broadcasting
Business Address.....201 Humboldt Rd.
Tel.: HU 2-1160.....NBC
Representative .....Christal, McDermott
President.....John S. Riggs
General Manager.....F. Robert Greene
Sta., Comm. Mgr.....Arthur W. Kelly
Program Director.....Edward V. Bryant
Chief Engineer.....Raymond Lucia

WHEC—Rochester—1925

Frequency: 1460 Kc.....Power: 5000 Watts
Owned .....WHEC, Inc.
Bus.-Studio Address.....191 East Ave.
Tel.: BA 5-3050.....CBS
Newspaper Affiliation.....Gannett Co.
Representative ..... Everett-McKinney
President .....Paul Miller
Gen., Sta. Mgr.....L. H. MacMillan
Commercial Mgr.....Fred Pestorius
Program Dir.....Warren Doremus
Publicity Dir.....Dorothy Cotton
Chief Engineer.....Howard Mouatt

WRVM—Rochester—1947

Frequency: 680 Kc.....Power: 250 W. d.
Owner.....Rochester Bcstg. Co.
Address.....130 S. Clinton Ave.
Tel.: BA 5-2520.....Independent
Representative .....Forjoe
President .....Harry Trenner
Gen. Mgr.....Thomas H. O'Neill
Sales Manager.....Charles R. Milne
Sales Promotion Manager..Bill Weintraub, Jr.
Chief Engineer.....Al Rubin

WSAY—Rochester—1936

Frequency: 1370 Kc.....Power: 5 Kw.
Owned-Oper. By...Federal Bcstg. System, Inc.
Business-Studio Address.....250 E. Ave.
Tel.: BA 5-4870.....Independent
Station Representative .....Walker-Rawalt
Pres., Ch. Eng.....Gordon P. Brown
Station Director.....John Hill
Prog., Pub. Dir.....Sybilla A. Reber

WVET—Rochester—1947

Frequency: 1280 Kc. .....Power: 5000 Watts
Owned-Oper. By....Veterans Bcstg. Co., Inc.
Address .....17 Clinton Ave So.
Tel.: HA 6-4820.....ABC
Representative.....Bolling Co., Inc.
Pres., Gen. Mgr.....Ervin F. Lyke
Station Manager.....Paul C. Louther
Commercial Manager....Arthur Murrellwright
Program Director.....Jack Decker
Publicity Director.....Bill Schubert
Chief Engineer.....Raymond Jobes

WKAL—Rome—1946

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By....Copper City Bcstg. Corp.
Business-Studio Address..Capitol Theatre Bldg.
Tel.: 3616.....MBS
Representative .....Cooke
President.....Myron J. Kallet
General Manager.....Joseph Kallet
Assistant Mgr.....Alberta Rossi
Station Mgr.....Richard W. Gessner

WGGO—Salamanca—1957

Frequency: 1590 Kc.....Power: 1 Kw., d.
Owned.....Alfred B. Smith
Address.....91 Main St.
Tel.: 1515 .....KBS
Station Representative .....Continental
President.....Alfred B. Smith
General Manager.....Loren F. Bridges
Chief Engineer.....Dominic Pecora

WNBZ—Saranac Lake—1927

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Upstate Bcstg. Corp.
Business-Studio Address.....88 Main St.
Tel.: 1320 .....NBC
Station Rep.....Rambeau, Vance, Hopple
Pres., Gen. Mgr.....Jacques DeMattos
Comm. Mgr., Prog. Dir.....Jeanne DeMattos
Publicity Director.....John F. Delahant
Chief Engineer.....H. Berwind Williams

WRSA—Saratoga Springs—1957

Frequency: 1280 Kc.....Power: 1 Kw., d.
Owned-Operated By.....Radio Station WRSA
Business Address.....Box 248
Tel.: 4300 .....KBS
Station Representative .....Keller
President .....Lou Tobier
Gen., Sta. Mgr.....Jack Oranch
Commercial Manager.....A. F. DeBello
Program Director.....Jim Whaley
Chief Engineer.....Cas Miles

WSPN—Saratoga Springs 1954

Frequency: 900 Kc.....Power: 250 Watts d.
Owned By.....Spa Broadcasters, Inc.
Business Address.....71 West Ave.
Tel.: 2180.....Independent
Representative .....Richard O'Connell
President .....Ken Freebern
Gen., Sta. Mgr.....Robert W. Dingman
Comm., Sales Prom. Mgr.....Joseph D. Snyder
Prog., Pub. Dir.....Sheldon E. Bullock
Chief Engineer.....John Leib

WSKN—Saugerties—1956

Frequency: 920 Kc.....Power: 1000 Watts, d.
Owned.....VIP Radio, Inc.
Business Address.....Box 920
Tel.: CH 6-2822.....Independent
Representative.....Thomas F. Clark
Pres., Gen. Mgr.....John P. Lynker
Comm., Sales Prom. Mgr.....W. Irving Rose
Program Dir.....Elliot Nevins
Chief Engineer.....Leroy F. Fuller

WGY—Schenectady—1922

Frequency: 810 Kc.....Power: 50,000 Watts

Owned-Oper. By.....General Electric Co.
Business-Studio Address....1400 Balltown Rd.
Tel.: FR 7-2261.....NBC
Representative.....Henry I. Christal
President .....Robert Paxton
General Manager.....J. Milton Lang
Station Manager.....Robert F. Reid
Sales Manager.....J. Schmulbach
Operations Mgr.....Merl L. Galusha
Sales Prom. Mgr.....Arthur R. Garland
Program Director.....Donn M. Chown
Chief Engineer.....W. J. Purcell

WSNY—Schenectady—1942

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By....Western Gateway Bcstg.
Business-Studio Address.....619 State St.
Tel.: EX 3-3622.....Independent
Representative ..... Forjoe
Pres., Gen., Sta. Mgr.....Winslow Leighton
Comm. Manager.....Thomas Seeley

WFBL—Syracuse—1922

Frequency: 1390 Kc.....Power: 5000 Watts
Owned.....First Broadcasting Corp.
Bus.-Studio Address.....P.O. Box 1390
Tel.: HA 2-1147.....ABC
Representative .....Hollingbery
General Mgr.....Henry P. Wilcox
Sales Mgr.....Richard F. Polgreen
Mdsg. & Prom. Mgr.....Edward J. Hill
Pub. Rel. Dir.....C. F. Phillips
Chief Engineer.....Vincent Marlin

WHEN—Syracuse—1954

Frequency: 620 Kc...Power: 5 Kw. d., 1 Kw. n.
Owned.....Meredith Syracuse Radio Corp.
Address .....511 Loew Bldg.
Tel.: HA 2-0277.....CBS
Representative ..... Katz
V.P. & Gen. Mgr.....Paul Adanti
Station Manager.....William H. Bell
Prom. Mgr., Pub. Dir.....Robert Peel
Program Director.....John L. Scott
Comm. Mgr.....Louis Parmentier
Chief Engineer.....Robert Ardner
Owners of: KCMO, Kansas City, Mo.; KPHO, Phoenix, Ariz.; WOW, Nebraska, Neb.; KRMG, Tulsa, Okla.

(See Page 498)

WNDR—Syracuse—1946

Frequency: 1260 Kc.....Power: 5000 Watts
Owned-Oper. By .....Syracuse Bcstg. Corp.
Address .....Box 1212
Tel.: KI 6-1515.....MBS
Station Rep..... Forjoe
General Manager.....Arthur C. Kyle, Jr.
Comm. Mgr.....James A. McKechnie

WFBL
RADIO
DOMINATES!
SYRACUSE, NEW YORK
IMPRESSIVE RATINGS
FAMILY PROGRAMMING
OUTSTANDING EXPERIENCED AIR SALESMEN
CREATIVE SELLING
COMPLETE MERCHANDISING
National representative—George P. Hollingbery Co.
FOUNDERS CORP.
One of the Founders' group of stations, including KPOA, Honolulu, and the Inter-Island Networks; WTAC, Flint, Michigan; and KTVR, Channel 2, Denver, Colorado.

WOLF—Syracuse—1940

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Civic Bcstg. Corp.
Address.....Kirkpatrick & Van Rensellear Sts.
Tel.: HA 2-7211.....Independent
Representative .....Walker
President, General Mgr...T. Sherman Marshall
Comm. Mgr.....Al Webb
Program, Publicity Dir.....Charles A. Shaw
Chief Engineer.....Don Muir

WSYR—Syracuse—1922

Frequency: 570 Kc.....Power: 5000 Watts
Owned-Operated By.....Central N. Y. Bcstg.
Business Address.....1030 James St.
Tel.: GRanite 4-3911.....NBC
Newspaper Affil. .Herald-Journal, Post Standard
Representative .....Henry I. Christal
Pres., Gen. Mgr.....E. R. Vadeboncoeur
V.P., Prog. Dir.....William V. Rothrum
Com. Mgr.....William R. Alford, Jr.
Prom. Mgr., Pub. Dir.....Lou Switzer
Chief Engineer.....A. J. Eicholzer

WIPS—Ticonderoga—1955

Frequency: 1250 Kc.....Power: 1 Kw., d.
Owned-Operated By.....Olean Bcstg. Corp.
Address .....Fort Road
Tel.: JU 2868.....Independent
Station Representative .....Webb
President .....Donald Merriman
General Manager.....Robert Roddy
Program Director.....Barry Stigers
Chief Engineer.....Wayne White

WTRY—Troy—1940

Frequency: 980 Kc.....Power: 5000 Watts
Owned-Oper. By.....WTRY Bcstg.
Business-Studio Address.....92 Fourth St.
Tel.: AS 4-1100.....CBS
Representative .....John Blair
President .....Daniel Kops
Gen. Manager.....Allan Bengston
Commercial Mgr.....Lee Ehrlich
Program Director.....John Mounteer
Chief Engineer.....Frank Belaska

WIBX—Utica—1925

Frequency: 950 Kc.....Power: 5000 Watts
Owned-Oper. By .....WIBX, Inc.
Business Address.....187 Genesee St.
Tel.: SWift 7-0220.....CBS
Reps. .....Meeker
President.....Margaret Bowen Shepard
Gen., Sales Prom. Mgr.....Frederic C. Bowen
Sta. Mgr., Prog. Dir.....Elliott Stewart
Chief Engineer .....John T. Dowdell

WRUN—Utica—1947

Freq.: 1150 Kc.....Power: 5 Kw. d., 1 Kw. n
Owned-Oper. By.....The Rome Sentinel Co.
Business-Studio Address.....258 Genesee St.
Tel.: SWift 7-1500.....Independent
Newspaper Affiliation....Rome Daily Sentinel
Representative .....Avery-Knodel
President.....Bradley C. Barnard
General Manager.....Fritz Updike
Sta., Comm. Mgr.....Richard A. Clark
Sales Prom., Pub. Dir.....Phil Cameron
Program Supervisor.....Alan E. Cole
Chief Engineers....G. S. Woods, C. F. Henry

WTLB—Utica—1947

Freq.: 1310 Kc.....Power: 1 Kw. d., 500 W. n.
Owned By.....Star Bcstg. Co.
Address .....New Hartford, N. Y.
Tel.: SWift 7-1330.....ABC
Station Rep.....Venard, Rintoul, McConnell
President .....Thomas L. Brown
General Manager.....Harry V. Barker
Sales Prom. Mgr.....Neil LaGrow
Program Director.....Dave Sennett
Chief Engineer.....Peter Narkon

WFAS—White Plains—1932

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....Westchester Bcstg. Corp.
Bus.-Studio Address.....Secor Rd., Hartsdale
Tel.: WH 9-6400.....Independent
Representative .....Headley-Reed
President.....Valentine E. Macy, Jr.
Gen., Sta. Manager.....Frank A. Seitz
Program Director.....Randall Kaler
Sls. Prom., Comm. Mgr.....John Hade
Chief Engineer.....Jack Pearson

WDLA—Walton—1951

Frequency: 1270 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Delaware County Bcstg.

WFAS — Dial 1-2-3

WFAS-FM 103.9 mc.

FIRST in Westchester-Rockland audience loyalty
FIRST in Local News Coverage
FIRST in Good Music
FIRST in Public Service
and
TOPS in Results to Clients

Ask for current brochure and PULSE Listening Study.

WFAS and WFAS-FM
White Plains, N. Y.

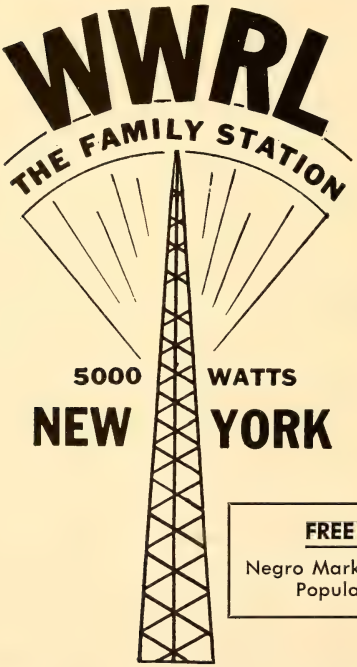
The station for whirl-wind sales action!

WWRL

beamed to sell New York's

2,455,000

Negroes & Puerto Ricans



FREE REPORT

Negro Market in New York
Population Study

WWRL . . . puts the act in action by speaking the language of New York's ever-expanding Negro and Puerto Rican market. Top personalities sell your product 24 hours a day. Get in the sales whirl . . . buy **WWRL.**

MERCHANDISING PLUS: Ask about our "geared-to-sell" merchandising plan.

On the air 24 hours **DE 5-1600**

Business Address .....Walton
Tel.: UNderhill 5-4321.....KBS
Station Rep.....Rambeau, Vance, Hopple
General Manager.....Michael J. Cuneen
Publicity Director.....Myra Youmans
Chief Engineer.....Charles Lissner

WATN—Watertown—1941

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....Watertown Bcstg. Corp.
Bus.-Studio Location.....118 Washington St.
Tel.: SUnset 2-3320.....Independent
Representative .....Devney
Pres., Gen. Mgr.....G. Harry Righter
Chief Engs.....D. Schryver, J. F. Sprague

WWNY—Watertown—1941

Frequency: 790 Kc.....Power: 1000 Watts
Owned-Operated By.....The Brockway Co.
Address .....Hotel Woodruff
Newspaper Affil.....Daily Times

Representative .....Weed
President.....John B. Johnson
General Manager.....Louis Saltf, Jr.
Station Manager.....Earl R. Kelly
Comm. Mgr.....Harold Gore, Jr.
Dir. of Engineering.....M. B. Davis

WLSV—Wellsville—1955

Frequency: 790 Kc.....Power: 500 Watts, d.
Owned-Oper. By..Radio Services of Wellsville
Address .....Main St.
Tel.: 727.....Independent
Gen. Mgr.....Joseph Mumma
Commercial Mgr.....J. Craig Cummings
Station Mgr.....Robert H. Elliott
Program Dir.....Jay Mullen
Chief Engineer.....Clyde L. Shields

WWRL—Woodside—1926

(See New York, N. Y., Page 543)

Pop.: 4,740,000
Families: 1,224,000
Radio Homes: 1,198,000

North Carolina

Stations in State: 135
TV Homes: 905,000
TV Stations: 17

WRCS—Ahoskie—1947

Frequency: 970 Kc.....Power: 1000 Watts d.
Owned.....Roanoke-Chowan Bcstg. Co., Inc.
Business Address.....P. O. Box 89
Tel.: 3101.....KBS
President.....Charles H. Jenkins
Manager.....P. G. Sewell

WZKY—Ahoskie—1956

Frequency: 1580 Kc.....Power: 250 Watts, d.
Owned By.....Stanley Cty. Bcstg. Co.
Address .....Box 365
Tel.: YUkon 2-1111.....Independent
Pres., Gen. Mgr.....J. Presson
Commercial Mgr.....Nelson Russell
Program Dir.....Irma Presson

WABZ—Albemarle—1948

Frequency: 1010 Kc.....Power: 1000 Watts d.
Owned-Oper. By....Radio Station WABZ, Inc.
Business-Studio Address.....Hotel Albemarle
Tel.: YU 2-1020.....KBS
President.....Staton P. Williams
General Manager.....Mrs. R. G. Varner
Commercial Mgr.....Marvin C. Coley
Program Director.....Chas. M. White
Chief Engineer.....John D. Brooks

WGWR—Asheboro—1947

Frequency: 1260 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Asheboro Bcstg. Co., Inc.
Bus.-Studio Address.....303 E. Salisbury St.
Tel.: 2187.....KBS
Newspaper Affil.....Courier Tribune
President .....Roy Cox
Gen., Sta., Comm. Mgr.....J. R. Marlowe
Program Director.....A. R. Brown

Sales Prom. Mgr.....R. G. Sweeney
Chief Engineer.....Howard Miller

WISE—Asheville—1939

Freq.: 1310 Kc.....Power: 5 Kw. d., 1 Kw. n.
Operated By.....Radio WISE, Inc.
Address .....92 Haywood St.
Tel.: ALpine 3-5381.....Independent
Representative .....Bcst Time Sales
President.....Harold H. Thoms
Sta. Mgr.....John Morris

WLOS—Asheville—1947

Freq.: 1380 Kc.....Power: 5 Kw. d., 1 Kw. n.
Owned-Operated By.....Skyway Bcstg. Co.
Business-Studio Address.....288 Macon Ave.
Tel.: ALpine 4-4321.....ABC-NBC
Station Representatives.....P. G. & W. Ayers
Pres., Gen. Mgr.....T. A. Eiland
Sta., Comm. Mgr.....Dewey Long
Sales Prom. Mgr.....Jack Winters
Program Dir.....Fred Brown
Chief Engineer.....George F. Sprague

WSKY—Asheville—1946

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Radio Asheville, Inc.
Business-Studio Address.....12 Church St.
Tel.: ALpine 3-4451.....Independent
Representative .....Everett-McKinney
Pres., Gen., Sta., Comm. Mgr.....Zeb Lee
Commercial Mgr.....Bruce Barnes
Chief Engineer.....Bill Clements

WWNC—Asheville—1927

Frequency: 570 Kc.....Power: 5000 Watts
Owned-Oper. By..Asheville Citizen-Times Co.

Business-Studio Address....14 O. Henry Ave.
Tel.: AL 2-5611.....CBS
Newspaper Affili.....Citizen, Times
Representative .....H-R
President.....Charlie Peace
Gen., Sta., Prom., Pub. Mgr....Cecil B. Hoskins
Comm. Mgr.....James A. Hagan
Program Director.....William F. Melia
Chief Engineer.....Harvey T. Nations

WBMA—Beaufort—1954

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By...Richard Ray Cummins
Address .....Box 156
Tel.: 2-9401.....Independent
Owner, Gen. Mgr., Ch. Eng.....R. R. Cummins
Promotion Mgr.....Hilda Cummins

WCGC—Belmont—1954

Freq.: 1270 Kc....Power: 1 Kw., d.; 500 W., n.
Owner.....Central Bcstg. Co.
Address .....Box 629
Tel.: TA 5-2812.....ABC-MBS
Representative.....Rambeau, Vance, Hopple
Pres., Gen., Sta., Eng.....Robert Hilker
Comm. Mgr., Pub. Dir.....Frank Thomas
Chief Engineer.....Roger Hovis

WATA—Boone—1950

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Wilkes Bcstg. Co.
Address .....Depot St.
Tel.: AM 4-8461.....Independent
Manager.....Doris B. Brown
Secretary-Treasurer.....Roland Potter
Commercial Manager.....Ralph Tugman
Program Director.....Jane Smith

WPNF—Brevard—1950

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....Pisgah Bcstg. Co., Inc.
Business Address.....North Broad St.
Tel.: TU 3-3621.....Independent
President.....Mrs. Ed. M. Anderson
Sta., Comm. Mgr.....Bobby Hoyle
Program Director.....Al Martin
Publicity Director.....John Anderson
Chief Engineer.....Baxter Morris, Jr.

WBBB—Burlington—1941

Frequency: 920 Kc.....Power: 5000 Watts d.
Owned-Operated By.Alamance Bcstg. Co., Inc.
Business-Studio Address.....Box 1119
Tel.: CA 6-6376.....MBS-KBS
Rep.....Thomas F. Clark
General Manager.....E. Z. Jones
Comm. Mgr., Prog. Dir.....C. Robert Ray
Chief Engineer.....Berry Tysor

WFNS—Burlington—1946

Frequency: 1150 .....Power: 1000 Watts d.,
Owned.....Burlington-Graham Bdcstg. Co.
Address.....Maple at Broad
Tel.: CA 7-4261.....Independent
Representative .....Walker
Gen., Sta. Mgr.....G. C. Starnes
Commercial Manager.....Harold Nall
Program Director.....William Diffee
Sales Prom. Mgr.....Phil Eakin
Chief Engineer.....Charles Stafford

WWIT—Canton—1954

Frequency: 970 Kc.....Power: 1 Kw., d
Owned By.....Barry Medlin, Jr.
Address .....Box 391
Tel.: MI 8-3588.....Independent
Representative .....Best
Gen. Mgr.....Kermit Edney
Comm. Mgr.....V. Edgar Pressley

WCHL—Chapel Hill—1953

Frequency: 1360 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Village Bcstg. Co
Address .....Durham Road
Tel.: 8485.....Independent
Pres., Gen. Mgr.....Sandy McClamroch
Asst. to Gen. Mgr.....R. B. Boyd
Chief Engineer.....Jim Botsford

WAYS—Charlotte—1941

Frequency: 610 Kc.....Power: 5 Kw., 1 Kw. n.
Owned.....Inter City Adv. Corp.
Business-Studio Address.....3229 S. Blvd.
Tel.: JA 3-0121.....Independent
Representative.....Bcstg. Time Sales
President.....George W. Dowdy
Co-ord. Secretary.....H. H. Thoms
General Mgr.....James P. Poston
Commercial Mgr.....Ralph Little
Sta., Publicity Dir.....Howard Mandel
Program Dir.....Eric Dillon
Chief Engineer.....E. R. Dekle

WBT—Charlotte—1922

Frequency: 1110 Kc.....Power: 50,000 Watts
Owned-Oper. By...Jefferson Standard Bdcstg.
Address.....1 Jefferson Pl.
Tel.: ED 3-8833.....CBS
Representative.....CBS Radio Spot Sales
President .....J. M. Bryan
Gen. Mgr.....Charles H. Crutchfield
Station Manager.....V. V. Evans, Jr.
Comm. Manager.....Paul B. Marion
Program Director.....Bailey Hobgood
Pub., Sls. Prom. Director.....Ned Burgess
Chief Engineer.....Thomas Howard

WGIV—Charlotte—1947

Frequency: 1600 Kc.....Power: 1000 Watts d.
Owned-Oper. By..Charlotte Radio & TV Corp.
Business Address.....2520 Toomey Ave.
Tel.: ED 3-2195.....Independent
Representative .....Forjoe
Pres., Gen., Sta. Mgr.....Francis M. Fitzgerald
Commercial Mgr.....Ray Ervin

WIST—Charlotte—1951

Frequency: 930 Kc....Power: 5000 d; 1000 n.
Owned-Oper. By.....Bcstg. Co. of South
Address.....204 Liberty Life Bldg.
Tel.: FR 6-3511.....Independent
Representative.Peters, Griffin, Woodward, Inc.
President.....B. C. Hipp
General Manager.....G. R. Shafto

Station Manager.....Ray M. Stanfield
Commercial Manager.....James S. Pfaff
Program Director.....Jon A. Holiday
Chief Engineer.....A. O. Richardson

WKTC—Charlotte—1958

Frequency: 1310 Kc.....Power: 1000 Watts
Owned By.....Queen City Bcstg. Co.
Address.....2001 Suttle Ave.
Tel.: EDison 3-1101.....Independent
Representative .....Masla
Pres., Gen. Mgr.....T. C. Wood, Jr.
Program, Chief Eng.....George Webb
Sales Prom. Mgr.....Joe Vale

WSOC—Charlotte—1933

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By....Radio Station WSOC, Inc.
Address.....1925 N. Tryon St.
Tel.: FR 6-8401.....NBC
Station Representatives.....H-R; F-J
President .....Larry Walker
General Manager.....Henry Sullivan
Commercial Mgr.....Bryon Smith
Program Director.....Dewey Drum
Chief Engineer.....Carl Rust

WWOK—Charlotte—1955

Frequency:1480 Kc.....Power: 1 Kw., d.
Owned-Oper. By.....Radio Charlotte, Inc.
Address.....215 Greystone Rd.
Tel.: JAckson 3-1041.....Independent
Representative.....O'Connell; Reilly; Ayers
President.....Sherwood J. Tarlow
Vice Pres.....Allan W. Roberts
Asst. Gen. Mgr.....John W. Murray
Station Manager.....Herb Berg
Operations Mgr.....Art Lawrence
Sales Prom. Mgr.....Dick Brown
Commercial Mgr.....John Moore
Publicity Director.....Bob Jann
Chief Engineer.....Dave Eccensy

WRRZ—Clinton—1946

Frequency: 880 Kc.....Power: 1000 Watts d.
Owned.....WRRZ Radio Co.
Tel.: 2165.....ABC
Station Rep. .....Walker
Station Manager.....H. D. Stanley
Sales Prom. Manager.....E. D. Powell
Program Director.....Jim Ten
Chief Engineer.....J. L. Bowles

WEGO—Concord—1943

Frequency: 1410 Kc.....Power: 1 Kw., d.
Owned By.....Concord Kannapolis Bcstg. Co.
Address .....Box 527
Tel.: ST 2-7115.....KBS
Station Reps.....Keystone, Southeastern
President.....Robert R. Hilker
Gen., Sta. Mgr.....J. Norman Young
Comm., Sales Prom. Mgr.....C. Claude Gibson
Program Director.....Nedith Lowry
Chief Engineer.....Kenneth R. Kennedy

WCKB—Dunn—1946

Frequency: 780 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....No. Car. Cent. Bcstrs.
Business Address.....Box 431
Tel.: 3133.....KBS
President.....Lofton A. Tart, Sr.
Sta., Gen. Mgr.....A. Lincoln Faulk
Commercial Manager.....Carl Lamm
Sales Prom. Mgr.....John Ciccone
Program Director.....Rudy Zurlo
Publicity Director.....John G. Thomas
Chief Engineer .....Joseph Kotlas

WDNC—Durham—1934

Freq.: 620 Kc.....Power: 5 Kw. d., 1 Kw. n.
Owned-Oper. By....The Durham Radio Corp.
Bus.-Studio Address..138½ E. Chapel Hill St.
Tel.: 6155.....CBS
News. Affil..... Herald Sun
Representative .....Paul H. Raymer
President.....C. C. Council
Gen. Mgr.....J. Frank Jarman
Comm. Mgr.....Woody Woodhouse
Prog. Dir.....E. R. Higgins, Jr.
Chief Eng.....C. Roy King

WSRC—Durham—1954

Frequency: 1410 Kc.....Power: 1 Kw.
Owned .....Carolina Radio
Address .....P. O. Box 28
Tel.: 2-4681.....Independent
Station Rep.....Dore; Dora-Clayton
President .....Robert Monroe
Gen. Mgr.....James H. Mayes, Jr.
Comm. Mgr.....Call S. Smith
Prog. Dir.....Norfley Whitted
Chief Engineer.....Roy Fullen

WSSB—Durham—1947

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By ....Public Information Corp.
Address .....Box 1168
Tel.: 7-1179.....KBS
Station Rep.....Gill-Perna
President.....E. L. Clinton
Sales Mgr.....Coburn Gum

WTIK—Durham—1946

Freq.: 1310 Kc.....Power: 1000 Watts d.; 5 n.
Owned-Oper. By.....W & W Bcstg. Co.
Address.....205½ W. Main St.
Tel.: 6101.....ABC
President.....C. H. Wentz
Gen., Sta. Mgr.....H. Tom Morris
Prog., Pub. Mgr.....Wally Ausley
Chief Engineer.....Charles Tart

WCDJ—Edenton—1955

Frequency: 1260 Kc.....Power: 1 Kw. d.
Owned-Oper. By.....Colonial Bcstg. Co.
Address.....P. O. Box 509
Tel.: 2178.....KBS
President.....E. M. Schuman
Gen. Sta. Mgr.....R. W. Schuman
Commercial Manager.....R. P. Harrell
Program Director.....Boyce Williams
Publicity Director.....Nancy Carson
Chief Engineer.....Anthony Ostopoff

WCNC—Elizabeth City—1939

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By....Albemarle Bcstg. Co., Inc.
Address.....Box 535
Tel.: 4379.....KBS
Station Rep.....Bogner & Martin
President.....J. L. Lamb, Sr.
Gen. Mgr.....J. L. Lamb, Jr.
Sta. Mgr.....Desmond Barclay
Commercial Manager.....C. E. Ferrell
Program Director.....Bill Diggs
Chief Engineer.....Joe Lamb, Jr.

WGAI—Elizabeth City—1947

Freq.: 560 Kc...Power: 1 Kw. d., 500 Watts n.
Owned-Operated By.....WGAI Radio Co.
Business-Studio Address.....Kramer Bldg.
Tel.: 4371.....Independent
Pres., Gen., Sta. Mgr.....C. Alden Baker

WBLA—Elizabethtown—1956

Frequency: 1440 Kc.....Power: 1 Kw., d.
Owned.....Bladen Bcstg. Corp.
Address .....Box 327
Tel.: UNion 2-3184.....KBS
Representative .....Best
President.....E. Clayton Register
General Mgr.....Chatham C. Clark

WIFM—Elkin—1951

Frequency: 1540 Kc.....Power: 250 Watts, d.
Owned.....Tri-County Bcstg. Co. Inc.
Address.....Elk Spur St.
Tel.: 860.....Independent
President.....H. F. Laffoon
General Mgr.....Will Erwin
Sta. Mgr., Chief Eng.....E. G. Smith, Jr.
Program Director.....Mrs. Ruth Smith

WFMO—Fairmont—1953

Frequency: 860 Kc.....Power: 1000 Watts, d.
Owned.....Carolina's Broadcasting Co., Inc.
Address ..... Box 492
Tel.: MA 8-4781.....Independent
President .....Cutlar Moore
Gen., Comm. Mgr.....Billy E. Peele
Chief Engineer.....Joseph F. Milazzo

WFAI—Fayetteville—1948

Frequency: 1230 Kc.....Power: 250 Watts
Owned By.....Ralph E. Hess
Bus.-Studio Address.....Box 659
Tel.: HU 4-6161.....CBS-KBS
Representative.....Thomas F. Clark
President, Gen. Mgr.....Ralph E. Hess
Program, Sta. Mgr.....R. Allen Hess
Comm. Mgr.....Bob Smith
Sales Prom., Publicity Dir.....Jim Batten
Chief Engineer.....Walter Lee Moring

WFLB—Fayetteville—1947

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Fayetteville Bcstrs., Inc.
Address.....P. O. Box 512
Tel.: 2-7136.....ABC
Representative .....Burn-Smith
President.....L. W. Allen
Gen., Sta. Mgr.....Jimmy Simpson
Commercial Manager.....Charles Cooper
Program Director.....Hugh Zachary
Sales Prom. Mgr.....John D. Ashford
Publicity Director.....Frances Zahran
Chief Engineer.....Thomas Sox

WFNC—Fayetteville—1940

Freq.: 1390 Kc.....Power: 5 Kw. d., 1 Kw. n.
Owned-Oper. By.....Cape Fear Bcstg. Co.
Address.....1009 William Clark Rd.
Tel.: HU 4-4181.....MBS
Representative .....Walker
President.....Victor W. Dawson
General Mgr.....Norman Suttles
Comm. Mgr.....Robert Nietman
Program Director .....Mack Stamps
Chief Engineer.....Robert Stamps

WBBO—Forest City—1947

Frequency: 780 Kc.....Power: 1000 Watts d.
Owned-Oper. By..Rutherford Co. Radio Co., Inc.
Address .....Forest City
Tel.: CHerry 5-4205.....KBS
Newspaper Affil.....Courier, Sun
Pres., Gen., Sta. Mgr....Mrs. Ed. M. Anderson
Comm. Manager.....Fred Blanton
Program Director.....Charles Melton
Chief Engineer.....Merton Iwerks

WFSC—Franklin—1957

Frequency: 1050 Kc.....Power: 500 Watts
Owned By.....Macon Cty. Broadcasting Co.
Business Address.....P.O. Box 470
Tel.: 430 .....KBS
President.....Henry Bartol, Jr.
Gen., Sta., Comm. Mgr.....Edwin P. Healy
Program Director.....Harold Rogers
Sales Prom. Mgr.....Hugh Hines
Publicity Director.....Nettie Sue Pattillo
Chief Engineer.....F. P. Healy

WFVG—Fuquay Springs—1949

Frequency: 1460 Kc. ....Power: 1000 Watts d.
Owned-Oper. By.....James F. Flanagan
Business-Studio Address.....Box 588
Tel.: 333.....KBS
Representative.....Continental Radio Sales
Gen., Sta. Mgr.....Robert E. Stephenson
Comm. Mgr.....Walter P. Pearce
Prog., Pub. Dir.....Walter M. Pearson

WGNC—Gastonia—1939

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By....Catherine T. McSwain
Address .....Box 737
Tel.: UNiversity 5-8501.....ABC
Representative.....Continental Radio Sales
Gen., Sta. Mgr.....Pat McSwain
Comm. Mgr.....Carl S. Rhyne
Program Dir.....Fred Gray
Chief Engineer.....W. C. Groves, Jr.

WLTC—Gastonia—1947

Frequency: 1370 Kc.....Power: 1000 Watts d.

Owned-Oper. By....Gastonia Bcstg. Serv., Inc.
Address.....P. O. Box 1010
Tel.: UN 5-1079.....KBS
Representative.....Thomas F. Clark
Pres., Gen., Sta. Mgr.....James B. Petty
Commercial Manager.....Boyce C. Morrow
Program Director.....Alan G. Phillips
Chief Engineer.....Don Voigt

WFMC—Goldsboro—1951

Frequency: 730 Kc.....Power: 1 Kw. d.
Owned.....Southern Radio & TV Corp.
Address.....P. O. Box 655
Tel.: REpublic 4-4211.....KBS
President.....Kenneth T. Marshall
Gen. Mgr., Ch. Eng....Henry W. Harrison, Jr.
Commercial Manager.....Robert Y. Wooten

WGBR—Goldsboro—1938

Freq.: 1150 Kc.....Power: 5 Kw. d., 1 Kw. n.
Owned-Oper. By .E. Carolina Bdcstg. Co., Inc.
Address.....P. O. Box 1024
Tel.: 3700.....ABC
Comm., Gen. Mgr., Pgm. Dir...V. G. Balkcum

WGOL—Goldsboro—1955

Frequency: 1300 Kc.....Power: 1000 Watts
Owned .....John Henderson
Address .....116 W. Mulberry St.
Tel.: 4900.....Independent
General Mgr.....John G. Britt
Comm. Mgr.....William Burwell
Program Dir.....Henry M. Best, Jr.

WBIG—Greensboro—1926

Frequency: 1470 Kc.....Power: 5000 Watts
Owned-Oper. By....North Carolina Bcstg. Co.
Studio Address.....2838 Battleground Rd.
Tel.: BR 2-6125.....CBS
Representative.....George P. Hollingbery
President.....Michaux H. Crocker
Gen., Prom., Sta. Mgr.....Allen Wannamaker
Commercial Mgr.....W. H. Henry
Publicity Director.....Alice Kale
Program Director.....Lloyd Gordon
Chief Engineer.....Ernest C. Pate, Jr.

WCOG—Greensboro—1948

Freq.: 1320 Kc.....Power: 5 Kw. d., 1 Kw. n.
Owned & Oper. By....Thomas Radio-TV Ent.
Business-Studio Address....708 W. Market St.
Tel.: BR 3-6925.....Independent
Representative .....Bcst. Time Sales
President .....Harold H. Thoms
Sta. Manager.....Terry Bane
Assistant Mgr.....Jim Batts
Comm. Mgr.....Jack Huband
Prod. Mgr.....Tom A. Wall
Pub. Dir.....Evelyn Jones
Chief Engineer.....Ansel Atkins

WGBG—Greensboro—1942

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By..Greensboro Bcstg. Co., Inc.
Business-Studio Address.....P. O. Box 2280
Tel.: BR 3-3631.....MBS
Representative .....Burn-Smith
Pres., Gen., Sta. Mgr.....Ralph M. Lambeth

WBIG

IN GREENSBORO. . . . IT'S

Greensboro Metropolitan Market Area ranks —

1st in the Carolinas

- *In Per Family Sales*
- *In Food Store Sales*

2nd in the Carolinas

- *In Retail Sales*

BASED ON FIGURES FROM 1958 S. M. SURVEY OF BUYING POWER

One of the South's Pioneer Stations

(Broadcasting since 1926)

GREENSBORO, N.C. WBIG CBS Radio Network 1070 K.C. | 5000 WATTS

HOLLINGBERY, NATIONAL REPRESENTATIVE

Commercial Mgr. ..... Jack Rimmer
Chief Engineer ..... Fred S. Smith

WPET—Greensboro—1954

Frequency: 950 Kc. ..... Power: 500 Watts
Owned ..... Guilford Advertising
Address ..... Box 3488
Tel.: BR 5-4464 ..... Independent
Representative ..... Simmons Assoc.
Pres., Gen. Mgr. ..... William P. Mitchell
Prog. Dir. ..... Robert L. Montgomery
Pub. Dir. ..... Ruenell Stewart
Chief Engineer ..... Jim Stewart

WGTC—Greenville—1940

Freq.: 1590 Kc. ..... Power: 5000 Watts
Owned-Oper. By .... Greenville Radio Co., Inc.
Address ..... 5th & Evans St.
Tel.: PL 8-2174 ..... Independent
Representative ..... Devney
President ..... H. W. Anderson
Comm. Mgr. ..... J. T. Snowden, Jr.
Gen. Mgr., Prog. Dir. ..... Joel Lawhon
Publicity Dir. ..... Kay Lewis
Chief Engineer ..... Bill Covington

WKDX—Hamlet—1957

Frequency: 1400 Kc. ..... Power: 250 W.
Owned ..... Richmond Bcstg. Co.
Address ..... Box 826
Tel.: 1482 ..... KBS
Gen. Mgr. ..... W. P. Billingsley
Comm. Mgr. ..... W. S. Taylor
Program Director ..... Alex Morrison
Pub. Dir. ..... Lettye M. Brown
Sls. Prom. Mgr. ..... W. S. Taylor

WHNC—Henderson—1945

Frequency: 890 Kc. ..... Power: 1000 Watts
Owned ..... Henderson Radio Corp.
Address ..... Norlina Road
Tel.: 7136 ..... KBS-MBS
Pres., Sales Prom. Mgr. ..... Nathan Frank
Gen., Sta. Mgr., Pub. Dir. ..... Dr. Claye Frank
Program Director ..... Mozello Moore
Chief Engineer ..... James H. Mayo

WHVH—Henderson—1955

Frequency: 1450 Kc. ..... Power: 250 Watts
Owned-Oper. By ..... WHVH, Inc.
Address ..... P. O. Box 1011
Tel.: 3019 ..... Independent
Representative ..... Best
Pres., Gen., Sta. Mgr. ..... Lawrence Brandon
Program Director ..... Mozelle Moore
Chief Engineer ..... Howard V. Harrell

WHKP—Hendersonville—1946

Frequency: 1450 Kc. ..... Power: 250 Watts
Owned-Oper. By .... Radio Hendersonville, Inc.
Address ..... Chimneyrock Rd.
Tel.: OX 3-9061 ..... KBS
President ..... Beverly Middleson
Gen Mgr. ..... Kermit Edney
Sls. Prom. Mgr. ..... Bob Staton
Comm. Mgr. ..... Arthur V. Cooley
Program Director ..... Jimmy Northington
Chief Engineer ..... Charles Renfrow

WHKY—Hickory—1939

Freq.: 1290 Kc. .... Power: 5 Kw. d., 1 Kw. n.
Owned-Oper. By ... Catawba Valley Bcstg. Co.
Address ..... 415 1st Ave., N.W.
Tel.: DI 5-2294 ..... ABC
Representative ..... Dora Clayton
News. Affil. ..... Daily Record
President ..... Carl V. Cline
Gen., Sta. Manager ..... Edmund S. Long
Prog., Pub. Dir. ..... Laura Hall
Chief Engineer ..... Thomas E. Long

WIRC—Hickory—1948

Frequency: 630 Kc. ... Power: 1000 Watts d.
Owned-Oper. By ..... Foothills Bdcstg., Inc.
Tel.: DI 5-2124 ..... Independent
Representative ..... John E. Pearson
President ..... Margaret A. Smith
General Mgr. ..... E. H. Smith, Jr.
Asst. Mgr., Chief Engr. ..... Elmer Troutman
Commercial Manager ..... Lee Douglas
Program Director ..... Mattie I. Padgett

WHPE—High Point—1947

Frequency: 1070 Kc. ..... Power: 1000 Watts d.
Owned-Oper. By ..... High Point Bcstg. Co.
Business-Studio Address .... 504½ N. Main St.
Tel.: 3466 ..... KBS
Pres., Prog. Dir., Chief Eng. .... Gary C. Davis
Comm. Mgr. ..... Hal W. Hicks

WMFR—High Point—1935

Frequency: 1230 Kc. ..... Power: 250 Watts
Owned-Oper. By .... Radio Station WMFR, Inc.
Business Studio Address ..... 164 S. Main
Tel.: 4593 ..... ABC
Representative ..... Burn-Smith
Pres., Gen.-Station Mgr. ..... Frank S. Lambeth
Commercial Manager ..... Frank Smith
Sls., Prom., Pub. Dir. ..... G. D. Sullivan
Program Director ..... Diamond Carter
Chief Engineer ..... Robert P. Boyd

WNOS—High Point—1953

Frequency: 1590 Kc. .... Power: 1000 Watts d.
Owned By ..... Charles E. Doss
Address ..... Box 1448
Representative ..... Cont. Radio
Gen., Comm. Mgr. ..... Barton Fellowes
Program Director ..... Tom A. Wall

WJNC—Jacksonville—1945

Frequency: 1240 Kc. ..... Power: 250 Watts
Owned ..... Onslow Bcstg. Corp.
Address ..... Box E, Route 24
Tel.: 6-7707 ..... MBS-KBS
Pres., Gen. Mgr. ..... Robert P. Mendelson
Sta. Manager ..... Rodric L. Jones

WLAS—Jacksonville—1954

Frequency: 910 Kc. ..... Power: 1000 Watts
Owner ..... Seaboard Bcstg. Corp.
Address ..... P. O. Box 1197
Tel.: 3901 ..... Independent
Gen., Comm. Mgr. ..... Paul Parker
Chief Eng. ..... Tancil Horne

WGTL—Kannapolis—1946

Frequency: 870 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Fred H. Whitley, Inc.
Address .....Cannon Blvd.
Tel.: 8700.....Independent
Pres., Gen. Mgr.....Fred H. Whitley
Chief Engineer.....Foy Hinson

WKMT—Kings Mountain 1953

Frequency: 1220 Kc.....Power: 1 Kw. d.
Owned-Oper. By.....Radio Sta. WKMT
Address.....Cleveland Ave. Ext.
Tel.: 999.....Independent
President.....R. H. Whitesides
Gen., Sta., Comm. Mgr.....Jonas R. Bridges
Sales Prom. Mgr.....Jim Willis
Prog., Pub. Dir.....Doris Bridges
Chief Engineer.....George Patterson

WELS—Kinston—1950

Frequency: 1010 Kc.....Power: 1000 Watts d.
Owned-Oper. By...Farmers Bstg. Service, Inc.
Address.....1312 W. Vernon Ave.
Tel.: 5151.....KBS
Representative.....Bogner & Martin
President.....William S. Page
Gen. Mgr.....Jack P. Hankins
Commercial Mgr.....Richard N. Bowman
Prog. Dir.....W. A. Kikei
Chief Engineer.....Harvey Mewborn

WFTC—Kinston—1937

Frequency: 960 Kc.....Power: 5000 d.; 1000 n.
Owned By.....Town Country Worldwide Prod.
Address.....204 East King St.
Tel.: JAckson 3-4111.....ABC
Representative .....Best
President .....Jane Trimner
General Mgr.....Naseeb S. Tweel
Station Mgr.....J. B. Ham
Program Dir.....David Holliday
Comm., Sales Prom. Mgr.....Olin D. Campbell
Chief Engineer.....David E. Hardison

WISP—Kinston—1954

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....Diehl Bcstg. Co.
Address .....Oasis Bldg.
Tel.: 6161.....Independent
Representative .....Dora-Clayton
Pres., Gen. Mgr.....E. J. Schuffman

WEWO—Laurinburg—1947

Frequency: 1080 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Scotland Bcstg. Co
Bus.-Studio Address .....State Bank Bldg.
Tel.: CR 6-2911.....KBS
Sta. Rep.....Dora-Clayton
President .....Edwin Pate
General Manager.....J. R. Dalrymple, Jr.
Chief Engineer.....Truman N. Brock

WLOE—Leaksville—1946

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....WLOE, Inc.
Address .....Boulevard St.
Tel.: MA 3-3118.....MBS-KBS
Pres., Gen., Sta., Comm. Mgr....D. L. Craddock
Program Director.....Barbara Earles
Chief Engineer.....Eldred Winn

WJRI—Lenoir—1947

Frequency: 1340 Kc.....Power: 250 Watts
Owned.....John P. Rabb
Address .....107 West Avenue
Tel.: PL 4-5361.....MBS-KBS
President, Gen. Mgr.....John P. Rabb
Comm. Mgr., Prog. Dir.....F. Kent Atwater
Chief Engineer.....Joe Henderson

WBUY—Lexington—1946

Frequency: 1400 Kc.....Power: 5000 W., d.
Owned-Oper. By....Davidson County Bcstg.
Address .....Box 359
Tel.: CH 6-4110.....KBS
Station Rep. .....Hopewell
Co-Owners.....O. G. Hilton-G. M. Hilton
Manager.....Greeley N. Hilton
Commercial Manager.....Dewey Hotchins
Program Director.....Don Matney
Publicity Director.....Iroell Sine
Chief Engineer.....Fred Honeycutt

WLON—Lincolnton—1953

Frequency: 1050 Kc....Power: 1000 Watts, d.
Owned.....Lincoln County Bcstg. Co., Inc.
Address.....P. O. Box 430
Tel.: RE 5-8071.....Independent
Pres., Gen. Mgr.....W. Jack Brown
Chief Engineer.....Dennis C. Long

WYRN—Louisburg—1958

Frequency: 1480 Kc.....Power: 500 Watts
Owned By.....Franklin Broadcasting Co.
Business Address.....P.O. Box 66
Tel.: GYpsy 6-3105.....Independent
Co-Manager.....J. T. Lane-Geo. E. Peterson
Program Director.....Al Gregg
Publicity Director.....Geo. E. Peterson
Chief Engineer.....Joseph T. Lane

WAGR—Lumberton—1954

Frequency: 1480 Kc.....Power: 1000 Watts
Owner.....Southeastern Bcstg. Corp.
Address.....2106 N. Cedar St.
Tel.: REdfield 9-3394.....Independent
Representative.....Rambeau, Vance, Hopple
Pres., Gen. Mgr.....Denzel M. Shaver
Sta., Program Mgr.....Al Kahn
Chief Engineer.....Milton Newsome

WTSB—Lumberton—1946

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Robeson Bcstg. Corp.
Address .....Box 393
Tel.: RE 9-6056.....MBS-KBS
Newspaper Affil.....The Robesonian
Representative.....Continental Radio Sales
President.....J. A. Sharpe, Jr.
Gen. Sta., Comm. Mgr.....A. G. Stanley
Chief Engineer.....William F. Rogers

WMYN—Madison—1957

Frequency: 1420 Kc.....Power: 500 Watts
Owned By.....Mayo Broadcasting Corp.
Business Address.....Box 311
Tel.: 9207 .....Independent
President.....J. B. Shelton
Gen., Sta. Mgr.....B. F. Shelton
Chief Engineer.....C. L. Rhodes

WBRM—Marion—1949

Frequency: 1250 Kc.....Power: 1000 Watts
Owned-Operated By..Lake City Bcstg. Corp.
Address .....Box 229
Tel.: 7221.....Independent
President.....W. P. Erwin
Comm. Mgr.....J. C. Pleasant
Gen., Sta. Mgr.....J. L. Reynolds
Chief Engineer.....Hubert C. Martin

WMMH—Marshall—1956

Frequency: 1460 Kc.....Power: 500 W.
Owned.....Marshall Bcstg. Co.
Address .....Skyline Dr.
Tel.: 3521.....KBS
President.....C. O. Brazzill
Gen. Mgr.....Vernon C. McCarthy
Comm. Mgr.....Dean Sheilds
Prog. Dir.....Wanda Crowe
Chief Engineer.....V. C. McCarthy

WMAP—Monroe—1947

Frequency: 1060 Kc.....Power: 250 Watts d.
Owned-Operated By.....Union Bcstg. Corp.
Business Address.....Box 590
Tel.: AT 3-6621.....KBS
Rep. .....Continental
Gen. Manager.....J. A. Laney
Business Manager.....W. D. Benton
Program Director.....Frank Funderburk
Chief Engineer.....Robert I. Smith

WHIP—Mooresville—1950

Frequency: 1350 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Wayne M. Nelson
Address.....Mooresville, N. C.
Tel.: NOrth 3-4301.....KBS
Pres., Gen., Sta. Mgr.....Wayne M. Nelson
Comm., Sls., Prom. Mgr...Mrs. Leona Showmar
Prog., Pub. Dir.....Buck Mills
Chief Engineer.....Philip W. Nelson

WMBL—Morehead City—1947

Frequency: 740 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Carteret Bcstg. Co., Inc.
Address .....Morehead City
Tel.: PA 6-3188.....KBS
Representative .....Devney
Pres., Gen., Sta. Mgr.....Grover C. Munden
Program Dir.....Fay Merrell
Chief Engineer.....Walder Niemi

WMNC—Morganton—1947

Frequency: 1430 Kc.....Power: 5000 Watts
Owned-Operated By.....Nathan J. Cooper
Address .....Morganton
Tel.: HE 7-0521.....KBS
General Mgr.....Nathan J. Cooper
Comm. Manager.....Hubert J. Powell
Program Director.....Madelyn Y. Patton
Chief Engineer.....Frank A. Ballew

WPAQ—Mt. Airy—1948

Frequency: 740 Kc.....Power: 10,000 Watts d.
Owned-Operated By.....Ralph D. Epperson
Address .....Spring Road
Tel.: STate 6-6111.....KBS
Representative .....Thomas Clark
Pres., Gen.-Sta. Mgr.....Ralph D. Epperson
Commercial Manager.....Lucy Bowman
Program Director.....Costin Lindsey
Sales Prom. Mgr.....Dale Gallimore
Publicity Director.....Jim Shelton
Chief Engineer.....R. D. Epperson

WSYD—Mount Airy—1951

Freq.: 1300 Kc.....Power: 5 Kw. d., 1 Kw. n.
Owned-Oper. By.....Mount Airy Bcstrs., Inc..
Address.....P. O. Box 209
Tel.: STate 6-2147.....MBS
Representative .....Best
Pres., Gen. Mgr., Ch. Eng...Robert H. Epperson
Commercial Manager.....Erastus F. Poore
Program Dir.....Elbert Williams

WCVP—Murphy—1958

Frequency: 600 Kc.....Power: 1 Kw.
Owned By.....Cherokee Broadcasting Co.
Address .....Townsend Bldg.
Tel.: VErnon 7-2151.....Independent
Sta. Mgr. Ch. Eng.....Max M. Blakemore
Comm. Sales Prom.....Glenn Ladd
Program Director.....Don Gibson

WKRK—Murphy—1958

Frequency: 1390 Kc.....Power: 1 Kw.
Owned By.....J. B. Childress
Address.....P. O. Box 304
Tel.: VErnon 7-3210.....Independent
Gen., Comm. Mgr.....Paul Ridenhour
Chief Engineer.....Bill Stanley

WHIT—New Bern—1942

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Ray D. Williams
Address.....Highway 17, So.
Tel.: MElrose 7-4450.....MBS
Representative .....John E. Pearson
Gen., Sta. Manager.....Ray D. Williams
Prog. Dir.....Earl Lewis
Publicity Director.....Evelyn McDavitt
Chief Engineering.....Bill Dixon

WRNB—New Bern—1953

Frequency: 1490 Kc.....Power: 250 Watts
Owned.....Jefferay Bcstg. Corp.
Address .....Box 1573
Tel.: MElrose 7-6144.....KBS
Rep. .....Star National
Pres., Gen .Mgr.....William W. Jefferay
Program Dir.....Grover Baker
Chief Engineer.....Charles Elson

WNNC—Newton—1948

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By..Newton-Conover Bcstg. Co.
Business Address.....West "A" St.
Tel.: IN 4-4041.....KBS
Pres., Gen., Sta. Mgr.....Earl Holder
Comm., Sls. Prom. Mgr.....Eugene Henry

WKBC—North Wilkesboro 1947

Frequency: 810 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Wilkes Bcstg. Co.
Address .....Radio Bldg.
Tel.: 633.....KBS
Pres., Gen. Mgr.....Doris B. Brown
Comm.-Sales Prom. Mgr.....Roland B. Potter

WOXF—Oxford—1949

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Oxford Bcstg. Corp.
Address.....P. O. Box 1111
Tel.: 4167.....Independent
President .....A. N. Critcher
General Manager.....James F. Flanagan
Commercial Mgr.....Hart Curl

WPNC—Plymouth—1958

Frequency: 1470 Kc.....Power: 1000 Watts d.
Owned By.....Harry A. Epperson, Sr.
Business Address.....Highway 64 W.
General Manager.....Lewis R. Kurtz, Jr.

WMSN—Raleigh—1954

Frequency: 570 Kc.....Power: 500 Watts, d.
Owned.....Radio WMSN, Inc.
Address .....649 Maywood Avenue
Tel.: TE 3-3874.....Independent
Pres., Gen. Mgr.....John C. Greene, Jr.
Commercial Mgr.....Jack Hammette
Program, Publicity Dir.....Helen Greene
Sales Prom. Mgr.....Charlie Hicks
Chief Engineer.....Robert Corn

WKIX—Raleigh—1947

Freq.: 850 Kc.....Power: 10 Kw. d., 5 Kw. n.
Owned By.....WKIX Bcstg. Co.
Address.....P. O. Box 868
Tel.: TEmple 2-5512.....ABC
Representative.....Hollingbery
President .....Ralph Price
General Mgr.....Hugh Holder
Program Dir.....Alan Browning
Sales Prom., Publicity Dir.....Chas. Stegall
Chief Engineer.....Wayne Yelverton

WPTF—Raleigh—1924

Frequency: 680 Kc.....Power: 50,000 Watts
Owned-Oper. By.....WPTF Radio Co.
Business-Studio Address.....Insurance Bldg.
Tel.: TE 2-8311.....NBC
Representative.Peters, Griffin, Woodward, Inc.
Pres., Gen., Mgr.....Richard H. Mason
Commercial Mgr.....R. W. Youngsteadt
Program Manager.....Graham B. Poyner
Publicity Director.....Worth White
Chief Engineer.....Henry Hulick, Jr.

WRAL—Raleigh—1939

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By...Capitol Bcstg. Co., Inc.
Bus.-Studio Address.....130 S. Salisbury St.
Tel.: TE 4-6401.....Independent
Representative .....H-R
President.....A. J. Fletcher
General Manager.....Fred Fletcher
Station Manager.....Bill Currie
Program Director.....Tom Tucker
Sales, Prom. Mgr.....R. L. Zealy
Chief Engineer.....Virgil Duncan

WFRC—Reidsville—1947

Frequency: 1600 Kc.....Power: 1000 Watts
Owned-Oper. By....Piedmont Carolina Bcstg.
Business-Studio Address.....Box 990
Tel.: DI 9-4321.....ABC
Representative.....Bogne & Martin
President.....H. T. Williams
Gen., Sta., Comm. Mgr....Stephen F. Woodson
Prog. Dir.....Jerry Huskey
Chief Engineer.....W. Scarborough

WREV—Reidsville—1948

Frequency: 1220 Kc.....Power: 250 Watts d.
Owned-Oper. By.....Reidsville Bcstg. Co.
Address .....Box 1349
Tel.: DI 9-7051.....Independent
Pres., Gen. Mgr.....William M. Oliver, Sr.
Program Director.....Mrs. Katye P. Oliver
Sales, Prom. Mgr.....E. M. Hurd
V.P., Ch. Engineer.....William M. Oliver, Jr.

WKIX

10,000 Watts

850 Kc.

Raleigh, North Carolina

WCBT—Roanoke Rapids—1939

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....WCBT, Inc.
Address.....251 Roanoke Ave.
Tel.: 7-2545.....MBS-KBS
Station Rep. .....Continental
Station Manager.....J. Winfield Crew, Jr.
Commercial Mgr.....Donald O. Collins
Program Director.....Dick Phillips

WAYN—Rockingham—1946

Frequency: 900 Kc.....Power: 1000 Watts d.
Owned-Operated By.....WAYN, Inc.
Address .....Rockingham
Tel.: WHiting 5-4041.....Independent
Pres., Gen., Sta. Mgr.....Wayne M. Nelson
Comm., Sls., Prom. Mgr.....William Futterer
Chief Engineer.....Carl M. Wilson

WCEC—Rocky Mount—1947

Frequency: 810 Kc.....Power: 1000 Watts d.
Owned By.....East Carolina Electronics
Address.....P. O. Box 1075
Tel.: 2-3108 .....CBS
Newspaper Affiliation .....Telegram
Representative .....Continental
President .....Josh Horne
Gen., Sta. Mgr.....Mel Warner
Commercial Manager.....Ray Thompson
Program, Publicity Dir.....Ray Wulkinson
Chief Engineer.....Grover Taylor

WEED—Rocky Mount—1933

Freq.: 1390 Kc.....Power: 5 Kw. d., 1 Kw. n.
Owned-Operated By.....W. A. Wynne
Address .....Box 752
Tel.: 6-6736.....ABC
Representative .....Burn-Smith
President.....W. A. Wayne
Gen., Comm. Mgr.....R. E. Horner
Chief Engineer.....Joe R. Morris

WRXO—Roxboro—1949

Frequency: 1430.....Power: 1000 Watts d.
Owned-Operated By.....Roxboro Bcstg. Co.
Address .....Box 130
Tel.: 6013.....Independent
General Manager.....H. S. Taylor

WSAT—Salisbury—1947

Frequency: 1280 Kc.....Power: 1000 Watts
Owned-Oper. By.....Mid-Carolina Bcstg. Co.
Business-Address .....Drawer 99
Tel.: MElrose 3-0621.....ABC
President.....Charles H. Wentz
Sta. Mgr.....Harry L. Welch
Comm. Mgr.....Catherine Murphy
Program Director.....Gales M. Adkins
Vice President.....E. L. Sherman

WSTP—Salisbury—1938

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....WSTP, Inc.
Bus.-Studio Address.....1105 Statesville Rd.
Tel.: MElrose 6-3811.....MBS-KBS
Representative .....Walker
President.....Thomas D. Harrell, Jr.
Prog. Dir.....Ted Austin
Sales, Prom. Mgr.....Frank Andrews
Publicity Director.....Sylvia Wiseman
Chief Engineer.....Jack Ikner

WEYE—Sanford—1952

Frequency: 1290 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Lee Bcstg. Corp.
Address.....137 S. Steele St.
Tel.: SP 4-5561.....Independent
President.....Dallas L. Mackey
Sta. Manager.....Mrs. E. Keller
Commercial Manager.....Max Lee
Program Director.....Norris Mayberry
Chief Engineer.....Carey Olive
Managing Dir.....Joe Morris

WWGP—Sanford—1946

Frequency: 1050 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Sandhills Bcstg. Corp.
Address.....P. O. Box 651
Tel.: Sanford .....KBS
Newspaper Affiliation .....Herald
Sec'y.-Treas.....W. E. Horner
Gen., Comm. Mgr.....Phil Peterson

WADA—Shelby—1958

Frequency: 1390 Kc.....Power: 500 Watts d.
Owned By...Cleveland County Bcstg. Co. Inc.
Business Address.....Box 227
Tel.: HUxley 2-1390.....Independent
Pres., Gen., Sta. Mgr.....Boyce J. Hanna
Commercial Manager.....Harold J. Noles
Program Director.....James Price
Sales, Prom. Mgr.....Charles Moore
Publicity Director.....Fannie Bell Ledford
Chief Engineer.....Kenneth Vassey

WOHS—Shelby—1946

Frequency: 730 Kc.....Power: 1000 Watts
Owned-Oper. By.....Western Carolina Radio
Business Address.....1511 W. Dixon Blvd.
Tel.: HUxley 7-6313.....MBS-KBS
Pres., Gen. Manager.....Robert M. Wallace
Comm. Manager.....Don McLain
Program, Publicity Dir.....Harold Watson
Chief Engineer.....Edwin A. Patterson

WNCA—Siler City—1952

Frequency: 1570 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Chatam Bdcstg. Co.
Address .....Box 852
Tel.: SH 2-2135.....Independent
Representative .....Best
Gen., Sta., Comm. Mgr.....L. C. Bruce

WMPM—Smithfield—1950

Frequency: 1270 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Carolina Bcstg. Service
Address .....Box 238
Tel.: WEbster 4-2434.....Independent
President.....Ellis C. Barbour
Gen., Comm. Mgr.....Nathan T. Lassiter
Program Director.....John A. Wall

Sales, Prom. Mgr.....Martha E. Sanders
Publicity Director.....Bill Kirby
Chief Engineer.....Henry Best

WEEB—Southern Pines—1947

Frequency: 990 Kc.....Power: 1000 Watts d.
Owned..The Sandhill Community Bcstrs., Inc.
Address.....135 W. New Hampshire Ave.
Tel.: OX 2-2941.....ABC-KBS
Station Rep. .....Holman
Pres., Gen. Mgr.....Jack S. Younts
Comm., Prom. Mgr., Ch. Eng...Joe A. Warren
Program, Publicity Dir.....Chas. G. Clapp

WTOE—Spruce Pine—1955

Frequency: 1470 Kc.....Power: 1 Kw. d.
Owned-Oper. By..Toe River Valley Bcstg. Co.
Address.....Radio Chalk Mt.
Tel.: P. 5-4296.....Independent
Pres., Gen. Mgr.....Tom N. Cooper
Comm. Mgr.....Jessie G. Sullins
Program, Chief Eng.....Kenneth Woodard
Sales Prom. Mgr.....Noland K. Cooper
Publicity Dir.....William F. Pegg

WDBM—Statesville—1957

Frequency: 550 Kc.....Power: 500 W.,d.
Owned.....Iredell Bcstg. Co.
Address .....Box 1027
Tel.: TR 2-2455.....Independent
President.....Walter A. Duke
Gen. Mgr.....Clay Cline
Comm. Mgr.....Earl Carney
Program Director.....Stan Sanders
Chief Engineer.....Fred Ostwalt, Jr.

WSIC—Statesville—1947

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Statesville Bcstg. Co.
Address .....Box 1189
Tel.: TR 3-9078.....Independent
President.....A. F. Sams, Jr.
Gen., Sta. Mgr.....G. M. Allen
Publicity Director.....W. P. Wooten, Jr.
Program Director.....James Melvin
Chief Engineer .....T. K. Abernethy

WMSJ—Sylva—1957

Frequency: 1480 Kc.....Power: 5000 W., d.
Owned .....WMSJ, Inc.
Address .....Box 665
Tel.: JU 6-2221.....KBS
President .....Harold H. Thoms
Gen., Comm. Mgr.....James B. Childress
Chief Engineer.....Franklin D. R. McClure

WTAB—Tabor City—1954

Frequency: 1370 Kc....Power: 5000 Watts, d.
Owned-Oper. By.....Tabor City Bcstg. Co
Address .....Box 605
Tel.: 3171 .....Independent
President .....John Soles
Station Manager.....Troy McPherson
Prom. Director.....John Soles, Jr.

WCPS—Tarboro—1947

Frequency: 760 Kc..... Power: 1000 Watts d.
Owned-Oper....Coastal Plains Bcstg. Co., Inc.
Bus.-Studio Address....Edgecombe Bank Bldg.
Tel.: TAlbot 3-2191.....Independent
President.....V. E. Fountain
General Manager.....G. Lee Hodges

WTNC—Thomasville—1947

Frequency: 790 Kc.....Power: 1000 Watts d.
Owned By.....The Thomasville Bcstg. Co
Address.....P. O. Box 750
Tel.: 2701 .....Independent
President.....Mrs. George W. Lyles
Gen., Sta. Mgr.....Harold Harrison
Chief Engineer.....James McAden

WTYN—Tryon—1954

Frequency: 1580 Kc.....Power: 250 Watts, d.
Owned.....Polk County Broadcasters
Address .....Box 1317
Tel.: UL 6-6755.....KBS
Gen., Comm. Mgr.....Henry G. Bartol, Jr.
Prog., Publicity Dir.....Gertrude S. Taylor
Chief Engineer.....Palmer A. Greer

WADE—Wadesboro—1947

Frequency: 1210 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....R. P. Lyon & Son
Address .....Radio Bldg.
Tel.: MY 4-2175.....KBS
General, Sta. Mgr.....W. P. Billingsley
Program Director.....Peggy L. Mitchell

WLSE—Wallace—1953

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Duplin Bcstg. Co.
Address .....Hwy. 117, N.
Tel.: AT 5-2187.....KBS
General Manager.....John T. Newman
Ch. Eng.....Raymond Fields

WHED—Washington—1948

Frequency 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Pamlico Bcstg. Co.
Address.....Box 439
Tel.: WH 6-3252.....KBS
Pres., Gen., Sta. Mgr.....W. W. Moore
Prog. Dir.....George Shriver
Pub. Director.....W. E. Knight
Chief Engineer.....Richard Tripp

WRRF—Washington—1942

Frequency: 930 Kc.....Power: 5 Kw., 1 Kw. n.
Owned-Oper. By..Tar Heel Bcstg. System, Inc.
Bus.-Studio Add.....Bank of Washington Bldg.
Tel.: WH 6-2162.....ABC
Representative .....Headley-Reed
President.....W. R. Roberson, Jr.
Station Manager.....William Abeyounis
Commercial Mgr.....Bob Frowein
Program Director.....Merrill Daniels
Chief Engineer.....L. E. Hiland

WHCC—Waynesville—1947

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.Kenneth D. & Margaret F. Fry

Business-Studio Address.....Main St.
Tel.: GL 6-8661.....KBS
Pres., Gen. Mgr.....K. D. Fry
Treasurer .....M. F. Fry

WETC—Wendell-Zebulon 1959

Frequency: 540 Kc.....Power: 250 Watts, d.
Owned By.....Wendell-Zebulon Radio Co.
Address .....Wendell-Zebulon
Pres., Gen. Mgr.....Lewis V. Parrish
Program Dir.....Lottie P. Flowers
Sales Prom., Pub. Dir.....Marshall M. Johnson

WENC—Whiteville—1946

Frequency: 1220.....Power: 1000 Watts
Owned.....Whiteville Broadcasting Co., Inc.
Address.....P. O. Box 700
Tel.: MI 2-2133.....KBS
Representative.....Thomas F. Clark
President.....J. A. Maultsby, Sr.
Station Mgr.....Jerry Honeycutt
Prog. Dir.....Don Viets
Pub. Director.....Edna E. Ripple
Chief Engineer.....Robert F. Crandall

WIAM—Williamston—1950

Frequency: 900 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....E. Carolina Bcstg. Co.
Address .....E. Main St.
Tel.: SW 2-4161.....Independent
Co.-O., Gen., Comm. Mgr...Charles M. Gaylord
Co-O., Sta. Manager.....William H. Farrior

WGNI—Wilmington—1946

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By...New Hanover Bcstg. Corp.
Business Address.....211 N. Second St.
Tel.: ROger 2-2493.....Independent
Representative ..... Walker
President.....J. S. Brody
General Manager.....Allen B. Jones
Prog. Dir., Chief Eng.....Arthur L. Madeley

WMFD—Wilmington—1935

Frequency: 630 Kc.....Power: 1000 Watts
Owned-Operated By.....R. A. Dunlea
Address.....Front & Market Sts.
Tel.: 3-4064 .....ABC
Representatives .....Burn-Smith, Ayers
President.....R. A. Dunlea, Jr.
General Mgr.....George A. Curtis
Station Mgr.....Robert Hurley
Sales Prom. Mgr.....Clay McBride
Program Dir.....Eric Bruton

WKLM—Wilmington—1956

Frequency: 980 Kc.....Power: 5000 Watts
Oper. By.....Thoms Radio-TV Ent.
Address .....Insurance Bldg.
Tel.: ROger 2-4633.....Independent
Representative .....Bcst. Time Sales
President.....Harold H. Thoms
Station Mgr.....Sam Dodd
Chief Engineer.....Robert Bowden

WGTM—Wilson—1937

Frequency: 590 Kc.....Power: 5000 Watts
Owned-Oper. By.....Watson Industries, Inc.
Bus.-Studio Address.....Herring Ave.
Tel.: 2188 .....CBS
Representative .....Clark Brown
President.....Penn T. Watson, Sr.
Gen., Sta. Mgr.....Penn T. Watson, Jr.
Commercial Manager.....Chas. B. Goodyear
Sls., Prom. Mgr.....Mrs. Boland Hodges
Program Director.....Bill Bunn
Publicity Director.....Shirley Morris
Chief Engineer .....Roy Barron

WVOT—Wilson—1948

Freq.: 1420 Kc.....Power: 1 Kw. d., 500 W. n.
Owned-Oper. By.....Wilson Radio Co., Inc.
Address .....Highway 301-A
Tel.: 5157 .....Independent
Representative .....Devney
President.....H. W. Anderson
Gen., Sta. Mgr.....Harry Severance
Comm., Sales Prom. Mgr.....P. O. Barnes
Program Dir.....Wister Moore, Jr.
Chief Engineer.....Dan S. Williams

WAAA—Winston-Salem—1950

Frequency: 980 Kc.....Power: 1000 Watts d.
Owned .....Laury Assoc., Inc.
Address .....Box 3119
Tel.: PA 2-4121.....Independent
Representative .....Bob Dore
President.....Robert A. Monroe
General Manager.....Ranny Daly
Program Director.....Larry Williams
Chief Engineer.....L. B. McLamb

WAIR—Winston-Salem—1937

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Forsyth Bcstg. Co.
Business Address.....46 Miller St.
Tel.: PA 2-1133.....Independent
Representative .....Burn-Smith
President.....J. F. Koons, III
General Manager.....Harold Calvin
Commercial Mgr.....Ronald Barrington

WSJS—Winston-Salem—1930

Frequency: 600 Kc.....Power: 5000 Watts
Owned-Oper. By.....Piedmont Publishing Co.
Bus.-Studio Address.....419-21 N. Spruce St.
Tel.: PA 5-2311.....NBC
Newspaper Affil....Journal, Twin City Sentinel
Representative .....Headley-Reed
President.....W. K. Hoyt
V.P., Gen. Mgr.....Harold Essex
Operations Manager.....Phil Hedrick
Commercial Manager.....Harry B. Shaw
Program Manager.....John Comas
Publicity Director.....Harold Carter
Promotion Mgr.....Richard Barron
Chief Engineer.....Leon Lasley

WTOB—Winston-Salem—1947

Freq.: 1380 Kc.....Power: 5 Kw. d., 1 Kw. n.
Owned-Op. By..Winston-Salem Bcstg. Co., Inc.
Address.....300 S. Stratford

Tel.: PA 3-4353 ..... CBS-MBS
Representative ... Venard, Rintoul, McConnell
President, Pub. Dir. ..... James W. Coan
Gen., Comm. Manager ..... Charles Brunt
Program Director ..... Johnny Miller
Chief Engineer ..... James Hoke

Pop.: 696,000
Families: 189,000
Radio Homes: 183,000

North Dakota

Stations in State: 19
TV Homes: 128,000
TV Stations: 9

KBOM—Bismarck-Mandan 1925

Freq.: 1270 Kc. ... Power: 1 Kw., d. 250 W., n.
Owned ..... Mandan Radio Assoc.
Address ..... Box 667, Bismarck
Tel.: CA 3-4116 ..... Independent
Representative ..... Gill-Perna
President ..... R. C. Johnson
Station, Prog. Dir. ..... Dick Johnson
Comm., Sales Prom. Mgr. ..... Bob Raser
Publicity Dir. ..... Larry Chambers
Chief Engineer ..... Herb Leupp

KFYR—Bismarck—1925

Frequency: 550 Kc. ..... Power: 5000 Watts
Owned-Operated By ..... Meyer Bcstg. Co.
Bus.-Studio Address ..... 202½ Fourth St.
Tel.: CA 3-0900 ..... NBC
Representative ..... John Blair
Pres., General Manager ..... W. A. Ekberg
Station Comm. Mgr. ..... R. W. MacLeod
Program Director ..... Stanley Wilson
Sales Prom. Mgr. ..... Raymond Isaak
Chief Engineer ..... Ivar Nelson

KQDI—Bismarck—1958

Frequency: 1350 Kc. ..... Power: 500 Watts d.
Owned By ..... Dakota Musicasters
Business Address ..... 117½ N. 5th St.
Tel.: CApital 3-4447 ..... Independent
Station Representative ..... Forjoe
Gen. & Sta. Mgr. ..... Darrel W. Holt
Chief Engineer ..... William Banks, Jr.

KDLR—Devils Lake—1925

Frequency: 1240 Kc. ..... Power: 250 Watts
Owned-Operated By ..... KDLR, Inc.
Bhsiness-Studio Address ..... 400 12th Ave.
Tel.: 1090 ..... MBS-KBS
Representative ..... Hal Holman
Pres., Gen. Manager ..... Bert Wick
Comm., Mgr. ..... Paul R. Lange
Program Director ..... Wilbur Clemenson
Chief Engineer ..... Richard Moritz

KDIX—Dickinson—1947

Frequency: 1230 Kc. ..... Power: 250 Watts
Owned-Oper. By ..... Dickinson Radio Assn.
Bus.-Studio Address ..... 119 2d Ave. W.
Tel.: 5133 ..... KBS
Representative ..... Holman; Hurley
President ..... Dr. P. J. Weir
Gen.-Sta. Mgr. ..... Orville F. Burda
Comm. Mgr. ..... Ken Gierke
Prog., Dir. ..... Lauren Haacke
Chief Engineer ..... Benjamin G. Locherd

KFGO—Fargo—1948

Frequency: 790 Kc. ..... Power: 5000 Watts
Owned-Oper. By ..... N. Dak. Bcstg. Co.
Business-Studio Address ..... Box 1610
Tel.: 2-3291 ..... ABC
Representative ..... Gill-Perna
President ..... W. R. Haggart
Gen., Comm., Sales Mgr. ..... Charles G. Burke
Program Director ..... Chuck Boone
Chief Eng. ..... G. Stenoien, N. Pederson

WDAY—Fargo—1922

Frequency: 970 Kc. ..... Power: 5000 Watts
Owned-Operated By ..... WDAY, Inc.
Business-Studio Address ..... 207 North Fifth
Tel.: 2-3371 ..... NBC
Newspaper Affil. ..... Forum
Rep. ..... Peters, Griffin, Woodward, Inc.
President ..... E. C. Reineke
Station Manager ..... Jack Dunn
General Manager ..... Tom Barnes
Sales Manager ..... Bill Burn
Program Director ..... Ernie Brevik
Promotion Mgr. ..... Roy Pedersen

KVOX—Fargo—1937

(See Moorhead, Minn. Listing)

KGPC—Grafton—1958

Frequency: 1340 Kc. ..... Power: 250 Watts
Owned By ..... KGPC Co.
Address ..... P. O. Box 306
Tel.: 105 ..... Independent
General Mgr. ..... C. G. Matheson
Station Mgr. ..... R. G. Biddick
Commercial Mgr. ..... R. Hunt

KILO—Grand Forks—1941

Frequency 1440 Kc. ..... Power: 1000 d.; 500n.
Owned-Oper. By ..... Grand Forks Herald, Inc.
Bus.-Studio Address ..... First Natl. Bank Bldg.
Tel.: 4-5321 ..... CBS
Newspaper Affiliation ..... Herald
Representative ... Everett-McKinney, O'Connell
President ..... M. M. Oppegard
Sta., Comm. Mgr. ..... Herman Livingston
Adm. Exec. ..... Dorothy Ann Kirk
Chief Engineer ..... A. F. Petrich

KNOX—Grand Forks—1947

Frequency: 1310 Kc. ..... Power: 5000 Watts
Owned By ..... Community Radio Corp.
Address ..... P. O. Box 1110
Tel.: 4-4611 ..... MBS

Representative.....Rambeau, Vance, Hopple
President .....Arthur Tweet
Program Director.....Dave Henley
Sales Manager.....Robert Lukkason
Chief Engineer.....David L. Chumley

KNDC—Hettinger—1954

Frequency: 1490 Kc.....Power: 250 Watts
Owned.....Hettinger Bcstg. Co.
Address .....Lambert Bldg.
Tel.: 547 .....KBS
President.....Cecil R. Clark
Manager.....Tom E. Loughead
Commercial Manager.....Louis Borreman
Program Director.....Allen McIntyre

KEYJ—Jamestown—1954

Frequency: 1400 Kc.....Power: 250 Watts
Owned.....James River Bcstg. Co.
Address .....Box 1170
Tel.: CLinton 2-2160.....KBS
Representative .....Devney
President, Gen. Mgr.....Robert E. Ingstad
Station Manager.....A. G. Berry
Comm. Manager.....R. L. Richardson
Publicity Director.....Tom Bergum
Program Director.....Bernard H. Langenfeld
Sales Prom. Mgr.....T. D. Soulis
Chief Engineer.....Kenneth L. Rich

KSJB—Jamestown—1937

Frequency: 600 Kc.....Power: 5000 Watts
Owned-Oper. By.....KSJB, Inc.
Address .....Box 1271
Tel.: 1600 .....CBS
Representative.....Weed & Co.
President.....James M. Pryor, Jr.
Station Manager.....E. M. Hoge
Program Director.....James Zimmerman
Chief Engineer.....Harvey Van Erem

KCJB—Minot—1950

Frequency: 910 Kc.....Power: 1000 Watts
Owned-Oper. By.....KCJB, Inc.
Address .....Box 1712
Tel.: 51-161 .....CBS

Representative ..... Weed
Pres., Gen. Mgr.....James M. Pryor, Jr.
Comm. Mgr.....Hugo Furstenau
Program Dir.....Jim Johnson
Sales Prom. Mgr.....Charles Prait
Chief Engineer.....Wes Bell

KLPM—Minot—1929

Frequency: 1390 Kc...Power: 5000 d.; 1000 n.
Owned-Operated By.....Minot Bcstg. Co.
Business Address.....320 Third Ave., S.W.
Tel.: 4-1146 .....MBS
Representative .....Walker-Rawalt
President.....Ethel H. Cooley
Gen. Mgr., Ch. Eng.....C. W. Baker
Comm. Dir., Prog. Dir.....Leslie E. Maupin

KQDY—Minot—1957

Frequency: 1320 Kc.....Power: 1 Kw., d.
Owned.....Paul Crain et al
Address .....Box 1291
Tel.: 7-1124 .....Independent
Representative .....Forjoe
Sta. Mgr.....H. T. "Pete" Searle

KOVC—Valley City—1936

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....KOVC, Inc.
Business Address.....135 Central Ave. S.
Tel.: 1490 .....MBS-KBS
Representative .....Ed Devney
Pres., Gen. Mgr.....Robert E. Ingstad
Comm., Sta. Mgr.....Ed Weeks
Program Director.....Russ Kaber
Chief Engineer.....Glen Olson

KEYZ—Williston—1948

Frequency: 1360 Kc.....Power: 5 Kw.
Owned-Oper. By.....Charles L. Scofield
Address.....1300 Second Ave. W.
Tel.: GReenfield 3-3911.....Independent
Representative .....Holman
Pres., Ch. Eng.....Chas. L. Scofield
General Manager.....W. L. Holter
Comm. Manager.....Bob Miller
Publicity Director.....J. McGeehan
Program Director.....Bob Gilbert

Pop.: 9,749,000
Families: 2,925,000
Radio Homes: 2,845,000

Ohio

Stations in State: 88
TV Homes: 2,661,000
TV Stations: 28

WADC—Akron—1925

Frequency: 1350 Kc.....Power: 5000 Watts
Owned-Operated By.....Allen T. Simmons
Business Address.....40 E. Mill St.
Tel.: JE 5-6165.....CBS
Representative.....George P. Hollingbery
Pres., Gen., Sta. Mgr.....Allen T. Simmons
Commercial Manager.....Robert B. Wilson
Sales Promotion Manager....Dolores Buehrle
Program Director.....Margaret Bevans
Publicity Director.....Roger Carter
Chief Engineer.....Arnold Bock

WAKR—Akron—1940

Frequency: 1590 Kc.....Power: 5000 Watts
Owned By.....Summit Radio Corp.
Address.....853 Copley Rd.
Tel.: PO 2-8811.....ABC
Newspaper Affiliation.....Beacon Journal
Station Representative .....McGavren-Quinn
President.....S. Bernard Berk
Gen., Sta. Mgr.....Roger G. Berk
Comm., Sales Prom. Mgr...Kenneth M. Keegan
Program Director.....Bob Wylie
Operations Manager.....Robert I. Bostian

Chief Engineer.....Irwin L. Knopp

WCUE—Akron—1949

Frequency: 1150 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....T. Estabrook & J. Valdes
Address.....41 S. Main St.
Tel.: FR 6-7114.....Independent
Representative .....Avery-Knodel
President .....Ted Estabrook
Sec. Treas.....Jack Valdes
Station Mgr.....Harley Lucas
Local Sales Mgr.....George Mamas
Commercial Manager.....Jack Maurer
Production Manager.....Rick Reighard
Program Director.....Joe Mayer
Advertising Manager.....Jean Elliot
Chief Engineer.....Henry Niederkofler

WHKK—Akron—1944

Frequency: 640 Kc.....Power: 1000 Watts
Owned-Oper. By..... .WHKK Bcstg. Co.
Business-Studio Address.....51 W. State St.
Tel.: BL 3-7101.....MBS
Representative .....Bolling
Pres., Gen. Mgr.....Philip R. Herbert
Program Director.....Adrian (Bud) Cooper
Sales Prom. Mgr.....Glenn Colerider
Chief Engineer.....Andrew D. Smith

WFAH—Alliance—1947

Frequency: 1310 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....The Review Pub. Co.
Address.....2720 S. Union
Tel.: TAlbot 1-1111.....Independent
Representative .....Grant Webb
President.....Mrs. F. A. Hoiles
Sta. Manager.....D. A. Peterson
Commercial Mgr.....Robert A. Gates
Program Director.....Edward D. Krahling
Chief Engineer.....Gene Peterman

WNCO—Ashland—1959

Frequency: 1340 Kc.....Power: 250 W.
Owned.....Radio Ashland, Inc.
Business Address.....Ashland Mansfield Rd.
Tel.: 2-1572 .....KBS
Station Representative.....Ohio Stations
Pres., Ch. Engr.....Charlie Calhoun
Sta., Comm. Mgr.....Jim Baine
Prog. Dir.....Walt Harrell
Publicity Director.....Leola Barrington

WICA—Ashtabula—1937

Freq.: 970 Kc.....Power: 5 Kw. d., 1 Kw. n.
Owned-Operated By.....WICA, Inc.
Address .....Ashtabula
Tel.: WYman 32-126.....Independent
Newspaper Affil.....Star Beacon
Representative .....Clark
President .....D. C. Rowley
General Manager.....John Colin
Station Manager.....D. W. Fassett
Commercial Mgr.....I. H. Bleasdale
Program Dir.....John Strasen
Chief Engineer.....Frank Bernato

WATH—Athens—1950

Frequency: 970 Kc.....Power: 1000 Watts d.
Owned By.....Radio Athens
Business Address.....Box 527
Tel.: 3-1587 .....Independent
Station Representative .....Hopewell
Gen. Mgr., Chief Engr.....Andrew Kovlan
Comm. Manager.....John Kerr
Sales Promotion Manager....George Charles
Program Director.....Claudia Bolin

WTRX—Bellaire-Wheeling 1947

Frequency: 1290 Kc.....Power: 1000 Watts d.
Owned By.....Ohio Valley Bcstg. Corp.
Business Address....Hotel McClure Wheeling
Representative .....Burn-Smith
President .....Walter Patterson
Vice President.....Robert K. Richards
Station Manager.....W. K. Greaver
Program Director.....James L. Harper
Chief Engineer.....George Cowen

WOHP—Bellefontaine—1952

Frequency: 1390 Kc.....Power: 500 Watts
Owned.....Lake Erie Radio & TV Corp.
Address.....East Sandusky St.
Tel.: 2-5796 .....Independent
President.....T. M. Nelson
General Manager.....R. K. Wood
Chief Engineer.....Ken Arnold

WTLG—Bowling Green—1954

Frequency: 730 Kc.....Power: 250 Watts d.
Owner.....Howard R. Ward
Address .....P. O. Box 105
Tel.: 3-8021 .....Independent
Rep.....Venard, Rintoul & McConnell
Pres., Gen., Sta. Mgr.....Howard R. Ward
Chief Eng.....Roy Gallagher

WILE—Cambridge—1948

Frequency: 1270 Kc.....Power: 1000 Watts a.
Owned-Oper...Land o' The Lakes Bcstg. Corp.
Business-Studio Address.....917 Beatty Ave.
Tel.: 4-5606 .....KBS
Pres., Gen. Mgr.....Howard A. Donahoe
Sta., Sales Prom. Mgr.....David C. Lorimer
Commercial Manager....William F. Robinson
Program Director.....William Coffey
Chief Engineer.....John Nagy

WHOT—Campbell—1955

Frequency: 1570 Kc.....Power: 250 Watts d.
Owned-Oper. By .....Myron Jones
Address....401 N. Blaine Ave., Youngstown
Tel.: RI 6-8464.....Independent
Owner .....Myron Jones
General Manager.....William Fleckenstein
Merchandising Manager.....Bill Aey

WAND—Canton—1947

Frequency: 900 Kc.....Power: 500 Watts d.
Owned-Oper. By.....Dover Bcstg.
Business Address.....106 High Ave., N.W.

Gordon Stations—

America's LIVELIEST Independents!

GORDON STATIONS

WSAI *Cincinnati*

Leading radio service in America's 17th market . . . 5000 powerful watts now 24 hours a day! Exciting new sound, fast-paced personality shows plus *Instant News* makes WSAI first in programming . . . first in cost efficiency! See Adam Young for the WSAI Story.

KBUZ *Phoenix*

KCUB *Tucson*

These fast-climbing Gordon stations cover 80% of all Arizona . . . an exciting, dynamic young region whose booming population already adds up to America's 19th market. Buy the Gordon Group Package and you get the Southwest's best radio buy. Adam Young has the facts!

WSAI—CINCINNATI • KBUZ—PHOENIX
KCUB—TUCSON
WSAI-FM—CINCINNATI • KTYL-FM—MESA

Sold nationally by Adam Young Inc.

SHERWOOD R. GORDON, President

GORDON STATIONS

Tel.: GL 6-8396.....MBS
Station Representative.....Breen & Ward
General Manager.....W. B. Steis
Asst. Mgr., Prog. Dir.....Richard L. Doll
Commercial Manager.....Ace Shaheen
Merchandising Manager.....Grace Whitmire
Chief Engineer.....Donald Graff

WCMW—Canton—1946

Frequency: 1060 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Stark Bcstg. Corp.
Business Address..4601 Hills & Dales Rd., NW
Tel.: GL 5-9475.....Independent
Station Representative .....Masla
President.....S. L. Huffman
General Manager.....Clark L. Dozer
Sta. Mgr., Prog. Dir.....Jack Hale
Commercial Manager.....Dick Bremkamp
Sales Prom., Pub. Dir.....Joe Saxon
Chief Engineer.....Al James

WHBC—Canton—1925

Frequency: 1480 Kc.....Power: 5000 Watts
Owned-Operated By.....Ohio Bcstg. Co.
Business-Studio Address....550 S. Market St.
Tel.: GL 6-7166.....ABC
Newspaper Affil.....Brush-Moore
Representative....Venard, Rintoul, McConnell
President .....Eugene Carr
Station Manager.....Robert C. Fehlman
Commercial Manager.....Paul E. Gilmor
Sales Prlom. Mgr.....Nancy Rice
Program Director.....Lee Atwell
Publicity Director.....Nancy Jones
Chief Engineer.....John Schen

WBEX—Chillicothe—1947

Frequency: 1490 Kc.....Power: 250 Watts
Owned.....Shawnee Broadcasting Co.
Bus. Address.....Pohlman Rd., Carlisle Hill
Tel.: PRospect 3-2244.....MBS, KBS
Representative.....Thomas F. Clark
President.....Truman A. Morris
Comm. Mgr.....Alan Batteiger
Sales Promotion Mgr.....Don W. Hughes
Program Director.....Mary Morris
Chief Engineer.....Jerry Ashley

WCHI—Chillicothe—1956

Frequency: 1350 Kc.....Power: 500 Watts
Owned.....Chillicothe Bcstg. Co.
Address.....800 Eastern Avenue
Tel.: PR 4-3385.....Independent
Representative .....McGillvra
Co-Owners.....J. H. & A. I. McGillvra
Station Manager.....George J. Fox
Chief Engineer.....Carl J. Finger

WSAI—Cincinnati—1923

Frequency: 1360 Kc.....Power: 5000 Watts
Owned-Oper. By..Consolidated Sun Ray Bcstg.
Address .....Sinton Hotel
Tel.: MAin 1-1068.....Independent
Station Representative .....Young
President .....William Sylk
V.P., Gen. Mgr.....Howard Eicher
Nat'l Sales Manager.....Lu Bassett
V.P., Local Sales Manager.....H. O. Parry
Sales Prom., Pub. Dir.....Marian E. Knight
Program Director.....Don McCarty
Chief Engineer.....Jonas Heiser

WCIN—Cincinnati—1953

Frequency: 1480 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Robert W. Rounsaville
Address.....3301 Beekman St.
Tel.: MU 1-7600.....Independent
Representative.....Gill-Perna, Dora-Clayton
Owner, Gen. Mgr.....R. W. Rounsaville
Station Manager.....Ralph B. Johnson
Gen. Sls. Mgr.....John Fulton

WCKY—Cincinnati—1929

Frequency: 1530 Kc.....Power: 50,000 Watts
Owned-Operated By.....L. B. Wilson, Inc.
Bus.-Studio Address....Hotel Sheraton Gibson
Tel.: CH 1-6565.....Independent
Representatives...Welstead, AM Radio Sales
Pres., Gen. Mgr., Eng.....Chas. H. Topmiller
Sales Prom. Mgr., Pub. Dir.....R. M. Fleming
Sec.-Treas. .....Jeanette Heinze
Prog. Dir.....Paul F. Miller

WCPO—Cincinnati—1927

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By..Scripps-Howard Radio, Inc.
Business Address.....2345 Symmes St.
Tel.: CA 1-0777.....Independent
Newspaper Affiliation.....Post-Times Star
Representative .....John Blair
President.....Jack R. Howard
General Manager.....M. C. Watters
Station Director.....Patrick H. Crafton
Comm. Manager.....R. Rietman
Program Director.....Bill Dawes
Chief Engineer.....Paul Adams

WKRC—Cincinnati—1922

Frequency: 550 Kc...Power: 5 Kw. d., 1 Kw. n.
Owned-Oper. By.....Radio Cincinnati, Inc.
Address-Trans. .....Hotel Alms
Tel.: WO 1-0550.....CBS
Representative .....Katz
President.....Hulbert Taft, Jr.
General Manager.....Hubbard Hood
Gen. Sales Mgr.....R. L. Bevington
Commercial Mgr.....H. M. Heilbrun
Program Director.....Ed Kennedy, Jr.
Sales Prom. Mgr.....John Walsh
Publicity Director.....Greg Olberding
Tech. Asst. to Pres.....W. H. Hansher

WLW—Cincinnati—1922

Frequency: 700 Kc.....Power: 50 Kw.
Owned.....Crosley Bcstg., Corp.
Address.....140 W. Ninth St.
Tel.: CH 1-1822.....NBC
Representative.....NBC Spot Sls.
Chm. of Board.....James D. Shouse
Pres., Gen. Mgr.....Robert E. Dunville
V.P., Sales.....H. P. Lasker
V.P. Programs.....Al Bland
V.P., Treas.....K. T. Murphy

Sales Mgr.....Scott McLean
Program Director.....Gene Dailey
Chief Engineer.....R. J. Rockwell

WZIP—Cincinnati—1947

Frequency: 1050 Kc.....Power: 250 Watts d.
Owned-Operated By..Greater Cinn. Radio, Inc.
Business Address.....Vernon Manor Hotel
Tel.: UNiversity 1-6067.....MBS
Rep.....Venard, Rintoul, McConnell; Ohio Sta.
President.....Edward D. Skotch
Commercial Manager.....Len Goorian
Sales Promo. Mgr.....Gloria Glassmeyer
Program Director.....George Winters
Publicity Director.....Gittee Bortz
Chief Engineer.....Dick Stapleton

WERE—Cleveland—1948

Frequency: 1300 Kc.....Power: 5000 Watts
Owned-Operated By....Cleveland Bcstg. Inc.
Address.....1501 Euclid Ave.
Tel.: SU 1-9600.....Independent
Station Rep.....Venard, Rintoul & McConnell
President.....Ray T. Miller
V.P., General Manager.....Richard M. Klaus
Nat'l Sales Mgr.....Ed Paul
Sales Prom., Pub. Dir.....Peter Roper
Production Manager.....Bob West
Chief Engineer.....Harry Dennis

WDOK—Cleveland—1950

Frequency: 1260 Kc.....Power: 5000 Watts
Owned-Operated By.....Civic Bcstrs., Inc.
Address.....1515 Euclid Ave.
Tel.: MA 1-2890.....Independent
Station Representative..Broadcast Time Sales
Pres., Gen. Mgr.....Frederick C. Wolf
Sales Prom. Mgr.....Jeanne M. Forney
Prog., Publicity Dir.....Norman Wain
Chief Engineer.....Ralph Ouay

WGAR—Cleveland—1930

Frequency: 1220 Kc.....Power: 50,000 Watts
Owned-Oper. By.....Peoples Bcstg. Corp.
Bus. Address.....Hotel Statler
Tel.: PR 1-0200.....CBS
Representative ..... Christal
President.....Murray D. Lincoln
V. Pres., Gen. Mgr.....Herbert Evans
Station Manager.....Carl E. George
Commercial Mgr.....Robert E. Forker
Sales, Prom., Pub. Dir...Donald C. Mitrovitch
Program Director.....Robert Smiley
Chief Engineer.....Lloyd Wingard

WHK—Cleveland—1922

Frequency: 1420 Kc.....Power: 5000 Watts
Owned-Oper. By....Metropolitan Bcstg. Corp.
Business-Studio Address..5000 Euclid Avenue
Tel.: EXpress 1-5000.....Independent
Station Representative .....Eastman
President .....Bernard Goodwin
Gen., Sta. Mgr.....Harvey L. Glascock
Sales Prom., Pub. Dir.....Gary Davis
Program Director.....Gerald Spinn
Chief Engineer.....Ralph H. DeLany

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album merry-go-round

Which audience has the real buying power? Adults, of course. Reach them with "their kind of music" on WDOK, Cleveland. Como, Miller, My Fair Lady, etc. . . . all the best, on ALBUMS. Call Fred Wolfe, Gen. Mgr.: MAin 1-2890, Cleveland.

WDOK 1260 kc CLEVELAND

WJMO—Cleveland—1947

Frequency: 1540 Kc.....Power: 1000 Watts d.
Owned By.....Preston G. Tuschman
Address.....2157 Euclid Ave.
Tel.: SU 1-4424.....Independent
Rep.....Dora-Clayton; Oakes, Wittig, Devney
Gen. Mgr., Ch. Eng.....C. C. Courtney
Program Director.....John Slade
Publicity Director.....Ron Seman

WJW—Cleveland—1943

Frequency: 850 Kc.....Power: 5000 Watts
Owned-Operated By.....Storer
Business-Studio Address.....1630 Euclid Ave.
Tel.: TOwer 1-6080.....NBC
Newspaper Affil.....Miami Sun
Representative ..... Katz
President.....G. B. Storer
Station Manager.....R. P. Merridew
Program Director.....Bruce MacDonald
Commercial Manager.....H. Mathews
Sales Prom., Public. Dir.....J. A. Wyman
Chief Engineer.....Harold Brinkman

Owners of: WGBS, Miami, Fla.; WJBK, Detroit; WSPD, Toledo; WAGA, Atlanta; WWVA, Wheeling, W. Va.; WIBG, Philadelphia

KYW—Cleveland—1923

Frequency: 1100 Kc.....Power: 50,000 Watts
Owned-Oper. By.....Westinghouse Bcstg. Co.
Business Address.....815 Superior Ave.
Tel.: CH 1-0942.....Independent
Sta. Representative..Peters, Griffin, Woodward
After July 1.....AM Radio Sales
President.....Donald H. McGannon
General Manager.....Gordon Davis
Commercial Manager.....Ed Wallis
Program Director.....Mark Olds
Publicity Director.....Charles Getz
Adv., Sls., Prom. Dir.....Janet K. Byers
Chief Engineer.....Sid Stadig
Owners of: WBZ-WBZA, Boston-Springfield, Mass.; KDKA, Pittsburgh, Pa.; WOWO, Fort Wayne, Ind.; KEX, Portland, Oreg.; WIND, Chicago, Ill.

WSRS—Cleveland Heights 1947

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Friendly Bcstg. Co.
Address .....2156 Lee Rd.
Tel.: ER 1-2005.....ABC
Representative .....Bob Dore
President .....Richard Eaton
Vice Pres.....B. W. Sague
V.P., Bus. Mgr.....Myron T. Wile
Sec.-Treas.....George P. Bickford

WBNS—Columbus—1924

Frequency: 1460 Kc..Power: 5 Kw. d., 1 Kw. n.
Owned-Oper. By.....RadiOhio, Inc.
Business-Studio Address.....33 N. High St.

More buyers for your dollar on WJW RADIO CLEVELAND

because

WJW puts the BEST signal into the great Cleveland and Northeastern Ohio market.

• *Over 3¾ Million People* • *With 7½ Billion Dollars to Spend*

WJW 5000 WATTS BASIC NBC 850 KC

CLEVELAND 1630 EUCLID AVE. TOWER 1-6080

a Storer operation

represented nationally by the Katz Agency

Tel.: CA 4-9265 ..... CBS
Representative ..... John Blair
Station Manager ..... Richard A. Borei
Commercial Manager ..... W. I. Orr
Sales Prom. Director ..... Jim Yeman
Program Director ..... Parke Blanton
Publicity Director ..... M. Babington
Chief Engineer ..... Lester H. Nafzger

WCOL—Columbus—1922

Frequency: 1230 Kc. ..... Power: 250 Watts
Owned-Operated By ..... Air Trails, Inc.
Business-Studio Address .. E. Broad & Young St.
Tel.: CA 1-4581 ..... ABC
Newspaper Affil. ... Lancaster Eagle-Gazette,
Representative ..... H-R Reps., Inc.
President ..... Charles Sawyer
Exec. V.P., Gen. Mgr. ..... J. P. Williams
V. P. ..... Alexander Buchan
Manager ..... Collis A. Young

WMNI—Columbus—1958

Frequency: 920 Kc. ..... Power: 500 Watts
Owned By ..... North American Bcstg. Co.
Address ..... Southern Hotel
Tel.: CApital 1-1354 ..... Independent
Representative ..... Broadcast Time Sales
Pres., Gen. Mgr. ..... William R. Mnich
Program, Publicity Dir. ..... Harv Morgan
Sales Prom. Mgr. ..... Mrs. Georgia Bartoe
Chief Engineer ..... John D. Brookbank

WTVN—Columbus—1924

Frequency: 610 Kc. ..... Power: 5000 Watts
Owned-Operated By ..... Radio Columbus
Business-Studio Address ..... 22 East Gay St.
Tel.: CA 4-1271 ..... MBS
Representative ..... Katz
President ..... Hulbert Taft, Jr.
Gen., Sta., Comm. Mgr. ..... Sam T. Johnston
Sales Prom., Prog. Dir. ..... Robert Adkins
Publicity Director ..... Ruth Dillon
Chief Engineer ..... Eugene Cafege

WVKO—Columbus—1948

Frequency: 1580 Kc. ..... Power: 1000 Watts d.
Owned-Oper. By ..... Sky Way Bcstg. Corp.
Address ..... 274 S. 3rd St.
Tel.: CA 1-5247 ..... Independent
Representative ... Venard, Rintoul & McConnell
Gen., Sta. Manager ..... Bert Charles
Comm. Manager ..... William Selander
Sales Prom. Mgr. ..... Roberta O. Nixon
Publicity Dir. ..... Betty J. Speaks
Chief Engineer ..... William Hammett

WTNS—Coshocton—1947

Frequency: 1560 Kc. ..... Power: 1000 Watts d.
Owned-Oper. By ..... Coshocton Bcstg. Co.
Business-Studio Address ..... 114 N. 6th St.
Tel.: MAin 2-5432 ..... Independent
Station Representative ..... Webb
Pres., Gen. Mgr. ..... F. Bruce Wallace
Comm., Sales Prom. Mgr. ..... Arthur E. Jost
Prog., Pub. Dir. ..... Hugh G. Williams
Chief Engineer ..... Hermen L. Philabaum

WAVI—Dayton—1955

Frequency: 1210 Kc. ..... Power: 250 Watts d.
Owned ..... WAVI Bcstg. Corp.
Address ..... 1428 Cincinnati St.
Tel.: BAldwin 4-1137 ..... Independent
Station Rep. ..... Bcst. Time Sales
Pres., Gen. Mgr. ..... Harry K. Crowl
National Sales Director .. Kenneth D. Caywood
Commercial Manager ..... Guy Wadsworth
Sales Prom., Prog. Dir. ..... Dewitt Campbell
Chief Engineer ..... Charles Dreher

WHIO—Dayton—1935

Frequency: 1290 Kc. ..... Power: 5000 Watts
Owned-Oper. By .... Miami Valley Bcstg. Corp.
Business-Studio Address. 1414 Wilmington Ave.
Tel.: MA 6581 ..... CBS
Representative ..... Hollingbery
President ..... James M. Cox, Jr.
General Manager ..... Robert H. Moody
Merchandising Manager ..... W. E. Wolaver
Nat. Sls. Mgr. ..... Wade H. Alley
Prom. Director ..... Chuck Gay
Asst. to Gen. Mgr. ..... Harvey R. Young

WING—Dayton—1921

Frequency: 1410 Kc. ..... Power: 5000 Watts
Owned-Oper. By ..... Great Trails Bcstg. Co.
Business-Studio Address ..... 121 N. Main St.
Tel.: BA 2-3773 ..... ABC
News. Affil. ..... Lancaster Eagle-Gazette
Station Representative ..... Eastman
President ..... Charles Sawyer
General Manager ..... Dale Moudy
Commercial Manager ..... O. Eugene Rahn
Sales Prom. Mgr. ..... Larry Marker
Program Director ..... George Dunlevy
Chief Engineer ..... Howard Ryan

WONE—Dayton—1949

Frequency: 980 Kc. ..... Power: 5000 Watts
Owned-Operated By ..... Skyland Bcstg. Corp.
Address ..... 380 West First St.
Tel.: BA 4-6501 ..... Independent
Representative ..... Headley-Reed
Pres., Gen. Manager .... Ronald B. Woodyard
Station Manager ..... Dorothy Tatum
Nat'l Sales Manager ..... C. J. Thornquest
Commercial Manager ..... Louis G. Froelich
Chief Engineer ..... Stanley A. Beck

WONW—Defiance—1949

Frequency: 1280 Kc. ..... Power: 500 Watts
Owned-Oper. By ..... Tri-State Bcstg. Co.
Address ..... P. O. Box 278
Tel.: 3-2226 ..... Independent
Representative ..... Devney
V.P., Gen. Manager ..... Glenn R. Thayer

WJER—Dover—1950

Frequency: 1450 Kc. ..... Power: 250 Watts
Owned ..... Dover Broadcasting Company, Inc.
Address ..... 210 Boulevard
Tel.: 4-2126 ..... KBS
Station Representative ..... Breen & Ward

President.....Agnes J. Reeves Greer
Asst. Station Manager.....Sal Butera
General Manager.....W. B. Steis
Commercial Manager.....E. A. Barr
Sales Prom. Mgr.....Norm Witherspoon
Program Director.....Jim Shipley
Publicity Dir.....Grace Whitmire
Chief Engineer.....Donald Graff

WOHI—East Liverpool—1949

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By....East Liverpool Bcstg. Co.
Business Address.....P.O. Box 760
Tel.: FUlton 5-1490.....ABC
Representative .....Grant Webb
President, Gen. Manager..Richard V. Beatty
Station Manager.....R. E. Metcalfe
Comm., Prom. Mgr.....George T. Farrall
Prog. Director.....James Lowery, Jr.
Chief Engineer.....George Kelly

WEOL—Elyria-Lorain—1948

Frequency: 930 Kc.....Power: 1000 Watts
Owned-Oper. By.....Elyria-Lorain Bcstg. Co.
Address.....Elyria Savings and Trust Bldg.
Tel.: FA 2-3761.....Independent
Newspaper Affil. .....Chronicle-Telegram
President.....O. B. Schoepfle
General Mgr.....Paul Nakel
Program Dir.....Dick Barrett
Chief Engineer.....Hugh Coburn

WFIN—Findlay—1941

Frequency: 1330 Kc....Power: 1000 Watts, d.
Owned.....Findlay Publishing Co.
Address.....101½ West Sandusky St.
Tel.: GA 2-4545.....Independent
Representative.....Clark, Ohio Rep.
President.....R. L. Heminger
Gen., Sta., Comm. Mgr.....H. H. Heminger
Sales Prom. Mgr., Pub. Dir.....Allen Dudley
Program Dir.....Clyde Johnson
Chief Engineer.....Edgar Smith

WFOB—Fostoria—1952

Frequency: 1430 Kc.....Power: 1000 Watts
Owned-Operated By.....Seneca Radio Corp.
Business Address.....Box 589
Tel.: HE 5-5666.....Independent
Station Rep.....Webb; Ohio Stations
President .....Andrew Emerine
Gen., Sta. Mgr.....Melvin L. Murray
Commercial Mgr.....Roger V. Wise
Program Director.....Lowell Fiedler
Chief Engineer.....Carl Barry

WFRO—Fremont—1949

Frequency: 900 Kc.....Power: 500 Watts d.
Owned-Oper. By.....Wolfe Bcstg. Corp.
Address.....905 W. State St.
Tel.: FE 2-3951.....Independent
Representative.....Hil F. Best
President.....Robert F. Wolfe
Managing Director.....R. C. Force

WJEH—Gallipolis—1950

Frequency: 990 Kc.....Power: 1 Kw., d.
Owned-Oper. By..Ohio Valley on the Air, Inc.
Business Address...Portsmouth Rd.; Box 244
Tel.: GIbson 6-3543.....KBS
Representative.....Sears & Ayer
President.....John E. Halliday
Gen., Comm. Mgr.....Marianne B. Campbell
Publicity Director.....J. Sherman Porter
Chief Engineer.....Edgar Atkins

WMOH—Hamilton—1944

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Fort Hamilton Bcstg. Co.
Bus.-Studio Address..Second Natl. Bank Bldg.
Representative .....Rambeau
President.....Robert J. Briede
General Manager.....Robert L. Odson
Sta. Mgr., Prog. Director.....Norm Keller
Ass't Gen. Mgr., Comm. Mgr.....Ray Motley

WSRW—Hillsboro—1956

Frequency: 1590 Kc.....Power: 500 W., d.
Owned.....Highland Bcstg. Co.
Address .....Box 176
Tel.: HI 1590.....KBS
Representative .....Continental
Gen. Mgr.....Willard Parr, Sr.
Comm. Mgr.....Robert Martin
Prog. Dir.....Gene Brent

WIRO—Ironton—1951

Frequency: 1230 Kc.....Power: 250 Watts
Owner.....Iron City Bcstg. Co.
Address .....Radio Plaza
Tel.: 360 .....MBS
Station Representative.....Best
Pres., Ch. Eng.....C. A. Baker
Gen., Sta. Mgr.....C. E. McElroy
Commercial Manager.....Joe Klarke
Program Director.....Marlene Ferguson

WLMJ—Jackson—1953

Frequency: 1280 Kc.....Power: 1 Kw., d.
Owned.....Radio Jackson, Inc.
Address .....Court & Broadway
Tel.: 850 .....KBS
Representative .....McGavren-Quinn
Pres., Gen. Mgr.....J. E. Willis
Program Director.....Bill Dawson
Chief Engineer.....William McCartney

WHOK—Lancaster—1948

Frequency: 1320 Kc.....Power: 1000 Watts
Owned-Oper. By..Hocking Valley Bcstg. Corp.
Address-Trans. Loc.....Memorial Dr.
Tel.: OL 3-4373.....Independent
Pres., Gen. Mgr.....Nelson Embrey
Comm. Manager.....Mark Lucas
Program Dir.....Eleanor J. Blazer
Chief Engineer.....Charles B. Houston

WIMA—Lima—1948

Frequency: 1150 Kc.....Power: 1000 Watts
Owned-Oper. By.....N.W. Ohio Bcstg. Corp.
Business-Studio Address.....223 N. Main St.
Tel.: CA 3-2060.....ABC

Representative .....H-R
President.....G. E. Hamilton
General Manager.....R. W. Mack
Sta., Comm. Mgr.....C. B. Heller
Program Director.....Charles Grady
Chief Engineer.....Bill Harrison

WCLW—Mansfield—1957

Frequency: 1570 Kc.....Power: 250 Watts, d.
Owned By.....Mansfield Bcstg. Co.
Address.....791 McPherson St.
Station Rep. .....Devney
Pres., Gen. Mgr.....F. Eckhardt
Commercial Mgr.....D. Holzapfel

WMAN—Mansfield—1939

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Richland, Inc.
Business-Studio Address...144½ Park Ave. W.
Tel.: LA 4-2211.....ABC
Representative...Venard, Rintoul & McConnell
Pres., Gen., Sta., Sls., Comm. Mgr. J. M. O'Hara
Prog.-Pub. Dir.....Robert James
Chief Engineer.....William Morrison

WMOA—Marietta—1946

Frequency: 1490 Kc.....Power: 250 Watts
Owned.....Marietta Broadcasting Corp.
Address.....P. O. Box 594
Tel.: FR 3-7527.....MBS
Station Representative .....Devney
Gen., Sta. Mgr.....R. Sanford Guyer
Commercial Manager.....Robert L. Guyer
Sales Prom. Mgr.....John Cigna
Program Director.....Leah R. Thorla
Publicity Director.....Charles Weis
Chief Engineer.....Charles E. Clark

WMRN—Marion—1940

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....The Marion Bcstg. Co.
Bus. Address.....1490 N. Main St.; Box 518
Tel.: 3-1131 .....ABC
Pres., Gen. Mgr.....Robert T. Mason
Commercial Manager.....Arthur L. Martin
Sales Prom. Mgr.....Virginia Lynch
Prog. Dir.....Madge Cooper
Chief Engineer.....Francis Joseph Peters

WTIG—Massillon—1957

Frequency: 990 Kc.....Power: 250 W., d.
Owned.....Massillon Bcstg. Co.
Address .....Box 573
Tel.: TE 2-5023.....KBS
President.....Joel W. Rosenblum
Station Mgr.....Nick Barry
Comm. Mgr.....Richard J. Scholem
Program Dir.....Ted Wesley
Chief Engineer.....Joseph Kish

WPFB—Middletown—1947

Freq.: 910 Kc.....Power: 1 Kw. d., 100 W. n.
Owned-Operated By.....Paul F. Braden
Business Address.....Coles Road
Tel.: GA 2-3625.....Independent
Station Representative.....Breen & Ward
General Manager.....Paul F. Braden
Sta. Mgr.....Tom Hogan
Commercial Manager.....J. H. LeMoyne
Sales Promotion Manager.....Charles Reeder
Program Director.....Ray Iglehart, Jr.
Publicity Director.....Gerry Iglehart
Chief Engineer.....Larry Beckwith

WMVO—Mt. Vernon—1953

Frequency: 1300 Kc.....Power: 500 Watts d.
Owned-Oper. By.....Mt. Vernon Bcstg. Co.
Business Address.....Coshocton Rd.; Box 390
Tel.: EX 2-0946.....Independent
Pres., Gen. Mgr....Mrs. Charles M. Zelkowitz
Commercial Manager.....Lewis Wagoner
Program Director.....Stephen Zelkowitz
Publicity Director.....George Bennett
Chief Engineer.....Rudy Maxwell

WCLT—Newark—1947

Frequency: 1430 Kc.....Power: 500 Watts d.
Owned-Operated By.....WCLT Radio Inc.
Address.....25 West Main St.
Tel.: FA 4-0071.....Independent
Representative .....Meeker Associates
Pres., Gen. Mgr.....Thomas A. Rogers
Commercial Mgr.....Robert Pricer
Program Director.....Arnauld Fleming
Chief Engineer.....Benjamin Windle

WPVL—Painesville—1956

Frequency: 1460 Kc.....Power: 500 Watts d.
Owned.....Somerset Broadcasting Co.
Address.....102 S. Park Place
Tel.: EL 2-3155.....Independent
Representative .....Devney, Inc.
Gen., Sta. Mgr.....Carl R. Lee
Comm., Sales Prom. Mgr.....Harry Griffiths
Program Director.....Elwood Thompson
Publicity Director.....James Ahlstrom
Chief Engineer.....Carl R. Lee

WPTW—Piqua—1947

Frequency: 1570 Kc.....Power: 250 Watts d.
Owned-Oper...Miami County Bcstg. Co., Inc.
Address-Trans.....1625 Covington Ave.
Tel.: PR 3-3513.....KBS
Pres.....Richard E. Hunt
Gen. Mgr., Chief Eng.....Lewis M. Shroyer
Commercial Mgr.....Mrs. Eleanor Mills
Program Dir.....Frances Shroyer

WNXT—Portsmouth—1951

Frequency: 1260 Kc...Power: 5 Kw. d., 1 Kw. n.
Owned-Operated By....Portsmouth Bcstg. Co.
Address.....Masonic Temple Bldg.
Tel.: EL 3-1161.....ABC
Representative .....Everett-McKinney
Pres., Gen., Sta., Comm. Mgr..Marshall Rosene
Program Director.....Phil Phillips
Publicity Director.....Thelma Henderson
Chief Engineer.....Russell Newman

WPAY—Portsmouth—1935

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Paul F. Braden
Address.....1009 Gallia St.
Tel.: EL 3-5176.....CBS
Station Rep.....Breen & Ward; Reilly
General Manager.....Paul F. Braden
Sta., Sales Prom. Mgr.....O. T. Dresbach

Commercial Manager.....J. H. LeMoyne
Program Director.....John T. Baker
Chief Engineer.....Maurice L. Myers

WLEC—Sandusky—1947

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Lake Erie Bcstg. Co.
Address .....Box 1209
Tel.: MA 6-2000.....MBS
Representative .....Hal Holman
Pres., General-Station Mgr.....Jay Wagner
Commercial Manager.....Louis Mahla
Sales Promotion Manager.....Bette Wohler
Program Director.....Robert Hinners
Chief Engineer.....Jay Leibach

WBLY—Springfield—1947

Frequency: 1600 Kc....Power: 1000 Watts d.
Owned-Oper. By....Champion City Bcstg. Co.
Address.....Chamber of Commerce Bldg.
Tel.: FA 3-4676.....Independent
Representative.....Thomas F. Clark
President.....R. Stanley Lucas
General Manager.....R. L. Yontz
Commercial Manager.....Paul S. Kintzel
Program Director.....James W. Bissey
Chief Engineer.....Carl Egbert

WIZE—Springfield—1940

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By...Radio Voice of Springfield
Trans. Address.....117 W. High St.
Tel.: FA 3-4955.....ABC
Representative.....H. R. Representative, Inc.
President .....Charles Sawyer
Executive Vice-President.....J. P. Williams
Vice-President.....Alex Buchan
Station Mgr.....Ernest A. Gudridge
Program Director.....Frank Prater
Chief Engineer.....Victor L. Bushong

WSTV—Steubenville—1940

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....WSTV, Inc.
Bus.-Studio Address....Exchange Realty Bldg.
Tel.: AT 2-6265.....MBS
Representative .....Avery-Knodel
Pres.....Jack N. Berkman
Exec. V.P., Gen. Mgr.....John J. Laux
Vice President.....Fred Weber
Sta., Comm. Mgr.....Louis Shapiro
Chief Engineer.....Charles S. Shepherd

WOHO—Toledo—1954

Frequency: 1470 Kc.....Power: 1000 Watts
Owner.....Midwestern Bcstg. Co.
Address.....2965 Pickle Road
Tel.: OX 3-6576.....Independent
Representative .....Pearson
Station Mgr.....Sam W. Sloan
Comm. Manager.....William C. Wester
Program Director.....George M. Mishler
Chief Engineer.....George D. Stearns

WTOD—Toledo—1946

Frequency: 1560 Kc.....Power: 1000 Watts d.
Owned-Operated By...Booth Broadcasting Co.
Business Address.....320 Davis Bldg.
Tel.: CH 2-4321.....MBS
Representative .....Weed
President.....John L. Booth
Gen., Comm. Mgr.....Sonne Miller
Program Director.....Ted Barbone
Chief Engineer.....Robert Sowers

WSPD—Toledo—1921

Frequency: 1370 Kc.....Power: 5000 Watts
Owned-Oper. By.....Storer Broadcasting Co.
Bus. Address....1177 Kane Concourse, Miami
Tel.: CH 8-6201.....NBC
Newspaper Affil.....Miami Beach Sun
Representative .....Katz
President.....George B. Storer
Managing Director.....Reggie Martin
Nat. Sales Manager.....Emerson Kimble
Sales Prom., Pub. Dir.....James W. Rowe
Program Director.....E. C. Kutz
Chief Engineer.....William M. Stringfellow
Owners of: WGBS, Miami, Fla.; WJBK, Detroit; WAGA, Atlanta; WJW, Cleveland; WWVA, Wheeling, W. Va.; WIBG, Philadelphia

WTOL—Toledo—1938

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By....Community Bcstg. Co.
Trans.-Address .....Bell Bldg.
Tel.: CH 3-3291.....ABC
Station Representative .....Gill-Perna
President .....Frazier Reams
Gen.-Station Mgr.....Thomas S. Bretherton
Commercial Manager.....Douglas Tabner
Program Director.....Robert Krieghoff
Chief Engineer.....Harold Holmes

WHHH—Warren—1941

Frequency: 1440 Kc.....Power: 5000 Watts
Owned By....Warren Tribune Radio Sta., Inc.
Business Address.....Second National Bldg.
Tel.: EXpress 2-2529.....Independent
Newspaper Affiliation.....Tribune Chronicle
Station Rep.....Rambeau, Vance, Hopple
President.....Helen Hart Hurlbert
Gen. Mgr., Ch. Engr.....Robert E. Hardy
Program Director.....John Peterson

WCHO—Washington Court House—1952

Frequency: 1250 Kc.....Power: 500 Watts d.
Owned By.....W. N. Nungesser
Address.....113½ S. Main St.
Tel.: 5-6211 .....KBS
Representative .....Hil F. Best
Pres., Gen. Mgr., Chief Eng...W. N. Nungesser
Comm., Sales Prom. Mgr.....R. L. Anderson

WPKO—Waverly—1954

Frequency: 1380.....Power: 1000 W., d.
Owner.....Hi Kinco Bcstrs.
Address.....Box 67
Tel.: PI 2781.....Independent
Station Mgr.....Art Layne
Gen., Comm. Mgr.....Warren W. Cooper

WKOV—Wellston—1953

Frequency: 1330 Kc.....Power: 500 Watts d.

Owned-Operated By.....Court House Bcstg.
Address.....P. O. Bo.. 190
Tel.: WE 546.....KBS
Representative .....Hil F. Best
General Manager..... ....Parks Robinson
Station Mgr.....Kenneth Williams

WWST—Wooster—1947

Frequency: 960 Kc.....Power: 1000 Watts d.
Owned-Oper. By..Wooster Republican Ptg. Co.
Address .....Route 30
Tel.: 3-5075 .....KBS
General Manager.....E. B. Evans
Commercial Mgr.....Quentin W. Welty

WRFD—Worthington—1947

Frequency: 880 Kc.....Power: 5000 Watts d.
Owned.....Peoples Broadcasting Corp.
Address .....Worthington
Tel.: TU 5-5342.....Independent
Representative .....Gill-Perna
General Manager.....Herbert E. Evans
Sta., Mgr.....Joseph D. Bradshaw
President.....Murray D. Lincoln
Comm. Mgr.....Dale Lutz
Program, Sales Prom. Mgr.....Phil Sheriden
Publicity Dir.....Bill Pfeiffer
Chief Engineer.....Harold Schaaf

WBBW—Youngstown—1949

Frequency: 1240 Kc.....Power: 250 Watts
Owner.....Mahoning Valley Bcstg. Corp.
Address.....Warner Thea. Bldg.
Tel.: RI 4-4421.....MBS
Representative ..... Weed
President, Ch. Eng.....John Cherpack, Jr.
V.P., Gen. Mgr.....Gene Trace
Sales Prom. Mgr., Pub. Dir.....Isabel Meyer
Program Director.....Anthony N. Ross

WFMJ—Youngstown—1939

Frequency: 1390 Kc.....Power: 5000 Watts
Owned-Operated By.....WFMJ Bcstg. Co.
Business-Studio Address....101 W. Boardman
Tel.: RI 4-8611.....NBC
Representative .....Headley-Reed
Pres., Gen. Mgr.....William F. Maag, Jr.
Gen., Sta. Mgr.....Mitchell F. Stanley
Program Director.....Robert Locke
Chief Engineer.....Frank A. Dieringer

WKBN—Youngstown—1926

Frequency: 570 Kc.....Power: 5000 Watts
Owned-Operated By.....WKBN Bcstg. Corp.
Address.....3930 Sunset Blvd.
Tel.: ST 2-1145.....CBS
Representative.....Paul H. Raymer
Pres., Gen. Mgr.....Warren P. Williamson, Jr.
Sta., Comm. Mgr.....J. Lothair Bowden
Sales Prom., Pub. Dir....W. P. Williamson III
Program Director.....John Moses
Chief Engineer.....B. T. Wilkins

WHIZ—Zanesville—1924

Frequency: 1240 Kc.....Power: 250 Watts
Owner...Southeastern Ohio Bcstg. System, Inc.
Business-Studio Address....Lind Arcade Bldg.
Tel.: GL 2-5431.....NBC
Newspaper Affiliation.....Zanesville Pub Co.
Representative.....John E. Pearson
President .....Clay Littick
Gen., Station Manager.....Allan Land
Comm. Mgr.....Nate Milder
Sales Promotion Manager.....Naomi Lorton
Program Director.....Stan Robinson
Chief Engineer.....William A. Hunt, Sr.

Pop.: 2,378,000
Families: 739,000
Radio Homes: 718,000

Oklahoma

Stations in State: 55
TV Homes: 676,000
TV Stations: 14

KADA—Ada—1934

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....KADA Bcstg., Inc.
Business Address.....Box 642
Tel.: FEderal 2-1212.....ABC, KBS
Rep.....Venard, Rintoul & McConnell; Brown
President .....Brown Morris
General Manager.....Bill Hoover
Station Manager.....Monte Bell
Commercial Manager.....Jerry Spencer

KWHW—Altus—1946

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Altus Bcstg. Co., Inc.
Business Address.....Box 551
Tel.: HU 2-1450.....KBS
Newspaper Affil. .....Times-Democrat
Representative ..... Pearson
Pres., Gen. Mgr.....Frank E. Wimberly
Commercial Manager.....Albert Houpe
Chief Engineer.....Ernest Baucum

KALV—Alva—1956

Frequency: 1430 Kc.....Power: 500 Watts
Owned.....Alva Bcstg. Co.
Business Address.....Box 328
Tel.: 1663 .....Independent
Representative .....Best
General Manager.....Robert L. Martin
Program Directro.....Merle M. Johnson

KVSO—Ardmore—1935

Frequency: 1240 Kc.....Power: 250 Watts
Owned.....Ardmoreite Pub. Co.
Address .....Ardmoreite Bldg.
Tel.: Ardmore .....KBS
Representative .....Devney
General Manager.....Douglas C. Dillard

KWON—Bartlesville—1942

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By..Bartlesville Bcstg. Co.
Address .....Box 69
Tel.: 1400 .....MBS
Pres., Gen., Sta. Mgr., Comm. Mgr..J. Fred Case
Program Director.....Jay Collins
Sales Prom. Manager.....John Collins
Chief Engineer.....C. R. Tanner

KLTR—Blackwell—1952

Frequency: 1580 Kc.....Power: 250 Watts
Owned-Operated By.....Star Bcstg. Co., Inc.
Address.....Jens Morie Hotel
Tel.: RO 5-4698.....KBS
Representative .....Continental
President.....Dr. F. G. Conley
Gen., Comm. Mgr.....Robert F. Pool
Program Dir.....Lawrence Eck
Sales Prom. Mgr.....Ray Bush
Chief Engineer.....Heinz Powerleit

KWCO—Chickasha—1946

Freq.: 1560 Kc.....Power: 1 Kw. d., 250 W. n.
Owned-Oper. By..Washita Valley Bcstg. Corp.
Business Address.....Cor. 4th & Grand
Tel.: CAstle 4-2890.....KBS
Owner, Gen. Mgr.....Jack L. Pink
Station Manager.....William S. Scott
Program Director.....Marjorie Richards
Chief Engineer.....W. K. Berry

KWPR—Claremore—1958

Frequency: 1270 Kc.....Power: 500 Watts, d.
Owned By.....Claremore Bcstg. Co.
Address.....Will Rogers Hotel
Tel.: ROgers 3-1281.....KBS
President.....R. I. Hartley
General Mgr.....J. M. Mahoney
Sales Mgr.....J. Williams
Program, Chief Eng.....P. Gentry

KWOE—Clinton—1949

Frequency: 1320 Kc.....Power: 1000 Watts d.
Owned-Operated By.Western Okla. Bcstg. Co.
Address .....Neptune Park
Tel.: 618 .....KBS
Station Representative.....Hil F. Best
General Manager.....V. M. Preston
Commercial Mgr.....Lew Preston
Publicity Dir.....Evelyn Preston

KUSH—Cushing—1953

Frequency: 1600 Kc.....Power: 1000 Watts d.
Owned.-Oper. By..Cimarron Broadcasters, Inc.
Address .....Highway 33
Tel.: CA 5-0922.....KBS
Representative.....Hil F. Best
Pres., Gen. Mgr.....Gordon Rockett
Program, Publicity Dir.....Jerry Kunkel
Chief Engineer.....Harold Kinkead

KRHD—Duncan—1949

Freq.: 1350 Kc....Power: 250 W. d. 100 W. n.
Owned-Operated By.....Duncan Bcstg. Co.
Address .....Box 1192
Tel.: 1350 .....KBS
President.....R. H. Drury
Gen., Sta. Mgr.....W. M. Brubaker
Program Director.....John Moen
Sales Prom. Mgr.....Morgan Duval
Publicity Director.....Frank Hicks
Chief Engineer.....Lee Agee

KSEO—Durant—1947

Frequency: 750 Kc.....Power: 250 Watts d.
Owned-Operated By....Democrat Printing Co.
Address.....215-216 Democrat Bldg.
Gen., Comm. Mgr.....Leroy Moses

KASA—Elk City—1932

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....Webb & Stephens
Address .....Box 189
Tel.: 730 .....MBS-ABC-KBS
Representative .....Pearson
Manager.....John P. Strength, Jr.

KCRC—Enid—1928

Frequency: 1390 Kc.....Power: 1000 Watts
Owned-Oper. By.....Enid Radiophone Co.
Bus.Studio Address.....318 E. Willow
Tel.: AD 7-1390.....ABC
News. Affil.....Morning News, Daily Eagle
Representative.....John E. Pearson Co.
President.....Milton B. Garber
General Manager.....Pat Murphy
Pub. Dir.....Gladys Williams
Sls. Prom. Mgr.....James Stacy
Prog. Dir. Ch. Eng.....Duane Hoisington

KGWA—Enid—1950

Frequency: 960 Kc.....Power: 1000 Watts
Owned-Oper. By....Public Bcstg. Service, Inc.
Address.....115½ E. Broadway
Tel.: AD 4-4230.....Independent
Representative..Venard, Rintoul & McConnell
Pres., Gen., Comm. Mgr.....Allan Page
Program Director.....Lyle Gaston
Chief Engineer.....Milton Wentworth

KTAT—Frederick—1948

Frequency: 1570 Kc.....Power: 250 Watts d.
Owned-Operated By.....Frederick Bcstg. Co.
Address.....P.O. Drawer 920
Tel.: ED 5-2131.....KBS
Representative .....Hil F. Best
General Manager.....Ron Wheeler
Program Director.....Mary Wheeler

KWRW—Guthrie—1955

Frequency: 1490 Kc.....Power: 100 Watts
Owned-Oper. By.....Guthrie Bcstr.
Address .....Ione Hotel
Tel.: BU 2-2321.....KBS
Pres., Gen. Mgr.....Weldon Sledge
Sta. Mgr. Ch. Eng.....Calvin Clopton
Commercial Manager.....Bob McVay
Program Director.....Wally Seeds

KGYN—Guymon—1948

Frequency: 1220 Kc.....Power: 1000 Watts d.

Owned-Operated By.....Plains Bcstg. Co.
Business-Studio Address.....Box 130
Tel.: 888 .....KBS
Representative .....Hil F. Best
Pres., Sta. Mgr.....John B. Gray
Comm. Mgr.....Ed Slater
Chief Engineer.....Herb Noyes

KHEN—Henryetta—1956

Frequency: 1590 Kc.....Power: 500 W., d.
Owned.....Henryetta Radio Co.
Address .....Box 930
Tel.: OLive 2-3311.....Independent
President .....Leland Gourley
Gen. Mgr.....Marvin Hull
Program Director.....Bill Simmons

KTJS—Hobart—1947

Frequency: 1420 Kc.....Power: 250 Watts d.
Owned-Operated By .....A. R. Fuchs
Address .....Box 796
Tel.: 1070 .....KBS
Manager .....A. Fuchs

KIHN—Hugo—1947

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....D. & L. Brawner
Tel.: 1140 .....KBS
General Mgr.....Calvin Miller
Comm. Mgr.....Dewey Banta

KBEL—Idabel—1953

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....Idabel Bcstg. Co.
Tel.: 802 .....Independent
General Manager.....Winston O. Ward
Sta., Comm. Manager.....J. P. Stanley

KCCO—Lawton—1956

Frequency: 1050 Kc.....Power: 250 W., d.
Owned.....Progressive Bcstg. Co.
Address .....Box 2178
Tel.: EL 5-1050.....Independent
Gen. Mgr.....Morgan Roberts

KSWO—Lawton—1941

Frequency: 1380 Kc.....Power: 1000 W.
Owned.....Okla. Quality Bcstg. Co.
Address .....Box 699
Tel.: EL 5-1380.....ABC
Representative .....Pearson
President.....R. H. Drewry
Gen. Mgr.....Emmett L. Keough
Commercial Mgr.....Bob Franklin
Program Dir.....Bill Miller
Chief Engineer.....Jimmy Lockerd

KNED—McAlester—1950

Frequency: 1150 Kc....Power: 1 Kw. d.; 5, n.
Owned-Operated By..Pittsburg Bcstg. Co., Inc.
Address .....Box 780
Tel.: GA 3-1460.....Independent
Representative .....Pearson
Pres., Gen. Mgr.....Ray Van Hooser
Commercial Manager.....Phil Reed
Station, Prog. Mgr.....Dud Stallings
Sls. Promotion Mgr.....Frank Hopkins
Chief Engineer.....Dexter Ferry

KTMC—McAlester—1946

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By....McAlester Bcstg. Co.
Business-Studio Address.....Earle Hotel
Tel.: GA 3-1400.....KBS
Station Representative....Continental; Weed
President .....Irvin Gladstein
Gen. Sta. Mgr.....Bob Baggett
Commercial Manager.....Alston Hardin
Publicity Director.....Larry Craft
Program Director.....Sharon Sarrels
Chief Engineer.....Harold Duncan

KGLC—Miami—1947

Frequency: 910 Kc.....Power: 1000 Watts
Owned-Operated By.....Miami Bcstg. Co.
Business Address.....Miami Hotel Bldg.
Tel.: KI 2-3303.....KBS
Gen., Sta. Mgr.....William A. Searle
Program Director.....Ross Jones
Chief Engineer.....Louis E. Stone

KBIX—Muskogee—1936

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Okla. Pub. Co.
Address .....Barnes Bldg.
Tel.: MU 2-1331.....ABC-KBS
Newspaper Affil.....Phoenix-Times Democrat
Representative .....Burn-Smith
President.....Tams Bixby, Jr.
Gen., Sta., Comm. Mgr.....W. B. Parker
Program, Pub. Dir.....O. Eversole, Jr.
Chief Engineer.....Edsel Griffin

KMUS—Muskogee—1948

Frequency: 1380 Kc....Power: 1000 d., 500 n.
Owned-Operated By.....Horace C. Boren
Address.....P. O. Box 1588
Tel.: MU 2-2488.....Independent
Representative .....Pearson
Pres., Gen. Mgr.....Horace C. Boren
Sta. Mgr., Ch. Engr.....James E. Keitel, Sr.
Program Director.....Lon Williams

KNOR—Norman—1949

Frequency: 1400 Kc.....Power: 250 Watts
Owned.....Cleveland County Bcstg. Co.
Address.....P. O. Box 542
Tel.: JE 4-8474.....KBS
Gen. Manager.....William S. Morgan
Comm. Mgr.....Tol Dickenson

KBYE—Oklahoma City—1947

Frequency: 890 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Great Empire Bcstg.
Business Address...5508 N. Eastern; Box 671
Tel.: GArfield 7-6524.....ABC
General Manager.....F. F. Lynch
Program Director.....Glenn Valentine
Chief Engineer.....Charles Murphy

KLPR—Oklahoma City—1947

Frequency: 1140 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Big Chief Bcstg Co. Inc.
Business Address.....128½ West Commerce
Tel.: FOrest 5-6358.....Independent
Representative .....Weed
Pres., Sales Prom. Mgr.....Jack Beasley
Commercial Mgr.....Eddie Peak
Station Mgr.....Monty Wells
Program Dir.....Carolee Axtell
Publicity Dir.....Bob Allen
Chief Engineer.....Buzzy Brooks

KOCY—Oklahoma City—1938

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Plaza Court Bcstg. Co.
Business-Studio Address....Plaza Court Bldg.
Tel.: FO 5-4333.....Independent
Representative .....Pearson
Pres., Gen. Mgr.....M. H. Bcnebrake
Commercial Manager.....Carlton Beck
Chief Engineer.....Elmo Black

KOMA—Oklahoma City—1927

Frequency: 1520 Kc.....Power: 50,000 Watts
Owned-Operated By.....Storz Bcstg. Co.
Business-Studio Address.....311 W. Grand
Tel.: FO 5-6653.....CBS
Representative .....Gill-Perna, Inc.
General-Station Mgr.....Raymond Ruff
Prog. Dir.....Bill Bailey
Chief Engineer.....George Berry

KTOK—Oklahoma City—1927

Frequency: 1000 Kc.....Power: 5000 Watts
Owned-Operated By.....KTOK, Inc.
Business-Studio Address.....1800 W. Main
Tel.: FOrest 5-8351.....CBS
Station Representative .....Eastman
President .....Wendell Mayes
Gen. Mgr.....Tom Johnson
Comm. Mgr.....George R. Collisson
Publicity Director.....Harvard Page
Prog. Dir.....Bill Bryan
Chief Engineer.....Clifford Easum

KTOW—Oklahoma City—1948

Frequency: 800 Kc.....Power: 250 Watts d.
Owned-Operated By.....KTOW, Inc.
Business-Studio Address.....Fifth & Robinson
Tel.: CE 2-6367.....MBS
Station Representative .....Melville
President.....W. D. Schueler
Gen., Sta. Mgr.....R. N. "Mack" Lester
Prog., Pub. Dir.....Nick Reyes
Chief Eng.....Jim Treat

WKY—Oklahoma City—1921

Frequency: 930 Kc.....Power: 5000 Watts
Owned-Oper. By.....WKY TV System, Inc.
Business-Studio Address.....500 E. Britton
Tel.: TR 8-2161.....Independent
Newspaper Affil.....Oklahoman; City Times
Representative .....Katz
President.....E. K. Gaylord
General Manager.....Norman P. Bagwell
Sta., Comm. Mgr.....John C. Moler
Prog Dir.....W. J. Wheatley
Prom. Pub. Mgr.....Jim Willis
Chief Engineer.....Gene Lyons

KHBG—Okmulgee—1937

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....Okmulgee Bcstg. Corp.
Business Address.....Box 1350
Tel.: 3646 .....KBS
Representative.....Hil F. Best
President .....Don Reynolds
Station Manager.....Hal Cochran
Program Director.....Arline Milligan
Comm., Sales Prom. Mgr.....Marvin Hull
Publicity Director.....Betty Lee

KVLH—Pauls Valley—1947

Frequency: 1470 Kc.....Power: 250 Watts
Owned-Operated By.....Garvin Bcstg.
Business Trans. Address.....P. O. Box 610
Tel.: 1470 .....KBS
Representative.....Hil F. Best
President.....Warren J. Fortier
Gen., Sta. Mgr.....David Crockett
Prog. Dir.....Mike Stephens
Chief Engineer.....W. O. Todd

WBBZ—Ponca City—1928

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....Ponca City Pub. Co.
Business Address.....P.O. Box 588
Tel.: RO 5-6607.....MBS
Newspaper Affiliation.....The News
Representative ..... Pearson
General Manager.....Allan W. Muchmore
Station Manager.....William C. Maugans

KLCO—Poteau—1953

Frequency: 1280 Kc.....Power: 1 Kw. d.
Owner.....R. B. & Bernice Bell
Address .....Box 511
Tel.: 660 .....KBS
President, Gen. Mcnager.....R. B. Bell
Sales Prom.....Vic Nowlin

KOLS—Pryor—1950

Frequency: 1570 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Lakes Area Bcstg. Co.
Address.....5th & S. Mill Sts.
Tel.: VAlley 5-2763.....KBS
Representative.....H. F. Best
Gen. Mgr., Chief Eng.....L. L. Gaffaney
Commercial Manager.....Mrs. L. L. Gaffaney
Program Director.....Merle Caldwell

KGFF—Shawnee—1930

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By....KGFF Bcstg. Co., Inc.
Address.....P. O. Box 2059
Tel.: 4390 .....MBS
Newspaper Affiliation.....Stauffer Publ., Inc.
Representative .....Avery-Knodel
Gen., Sta. Manager.....William A. Weaver

Comm. Mgr.....Jeral C. Ziegler

KSPI—Stillwater—1947

Frequency: 780 Kc.....Power: 250 Watts d.
Owned-Oper. By....Stillwater Publishing Co.
Business Address.....P.O. Box 231
Tel.: FR 2-7800.....Independent
Newspaper Affiliation.....Daily News-Press
Representative ..... Clark
General Mgr.....J. R. Bellatti
Station Manager.....Lewis Pearce
Commercial Manager.....Bill Platt
Chief Engineer.....Paul A. McCollum

KTLQ—Tahlequah—1958

Frequency: 1350 Kc.....Power: 500 W., d.
Owned.....Tahlequah Bcstg. Co.
Business Address.....Box 126
Tel.: 1500 .....KBS
Station Representative .....Continental
Pres., Ch. Eng.....Galen O. Gilbert
Comm., Sales Prom. Mgr.....Bill Bentley

KAKC—Tulsa—1946

Freq.: 970 Kc.....Power: 1000 W. d., 500 W. n.
Owned-Oper. By.....Public Radio Corp.
Bus.-Studio Address.....910 S. Boston
Tel.: LU 7-2401.....Independent
Station Representative .....Weed
V.P., Gen. Mgr.....Robert J. Hoth
Program Director.....Chris Lane
Chief Engineer.....Charles Laughton

Ap News Is Preferred

. . . by **Stations** — because it adds both profits and prestige.

Ap Preferred

50 Rockefeller Plaza New York 20, N. Y.

KFMJ—Tulsa—1946

Frequency: 1050 Kc....Power: 1000 Watts d.
Owned-Operated By....Fred Jones Bcstg. Co.
Business-Studio Address.....1242 S. Boston
Tel.: LU 5-5555.....Independent
Representative .....Masla
General Manager.....Lawson Taylor

KOME—Tulsa—1938

Freq.: 1300 Kc.....Power: 5 Kw. d., 1 Kw. n.
Owned-Oper. By....Charles W. Holt & Assoc.
Address.....8th & Main
Tel.: DI 3-4121.....Independent
President.....Charles W. Holt
General Manager.....Stan Hagan
Program Director.....Pete Dreyer
Chief Engineer.....Roy Brown

KRMG—Tulsa—1949

Freq.: 740 Kc.....Power: 50 Kw. d., 25 Kw. n.
Owned-Operated By.....Meredith KRMG, Inc.
Business-Studio Address..311 So. Denver Ave.
Tel.: LUther 4-4291.....CBS
Representative .....John Blair
President .....Fred Bohen
Gen., Comm. Manager.....Frank S. Lane
Sales Prom., Prog. Dir.....Keith Bretz
Chief Engineer.....William H. Bradley

Owners of: KCMO, Kansas City, Mo.; KPHO, Phoenix, Ariz.; WOW, Omaha, Neb.; WHEN, Syracuse, N. Y.

(See Page 498)

KTUL—Tulsa—1934

Frequency: 1430 Kc.....Power: 5000 Watts
Owned-Oper....Consol. Radio Enterprises Inc.
Business-Address.....P. O. Box 8557
Tel.: FI 5-1311.....Independent
Representative .....Avery-Knodel
President.....James C. Leake
Gen., Sta. Mgr.....James H. Schoonover
Commercial Mgrs.....Schoonover, J. P. Walker
Program Dir.....Don Rose
Sales Prom. Mgr.....Karl Janssen
Publicity Dir.....Charles Larkins
Chief Engineer.....Lloyd J. Cowan

KVOO—Tulsa—1925

Frequency: 1170 Kc.....Power: 50,000 Watts
Owned-Oper. By....Southwestern Sales Corp.
Bus.-Studio Address.....3701 S. Peoria
Tel.: RI 2-5561.....NBC
Representative .....Edward Petry
President.....H. C. Stuart
V.P., General Mgr.....G. K. Brandborg
Program Director.....J. O'Neill
Chief Engineer.....J. Bushnell

KVIN—Vinita—1954

Frequency: 1470 Kc.....Power: 500 Watts, d.
Owned-Oper. By.....Vinita Broadcasting Co.
Business Address.....Box 91
Tel.: 407 .....KBS
Station Manager.....F. E. Stone
Prog. Dir., Chief Eng.....Paul Gentry

KWSH—Wewoka—1948

requency: 1260 Kc.....Power: 1,000 Watts
Owned-Operated By..Tri Cities Bcstg. Co., Inc.
Address .....Box 1260
el.: 1260 .....ABC-KBS
epresentative..Venard, Rintoul & McConnell
Pres., General Manager.....Bill Hoover
ec'y-Treas. .....Brown Morris
tation Manager.....Ray Judge

KSIW—Woodward—1947

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Woodward Bcstg. Co.
Business Address.....22 & Cedar
Tel.: 1450 .....Independent
Representative ..... Pearson
Pres., Gen. Mgr.....Edward A. Ryan
Program Director.....Lenora W. Ryan
Chief Engineer.....Harry McFarland

Pop.: 1,879,000
Families: 596,000
Radio Homes: 587,000

Oregon

Stations in State: 71
TV Homes: 447,000
TV Stations: 9

KWIL—Albany—1941

requency: 790 Kc.....Power: 1000 Watts
Owned-Oper. By.....Albany Radio
Bus.-Studio-Trans. Loc.....Box 485
el.: WA 6-2233.....MBS
ep.....Art Moore, Ayres
General Mgr.....Larry Gordon
Commercial Mgr.....Warren Stoffer

KWIN—Ashland—1946

requency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Rogue Valley Bcstg. Co.
usiness Address.....P.O. Box 227
el.: MUrdock 2-4381.....MBS-KBS
tation Representative .....Pearson
resident.....Douglas D. Kahle
Gen., Sta. Mgr.....Elliott Motschenbacher
Commercial Manager.....W. Henry Peck
rogram Director.....William Lively

KAST—Astoria—1925

requency: 1370 Kc.....Power: 1000 Watts
Owned.....Astoria Broadcasting Co.
Address.....1006 W. Marine Drive
el.: FA 5-2911.....MBS-KBS
Newspaper Affil.....Astorian Budget
Representative .....Art Moore
President, Gen. Mgr.....Robert B. Chessman
Business Mgr.....Mary I. Ristola
Sales Manager.....Warren Grimberg
Prog., Pub. Dir.....Herman Robison
Chief Engineer.....George E. Ristola

KVAS—Astoria—1950

Frequency: 1230 Kc.....Power: 250 Watts
Owned.....Lower Columbia Bcstg. Co., Inc.
Address.....1418 Commercial St.
Tel.: FA 6-221.....Independent
Rep.....Moore, Holman, Feltis, Jacobson
Pres., Gen. Mgr.....W. T. Moore
Business Mgr.....T. R. Williams
Comm. Mgr.....Kent S. Freeman, Jr.

KBKR—Baker—1939

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Oregon Trail Bcstg. Co.
Bus.-Studio Address.....2030 Auburn Ave.
Tel.: JA 3-4431.....KBS
Station Rep.....Grant, Art Moore
General Manager.....Kenneth B. Lockwood

KBND—Bend—1938

Freq.: 1110 Kc.....Power: 5 Kw. d., 1 Kw. n.
Owned-Oper. By....Central Oregon Bcstg. Co.
Business Address.....5000 Studio Road
Tel.: EV 2-4821.....MBS-KBS
Representative .....McGavren-Quinn
Pres., Gen. Mgr., Pub. Dir....Frank H. Loggan
Comm. Mgr.....Doug Gaines
Program Dir.....Kessler Cannon
Chief Engineer.....Robert Dickinson

KURY—Brookings—1958

Frequency: 910 Kc.....Power: 500 Watts d.
Owned By.....Joseph Sheridan
Business Address.....P.O. Box 185
Tel.: 4911 .....Independent
President .....Joe Sheridan
General Manager.....Norm Oberst
Commercial Manager.....Harold Young
Program Director.....Glenn Bryan
Chief Engineer.....Vern Garvin

KRNS—Burns—1957

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Radio Burns
Address .....544 N. B'way
Tel.: 7300 .....KBS
Representative .....Art Moore
Partners.....H. McDonald, J. Ward

KOOS—Coos Bay—1928

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....KOOS, Inc.
Address .....Box 180
Tel.: CO 7-2121.....MBS
Representative.....Moore; Grant Webb
President.....Sheldon F. Sackett
General Manager.....Jack Irvine
Station Manager.....Robert Chopping
Comm. Mgr.....F. J. McDonough
Prog., Pub. Dir.....Margaret Chopping
Chief Engineer.....Bryce Johnston

KYNG—Coos Bay—1956

Frequency: 1420 Kc.....Power: 1 Kc., d.
Owned By.....KYNG Radio
Address .....Scoville Bldg.
Representative.....H. S. Jacobson
Tel.: COngress 7-7055.....Independent

Pres. Gen. Mgr.....Phillip F. Waters
Comm. Sales Prom. Mgr.....Bill Karl
Publicity Director.....Faye Crabtree
Chief Engineer.....Nathan Olson

KWRO—Coquille—1949

Frequency: 630 Kc.....Power: 1000 Watts d.
Owned-Operated By.....KWRO, Inc.
Address .....P. O. Box 396
Tel.: 3961 .....KBS
Station Representative.....Moore, Ayres
President.....William E. Walsh
Gen., Sta. Mgr.....Leonard F. Epling
Program Director.....Ted Thompson
Chief Engineer.....Drew Walker

K-FLY—Corvallis—1954

Frequency: 1240 Kc.....Power: 250 Watts
Owned By.....David E. Hoss
Address.....Box 689
Tel.: PL 3-6633.....Independent
Rep. .....Everett-McKinney
Pres., Gen. Mgr.....Dave Hoss
Program Director.....Lee Boner
Publicity Director.....Hal Wehmeier
Chief Engineer.....Doug Whipple

KLOO—Corvallis—1947

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Benton Bcstrs.
Address .....Box 731
Tel.: PL 3-3322.....Independent
Station Rep.....Joseph, Hersey, McGillvra
Pres., Sta. Mgr.....Robert G. Beattie
Vice President.....Donald C. Wilkinson
Sales Prom. Mgr.....Jack Bressler
Program Director.....Dale K. Allison
Chief Engineer.....Larry Wilson

KOMB—Cottage Grove—1953

Frequency: 1400 Kc.....Power: 250 Watts
Owned.....Orlo M. Bagley
Address.....P. O. Box 606
Tel.: WH 2-2468.....Independent
General Manager.....Orlo Bagley
Sls .Prom. Manager.....Peter J. Ryan
Sta. Mgr., Prog., Pub. Dir.....Dick Williams
Commercial Manager.....Dorothy Grisham
Chief Engineer.....Milton Viken

KPLK—Dallas—1955

Frequency: 1460 Kc.....Power: 500 Watts d.
Owned-Oper. By.....Polk County Bcstrs., Inc.
Add·ess.....P. O. Box 396
Tel.: MAyfair 3-2342.....KBS
Station Rep.....Webb; Moore; Siegner
Pres., Gen. Mgr.....Ray L. Kozak
Comm. Mgr.....E. C. McElroy Jr.
Program Director.....Ron Manchas
Chief Engineer.....George W. Morrison

KASH—Eugene—1947

Frequency: 1600 Kc.....Power: 1000 Watts
Owner.....Radio Air Ways, Inc.
Add·ess.....P. O. Box 1600
Tel.: DI 5-3357.....ABC-KBS
Representative .....Donald Cooke
President, Gen., Sta. Mgr.....E. L. Kincaid
Commercial Manager.....Paul Plank
Program Director.....Patricia Madden
Publicity Director.....Clare Kincaid
Chief Engineer.....Ralph Cooke

KEED—Eugene—1954

(See Springfield Listing)

KERG—Eugene—1949

Freq.: 1280 Kc.....Power: 5 Kw. d., 1 Kw. n.
Owned-Operated By.....Guard Pub. Co.
Address.....P. O. Box 506
Tel.: DI 5-4304.....CBS
Newspaper Affiliation .....Register-Guard
Representative.....Weed & Co.
President.....Alton F. Baker
Gen., Sta. Mgr.....Robert C. LaBonte
Commercial Manager.....C. S. Shulda
Local Sales Mgr.....Bill Karl
Publicity Director.....Jack Craig
Prom. Mgr., Prog. Dir.....Clifton Cole
Chief Engineer.....William Green

KORE—Eugene—1927

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Lane Bcstg. Co.
Business Address.....P. O. Box 1032
Tel.: DI 4-4214.....MBS
Rep. .....Everett-McKinney, Headley-Reed
Pres., Gen. Mgr.....Lee Bishop
Comm. Mgr.....Herb Olson
Sales Promotion Manager.....Bob Davis
Program Director.....Buzz Florip
Chief Engineer.....Floyd Viken

KUGN—Eugene—1946

Freq.: 590 Kc.....Power: 5 Kw. d., 1 Kw. n.
Owned-Operated By.....KUGN, Inc.
Business Address.....P. O. Box 112
Tel.: DI 4-6216.....NBC
Representative.....Meeker, Art Moore
Pres., Gen. Mgr.....C. O. Fisher
Comm. Mgr.....John Tasnady
Program Director.....Bob Houglum
Chief Engineer.....George Hathaway

KRWC—Forest Grove—1950

Frequency: 1570 Kc.....Power: 1 Kw. d.
Owned-Oper. By.....Christian Bcstg. Co.
Address.....P. O. Box 346
Representative .....Continental
Tel.: ELgin 7-2144.....Independent
Pres., Gen. Mgr.....F. Demcy Mylar
Comm. Station Mgr.....Robert W. Ball
Program Director.....Jerry Johnson
Chief Engineer.....Theodore Hanberg

KAJO—Grants Pass—1957

Frequency: 1270 Kc.....Power: 1 Kw.
Owned By.....Grants Pass Bcstg. Co.
Business Address.....P.O. Box 230
Tel.: GR 6-6608.....Independent
Station Representative .....Grant
General Manager.....Jim Wilson
Commercial Manager.....Jim T. Jackson
Program Director.....Elzie Parker
Chief Engineer.....Keith Snodgrass

KUIN—Grants Pass—1939

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By..Southern Oregon Bcstg. Co.
Business Address.....P. O. Box 148
Tel.: GR 6-4477.....MBS
Station Representative .....Moore
President.....A. E. Voorhies
Gen., Sta., Mgr.....Myron Keith Ball
Comm. Mgr.....Thomas Olsen
Program Director.....Margaret Nelson
Chief Engineer.....Del Cantrall

KGRO—Gresham—1956

Frequency: 1230 Kc.....Power: 100 Watts
Owned.....Gresham Bcstg. Co.
Address .....Box 32
Tel.: MO 5-4143.....Independent
President.....Tom B. Purcell
Gen. Mgr.....Alex de Schweinitz

KOHU—Hermiston—1956

Frequency: 1570 Kc.....Power: 250 Watts d.
Owned.....Carl F. and Sarah Knierim
Address .....Box 1
Tel.: JO 7-6500.....Independent
General Manager.....Carl F. Knierim
Commercial Manager.....Sarah Knierim
Program Director.....Eleanor Davis

KUIK—Hillsboro—1954

Frequency: 1360 Kc....Power: 1000 Watts, d.
Owned By.....Greater Wash. Cty. Bcstg., Inc.
Address.....155 S. Second
Tel.: MI 8-4181.....KBS
Representative .....Art Moore; Scott
Pres. Gen. Mgr.....Jerry B. Dennon
Commercial Manager.....John P. Gillis
Program Director.....Ray Horn
Chief Engineer.....Al Bishop

KIHR—Hood River—1950

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Ore.-Wash. Bcstrs.
Business Address.....22nd St.
Tel.: 8561 .....Independent
Representative.....Art Moore, Meeker
Pres., Gen. Mgr.....C. J. McCredie
Program Director.....Mar Jean Stave
Chief Engineer.....James Bradley

KFJI—Klamath Falls—1923

Freq.: 1150 Kc.....Power: 5 Kw. d.; 1 Kw. n.
Owned.....KFJI Broadcasters, Inc.
Address .....P. O. Box 692
Tel.: TU 2-2551.....MBS-KBS
Representative.....Meeker, Art Moore
President .....W. Don Miller
Gen., Comm. Mgr.....Robert H. Bartlett
Prog. Director.....Gordon Bambrick
Pub. Director.....Larry Jones
Chief Engineer.....Wayne Loerke

KFLW—Klamath Falls—1946

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Stulor Corp.
Business Address.....327 Main St.
Tel.: TUxedo 2-4656.....ABC, CBS
Representative .....Everett-McKinney
Pres., Gen. Mgr.....Stuart "Stu" Wilson
Chief Engineer.....Bill Grimes

KLAD—Klamath Falls—1955

Frequency: 900 Kc.....Power: 1000 Watts, d.
Owned-Operated By.....K-Lad Broadcasters
Address .....Midland Rd.
Rep. .....Jacobson, Headley-Reed
Gen., Comm. Manager.....Phil Jackson
Chief Engineer.....Doug Walker

KLBM—La Grande—1928

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Inland Radio, Inc.
Address .....Sacajawea Hotel
Tel.: LaGrande.....KBS
Representative .....Art Moore, Grant
Gen., Sta., Comm. Manager.....Ken Lillard

KQIK—Lakeview—1956

Frequency: 1230 Kc.....Power: 250 Watts
Owned.....Pacific Northwest Radio, Inc.
Business Address.....411 N. 1st St.
Tel.: WH 7-2164.....KBS
Representative .....Art Moore
President.....A. E. Freeman
Gen. Mgr., Ch. Engr.....Don Anderson
Commercial Manager.....Wallace Lund
Program Director.....Buernice McCormick

KGAL—Lebanon—1951

Frequency: 920 Kc.....Power: 1000 Watts
Owned-Oper. By.....Linn County Bcstrs., Inc.
Address.....P. O. Box 387
Tel.: ALpine 8-2134.....KBS
Station Rep.....Holman; Palmer; Jacobson
Pres.....W. Gordon Allen
V.P., Sta. Mgr.....Don Wellman
Commercial Manager.....Tom Boyd
Program Director.....Gordon Thompson
Chief Engineer.....Bob Weed

KMCM—McMinnville—1949

Frequency: 1260 Kc.....Power: 1000 Watts
Owned-Oper. By.....Yamhill Bcstrs.
Address.....P. O. Box 207
Tel.: 3811 .....KBS
Newspaper Affil.....Daily News-Register
Station Rep.....Continental, Art Moore
President.....Philip N. Bladine
Gen., Sta., Comm. Mgr.....G. Branson
Prog. Director.....Craig Singletary
Chief Engineer.....Edwin Nuhring

KBOY—Medford—1954

Frequency: 730 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....K-BOY Bcstrs.
Business Address.....Barnett Rd.; Box 1109
Tel.: SPring 3-5355.....KBS
Station Representative.....Jacobson; Grant
Gen. Mgr., Prog. Dir.....C. E. Wilson
Comm., Sales Prom. Mgr.....Winston Marks
Chief Engineer.....Charles Field

KDOV—Medford—1958

Frequency: 1300 Kc. . . . . Power: 5000 Watts
Owned By . . . . . Medford Bcstg., Inc.
Address . . . . . P. O. Box 869
Tel.: SP 3-5000 . . . . . Independent
Representative . . . . . McGavren-Quinn
Pres. Comm. Mgr. . . . . K. C. Laurence
Prog. Dir., Chief Eng. . . . . Jim Silkwood

KMED—Medford—1922

Freq.: 1440 Kc. . . . . Power: 5 Kw. d., 1 Kw. n.
Owned-Operated By . . . . . Radio Medford, Inc.
Address . . . . . P. O. Box 1306
Tel.: 3-7373 . . . . . NBC
Representative . . . . Meeker Assoc., Art Moore
President . . . . . Vern Robinson
General Manager . . . . . Ray Johnson
Commercial Manager . . . . . Gene Barlow
Program Director . . . . . Ed Lewis
Chief Engineer . . . . . Ellis Feinstein

KYJC—Medford—1947

Frequency: 1230 Kc. . . . . Power: 250 Watts
Owned-Operated By . . . Medford Printing Co.
Trans. Address . . . . . Barnett Rd.
Tel.: 2-5277 . . . . . ABC-CBS
Newspaper Affiliation . . . . . Mail Tribune
Representative . . . . . Grant Webb, Q. Cox
Gen. Mgr. . . . . Tom MacLeod
Program Director . . . . . Monte Morris

KNPT—Newport—1948

Frequency: 1310 Kc. . . Power: 5 Kw. d., 1 Kw. n.
Owned-Oper. By . . . . . Yaquina Radio, Inc.
Business Address . . . . . 1940 N. Coast H'way
Tel.: NEwport 560 . . . . . KBS
Rep. . . . . Ayres, Art Moore, Continental
Pres. Gen. Mgr. . . . . Tom Becker
Commercial Manager . . . . . Don Newman
Station Manager . . . . . Bob Spangler
Program Director . . . . . Georgia McQuilliam
Publicity Director . . . . . Mo Niemi
Chief Engineer . . . . . Del Kruger

KFIR—North Bend—1951

Frequency: 1410 Kc. . . . . Power: 250 Watts
Owned-Operated By . . . . . Bay Bcstg. Co.
Business Address . . . . . 1956 Meade St.
Tel.: SK 9-7351 . . . . . CBS
Station Rep. . . . . Grant; Feltis; Cox
President . . . . . Josephine Edwards
Gen., Sta. Mgr. . . . . Jack Hampton
Prog. Dir. . . . . Spencer Snow
Chief Engineer . . . . . Arthur Schuldt

KBCH—Oceanlake—1955

Frequency: 1400 Kc. . . . . Power: 250 Watts
Owned . . . . . Lincoln Electronics Inc.
Business Address . . . . . Box 358
Tel.: WYman 4-2181 . . . . . KBS
President . . . . . Clayton S. Comer
Sta., Comm. Mgr. . . . . William B. Comer
Chief Engineer . . . . . Ralph Keyser

KSRV—Ontario—1946

Frequency: 1380 Kc. . . . . Power: 1000 Watts
Owned-Oper. By . . . . . Inland Radio, Inc.
Address . . . . . Box 540
Tel.: 212 . . . . . KBS
Representative . . . . . Grant, Art Moore
General Manager . . . . . Gordon L. Capps
Comm. Mgr. . . . . John R. Humphreys

KGON—Oregon City—1947

Frequency: 1520 Kc. . . . . Power: 10,000 Watts
Owned-Operated By . . . . . Clackamas Bcstrs.
Business Address . P.O. Box 5865, Portland, Ore.
Tel.: OL 4-5475 . . . . . Independent
Representative . . . . . Weed
Gen., Sta., Comm. Mgr. . . . . Irwin S. Adams
Program Director . . . . . Sonora B. Hoffman

KUBE—Pendleton—1956

Frequency: 1050 Kc. . . . . Power: 1 Kw., d.
Owned . . . . . Umatilla Bcstg.
Address . . . . . Box 301
Tel.: CRestview 6-1961 . . . . . Independent
Representative . . . . . Wagner; O'Connell
President . . . . . John M. Carroll
Sta. Mgr. . . . . R. E. Thomlinson
Comm. Mgr. . . . . Jack Webb
Chief Engineer . . . . . Paul Schumacher

KUMA—Pendleton—1955

Frequency: 1290 Kc. . . . . Power: 5000 Watts
Owned . . . . . Pendleton Broadcasting Corp.
Address . . . . . 1815 S.W. Emigrant Ave.
Tel.: CR 6-1511 . . . . . Independent
Representative . . . . . Meeker, Art Moore
President . . . . . C. O. Fisher
Vice Pres., Gen. Mgr. . . . . T. A. Smith
Commercial Mgr. . . . . Robert Runnion
Program Dir. . . . . Howard G. Rhoads
Chief Engineer . . . . . J. H. Platz

KWRC—Pendleton—1941

Frequency: 1240 Kc. . . . . Power: 250 Watts
Owned By . . . . . WCS Bcstg. of Oregon
Address . . c/o KODL Radio Station, The Dalles
Tel.: 1425 . . . . . ABC-KBS
Representative . . . . . Feltis, Cox, Ayres
Sta. Mgr. . . . . Bob White
Prog. Director . . . . . Bob Maszk
Chief Engineer . . . . . Jim Bergman

KEX—Portland—1926

Frequency: 1190 Kc. . . . . Power: 50,000 Watts
Owned-Oper. By . . . . Westinghouse Bcstg. Co.
Address . . . . . 1230 SW Main St.
Tel.: CA 2-1881 . . . . . Independent
Sta. Representative . . Peters, Griffin, Woodward
After July 1, ... AM Radio Sales
President . . . . . D. H. McGannon
Gen., Sta. Mgr. . . . . Herbert L. Bachman
Commercial Manager . . . . . R. E. Rudolph
Sls. Prom. Manager . . . . . Clark B. Kelsey, Jr.
Program Director . . . . . D. F. Stellges
Chief Engineer . . . . . Jack Erwin
Owners of: WBZ - WBZA - Boston - Springfield, Mass.; KYW, Cleveland; KDKA, Pittsburgh; WOWO, Fort Wayne, Ind.; WIND, Chicago, Ill.

KGW—Portland—1922

Frequency: 620 Kc.....Power: 5000 Watts
Owned-Oper.....Pioneer Bcstrs. Inc.
Bus.-Studio Address.....1139 S.W. 13th Ave.
Tel.: CA 3-6364.....NBC
Representative .....John Blair
Pres., Gen. Mgr.....Mrs. A. Scott Bullitt
Vice Pres., Bus. Mgr.....Henry B. Owen
Comm. Mgr.....Jackson Fleming
Station Manager.....Fred Von Hofen
Program Director.....Don Porter
Prom. Public Dir.....Robert Franklin
Chief Engineer.....Clare Hanawalt

KLIQ—Portland

Frequency: 1290 Kc.....Power: 1 Kw., d.
Owned.....J. Malloy & S. Greyer
Bus. Address.....Bcstg. Sq., Oaks Pk.
Tel.: BElmont 4-8448.....KBS
Station Representative .....Pearson
President.....Robert E. Bollinger
Gen., Sta. Mgr.....Richard S. Calendar
Commercial Manager.....Walt Kobek
Sales Prom. Mgr.....Hank Bussey
Program Director.....Hank Henry
Publicity Director.....Joe Mitchell
Chief Engineer.....Loyal E. W. Conley

KOIN—Portland—1924

Frequency: 970 Kc.....Power: 5000 Watts
Owned.....Mt. Hood Radio-TV Bcstg. Corp.
Business Address.....140 S.W. Columbia
Tel.: CA 8-3333.....CBS
Representative .....CBS Spot Sls.
Gen. Mgr.....H. H. Buckendahl
Nat'l Adv. Mgr.....Robert R. Whitely

KPAM—Portland—1951

Frequency: 1410 Kc....Power: 5000 Watts d.
Owned-Operated By.....Bcstrs. Oregon Ltd.
Address.....P. O. Box 1230
Tel.: CA 8-0106.....Independent
Station Representative .....Meeker
Gen. Mgr., Ch. Engr.....S. M. Goard
Comm., Sales Prom. Mgr.....Jim McGuire
Program Director.....Donald Wirtz
Publicity Director.....Marilyn Martin

KPDQ—Portland—1947

Frequency: 800 Kc.....Power: 1000 Watts d.
Owned-Operated By.....John W. Davis
Bus.-Studio-Trans. Add...4903 N.E. Sandy Blvd.
Tel.: AT 2-3232.....Independent
Pres., Gen. Mgr.....John W. Davis
Comm., Sales Prom. Mgr.....Jim Hartman
Prog., Pub. Dir.....Dan McDonald
Chief Engineer.....Dan McPeake

KPOJ—Portland—1923

Frequency: 1330 Kc.....Power: 5000 Watts
Owned-Oper. By.....KPOJ, Inc.
Business Address.....1019 S.W. 10th Ave.
Tel.: CA 7-3484.....MBS
Newspaper Affiliation.....Oregon Journal
Station Representative .....Petry
President.....Wm. W. Knight
General Manager.....R. M. Brown
Commercial Manager.....Don Parr
Sales Promotion Manager.....Jack Wilbur
Program Director.....Vern Mueller
Chief Engineer.....Herbert A. Davidson

KWJJ—Portland—1925

Frequency: 1080 Kc.....Power: 10,000 Watts
Owned-Oper. By.....Rodney F. Johnson
Bus.-Studio Address.....931 S.W. King Ave.
Tel.: CA 8-4393.....Independent
Representative .....Forjoe
Pres., Gen. Manager.....Rod F. Johnson
Comm. Mgr.....Ben T. Crosby
Prog. Dir.....Jerry Speerstra
Ch. Eng.....Les Windes

KXL—Portland—1926

Frequency: 750 Kc.....Power: 10,000 Watts
Owner.....Seattle, Portland, Spokane Radio
Business-Studio Address.....Box 5886
Tel.: OLive 4-3193.....Independent
Station Representative .....McGavren-Quinn
General Manager.....Lester M. Smith
Station Manager.....H. G. Wells
Program Director.....Bob McCarl
Chief Engineer.....Ed Mundt

KRCO—Prineville—1950

Frequency: 690 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Radio Central Oregon
Address.....P. O. Box 188
Tel.: Hilcrest 7-6239.....Independent
Station Rep.....Best; Jacobson; Feltis
Pres., Co-Owner.....N. A. Miksche
Co-Managers.....Miksche, C. R. Matheny
Commercial Manager.....Les McKay
Program Director.....Elsie Miksche
Chief Engineer.....Dale F. Sundholm

KPRB—Redmond—1958

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Radio Station KPRB
Business Address.....P.O. Box 787
Tel.: LIncoln 8-3100.....Independent
Station Representative.....Devney; Ayres
Owner .....Orlo Bagley
Station Manager.....Rod Walter
Commercial Manager.....Chuck Stauffacher
Publicity Director.....Bill Sanders
Chief Engineer.....Phil Hodapp

KRNR—Roseburg—1935

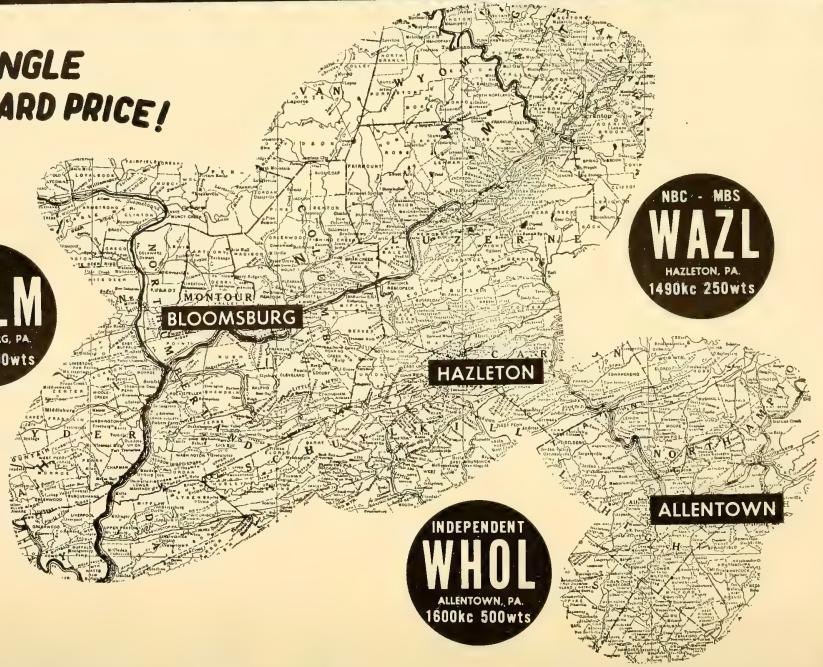
Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....James E. Doyle
Address .....Box 997
Tel.: OR 3-5551.....CBS
Representative.....Art Moore, Meeker
Pres., Gen. Mgr.....James E. Doyle
Comm., Sales Prom. Mgr.....Doug Setterberg
Prog. Director.....John Doyle
Chief Engineer.....Milt Lindley

KRXL—Roseburg—1950

Frequency: 1240 Kc.....Power: 250 Watts

A POWERFUL PENNSYLVANIA 3 STATION COVERAGE

AT A SINGLE RATE CARD PRICE!



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5000 Watts

1270 on the Dial

"THE VOICE OF PROGRESS"

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ROBERT MEEKER ASSOCIATES, INC.

Represented by PAUL H. RAYMER CO., INC.

Pennsylvania's JET NET Radio Stations

Owned-Oper. By.....Umpqua Bcstrs., Inc.
Address.....P. O. Box 847
Tel.: OR 3-4464.....MBS
Representative .....Cox, Feltis, Tracy Moore
President.....Donn W. Radabaugh
Gen., Sta., Mgr.....Iris Rice Helliwell
Comm. Prog. Mgr.....Don M. McCutcheon
Chief Engineer.....Lon Hunt

KYES—Roseburg—1955

Frequency: 950 Kc.....Power: 1 Kw. d.
Owned-Oper. By.....Douglas Bcstrs., Inc.
Business Address..762 S.E. Pine St.; Box 1138
Tel.: OR 3-6678.....Independent
Station Rep.....Grant; Jacobson; Wagner
Pres., Gen. Mgr., Chief Eng.....Leroy Hiatt
Commercial Mgr.....Warren C. Ward

KBZY—Salem—1957

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Salem Bcstg. Co.
Address Trans. Loca.....369 High Northeast
Tel.: EM 4-6748.....NBC
Representative.....Meeker, Art Moore
Sta. Mgr.....Alvin D. Bauer
Comm. Mgr.....Don M. McCutcheon
Program Manager.....Don M. McCutcheon
Chief Engineer.....R. E. Harrison

KGAY—Salem—1950

Frequency: 1430 Kc.....Power: 5000 Watts d.
Owned-Oper. By.....KGAY, Inc.
Address .....Box 768
Tel.: EM 3-7121.....Independent
Station Rep.....Holman; Palmer; Wagner
President.....W. Gordon Allen
General Manager.....Arne G. Peterson
Commercial Manager.....Ed Sullivan
Program Director.....Jimmy Jones
Chief Engineer.....Keith Samples

KSLM—Salem—1934

Freq.: 1390 Kc....Power: 5000 Wts. d., 1000 n.
Owned-Operated By.....Oregon Radio, Inc.
Business Address.....P. O. Box 631
Tel.: EM 4-8433.....MBS
Sta. Rep...Everett-McKinney; Feltis; Jacobson
President .....Glenn McCornick
Station Manager.....Ted G. Carlson, Jr.
Program Director.....Bob Morse
Chief Engineer.....Clyde Carlton

KEED—Springfield—1954

Frequency: 1050 Kc.....Power: 1 Kw., d.
Owned .....KEED, Inc.
Address.....P. O. Box 696
Tel.: DI 5-0163.....Independent
Station Representative .....Pearson
Pres., Gen. Mgr.....Glen M. Stadler
Commercial Manager.....Marion J. Redfearn
Station Manager.....Rodney V. Louden
Program Director.....J. Robert Litten
Sales Prom. Mgr.....Chas. A. Searl
Publicity Director.....Helene N. Stadler
Chief Engineer.....Robert Curtis

KODL—The Dalles—1940

Frequency: 1440 Kc.....Power: 1000 Watts
Owner.....Western Radio Corp.
Address .....Scenic Dr.
Representative.....Hugh Feltis, Bill Ayres
President Gen. Mgr.....V. B. Kenworthy
Station Manager.....Paul E. Walden
Commercial Manager.....Monte DeVon
Program Director.....Stephen Montgomery
Chief Engineer.....Vern Wright

KRMW—The Dalles—1955

Frequency: 1300 Kc....Power: 1000 Watts d.
Owned By.....Inland Bcstg. Co.
Business Address.....209 E. 2nd St.
Tel.: CY 6-9661.....Independent
Representative .....Best; Art Moore
Comm., Sls. Prom. Mgr...Gerald K. Webb, Sr.
Prog. Dir., Ch. Eng.....Chester J. Stuart

KTIL—Tillamook—1947

Frequency: 1590 Kc.....Power: 250 Watts
Owned-Oper. By....Tillamook Bcstg. Co., Inc.
Business Address.....Box 1590
Tel.: VI 2-4422.....Independent
Rep.....Continental, W. A. Ayres, Art Moore
Pres., Gen. Mgr.....F. H. Guyton
Station Manager.....S. H. Guyton
Commercial Manager.....John Waitkus
Sales Prom. Mgr., Ch. Eng.....Larry Brunes
Program Director.....Carl Karpstein
Publicity Director.....Creighton Sanders

Pop.: 11,788,000
Families: 3,829,000
Radio Homes: 3,746,000

Pennsylvania

Stations in State: 147
TV Homes: 3,409,000
TV Stations: 39

WAEB—Allentown—1949

Freq: 790 Kc.....Power: 500 W. d., 1 Kw. n.
Owned-Oper. By: .....WAEB, Inc.
Address.....7th & Hamilton Sts.
Tel.: HE 4-9364.....Independent
Station Representative.....Radio-TV Reps.
President.....William F. Rust, Jr.
Gen. Mgr.....Ralph Gottlieb
Sta. Manager.....S. Robert Ackley
Program Director.....Nedd Fleming
Chief Engineer.....William Gottshall

WHOL—Allentown—1948

Frequency: 1600 Kc.....Power: 500 Watts d.
Owned.....Allentown Bcstg. Corp.
Address.....Colorado & Poplar Sts.
Tel.: HE 4-4801.....Independent

Representative ..... Raymer
President.....Charles G. Helwig
Gen., Comm. Mgr.....Arthur A. Deters
Sta. Mgr., Prog. Dir....Willard G. Camperson
Sales Promotion Manager.....Gene Kaye
Chief Engineer.....Gerald B. Werst
Owners of: WAZL, Hazelton, Pa.; WHLM, Bloomburg, Pa. and WTAL, Tallahassee, Fla.

WKAP—Allentown—1947

Frequency: 1320 Kc.....Power: 1000 Watts
Owned-Operated By.....WKAP, Inc.
Bus.-Studio Address.....P. O. Box 689
Tel.: HE 3-3166.....Independent
Representative .....Weed
President.....N. J. Rahall
Sta., Gen. Mgr. .....O. R. Davies
Prog. Dir.....Alan D. Raber
Sales Prom. Manager.....Jerry Duckett
Chief Eng.....C. Frank Cordaro
Owners of: WNAR, Norristown, Pa.; WWNR, Beckley, W. Va.; WFEA, Manchester, N. H.; WSTP, St. Petersburg, Fla.

WSAN—Allentown—1923

Frequency: 1470 Kc.....Power: 5000 Watts
Owned-Oper. By....Lehigh Valley Bcstg. Co.
Bus.-Studio Address.....39-41 N. Tenth St.
Tel.: HE 4-9511.....NBC
Representative ..... H-R
Co-Partners....Mrs. O. P. Barnes, Musselman
General Manager.....Reuel H. Musselman
Commercial Manager.....A. R. Dreisbach
Sales Prom. Mgr.....Charles R. Petrie
Program Director.....George Y. Snyder
Publicity Director.....John T. VanSant

WFBG—Altoona—1924

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Triangle Pubs.
Address.....1320 11th Ave.
Tel.: WI 4-2031.....NBC
News. Affil.....Phila. Inquirer
Station Representative .....McGavren-Quinn
General Manager.....Frank Palmer
Station Manager.....Jack Snyder
Commercial Manager.....Robert E. Miller
Program Director.....William G. Mulvey
Chief Engineer.....K. R. Brubaker
Owners of: WFIL, Philadelphia; WNHC, New Haven, Conn.

WRTA—Altoona—1947

Frequency: 1240 Kc.....Power: 250 Watts
Owned.....Altoona Trans-Audio Corporation
Address .....Hotel Penn Alto
Tel.: WI 3-6112.....ABC
Station Representative .....Clark
President.....Martin F. Malarkey, Jr.
General Manager.....Lou H. Murray
Station Manager.....David R. Wolf
Commercial Manager.....Carl Y. Coriell
Sales Prom. Mgr.....S. Carleton Ayers
Chief Engineer.....Al Merritts

WVAM—Altoona—1948

Frequency: 1430 Kc.....Power: 1000 Watts

from New England to Florida . . .
More Buyers Are Swinging
to the **RAHALL STATIONS**

•

WFEA . . . . . Manchester, N. H. **WNAR . . . . . Norristown, Pa.**
WKAP . . . . . Allentown, Pa. **WWNR . . . . . Beckley, W. Va.**
WTSP . . . . . St. Petersburg, Fla.

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Get the facts from
WEED & CO.

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RAHALL GROUP
JOE RAHALL, *President*
"OGGIE" DAVIES, *Gen. Manager*

Owned-Oper. By.....General Bcstg. Corp.
Address.....2727 W. Albert Dr.
Tel.: WI 4-8127.....CBS
Representative .....Weed & Co.
President.....E. S. Leopold
Gen. Comm. Mgr.....Will Ketner
Publicity Director.....Phil Short
Chief Engineer.....John Schiele

WMBA—Ambridge—1958

Frequency: 1460 Kc.....Power: 500 Watts d.
Owned By.....Miners Bcstg. Service, Inc.
Business Address.....304 Merchant St.
Tel.: COngress 6-1110.....Independent
President.....Joseph L. Maguire
General Manager.....John W. Angst
Station Manager.....Roy E. Angst, Jr.
Chief Engineer.....Walter McCoy

WAVL—Apollo—1947

Frequency: 910 Kc.....Power: 1000 Watts, d.
Owned-Oper. By.....Tri-Borough Bcstg. Co.
Address .....Box 177
Tel.: GR 2-3921.....Independent
Gen., Comm. Manager.....Cecil F. Clifton
Business Manager.....A. J. West
Ch. Eng.....H. Edgar Smith

WNCC—Barnsboro—1950

Frequency: 950 Kc.....Power: 500 Watts d.
Owned-Oper. By.....No. Cambria Bcstrs.
Address .....Box 277
Tel.: 1010.....KBS
Sta. Mgr.....William R. Rathall

WBVP—Beaver Falls—1948

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By..... ....WBVP, Inc.
Business Address.....1216 7th Ave.; Box 719
Tel.: Tilden 6-4100.....Independent
Pres., Gen. Mgr.....Frank R. Smith
Sta., Comm. Mgr.....Thomas B. Price
Program Director.....Charles H. Wilson
Sls. Prom., Pub. Dir.....E. A. Sekeres
Chief Engineer.....Andy Sivak

WBFD—Bedford—1955

Frequency: 1310 Kc.....Power: 1 Kw. d.
Owned-Oper. By....The Inquirer Printing Co.
Address.....130 S. Juliana St.
Tel.: BE 863.....KBS
President .....John Biddle
General Manager.....Hugo K. Frear
Station Manager.....Robert S. Harrison, Jr.

WBLF—Bellefonte—1958

Frequency: 1330 Kc.....Power: 500 Watts d.
Owned By.....Allegheny Mt. Network
Business Address.....P.O. Box 88
Tel.: ELgin 5-4751.....ABC
Pres., Gen. Mgr.....Cary H. Simpson
Station Manager.....Lee C. Ray
Commercial Manager.....Sandy Cain
Program Director.....John P. Knorr
Sales Prom. Mgr.....Hal Green
Publicity Director.....Walfrid Lassila
Chief Engineer.....Glenn Daugherty

WBRX—Berwick—1957

Frequency: 1280 Kc.....Power: 500 Watts
Owned.....Columbia County Bcstrs., Inc.
Address .....Jackson Bldg.
Tel.: 4546 .....KBS
President.....John S. Booth
Station Manager.....Bob C. Wagner
Program Director.....Charles Buffington

WGPA—Bethlehem—1946

Frequency: 1100 Kc.....Power: 250 Watts d.
Owned-Oper. By..Bethlehems' Globe Pub. Co.
Bus.-Studio Address.....426 Brodhead Ave.
Tel.: UN 6-8074.....Independent
Newspaper Affil.....Bethelem Globe Times
President.....Rolland L. Adams
General Manager.....Ellis Service
Station Manager .....Arthur C. McCracken
Comm., Sales Prom. Mgr.....Frank Collie
Prog. Dir.....Robert Wolken
Chief Engineer.....L. Edwin Rybak

WCNR—Bloomsburg—1946

Frequency: 930 Kc.....Power: 1000 Watts d.
Owned...The Columbia Montour Bcstg. Corp.
Bus.-Studio Address.....38 W. Main St.
Tel.: ST 4-1200.....Independent
Gen., Comm. Manager.....Ed Darlington
Program Director.....James Lehman
Chief Engineer.....Robert Fulton

WHLM—Bloomsburg—1948

Frequency: 550 Kc.....Power: 500 Watts
Owned .....Bloom Radio
Address: .....Square Bldg.
Tel.: STerling 4-5500.....MBS
Representative ..... Raymer
President.....Harry L. Magee
General Manager.....Robert R. Williams
Commercial Mgr.....Pat Campbell
Sales Prom. Mgr.....Ray Calabrese
Program Dir.....Dale Fulmer
Chief Engineer.....Anthony Hogg
Owner of: WAZL, Hazelton, Pa.; WHOL, Allentown, Pa.; and WTAL, Tallahassee, Fla.

WLOA—Braddock—1947

Frequency: 1550 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Matta Bcstg. Co.
Business-Studio Address...1233 Braddock Ave.
Tel.: EL 1-1100.....KBS
Pres., Gen., Sta. Mgr.....William G. Matta
Commercial Manager.....George Matta
Sls. Prom. Mgr.....William W. Martin
Publicity Director.....Ann Kelly
Chief Engineer.....Frederick Sand

WESB—Bradford—1947

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By. .....WESB
Address.....43 Main St.
Tel.: 2-4545 .....Independent
Representative .....Burn-Smith
Gen., Sls. Prom. Mgr.....J. M. Cleary
Comm. Mgr., Pub. Dir.....Lee D. Morehouse
Prog. Dir., Chief Eng.....William Winn

WBUT—Butler—1947

Frequency: 1050 Kc.....Power: 250 W., d.
Owned-Operated By.....WBUT, Inc.
Address .....Box 1048
Tel.: 75-778 .....Independent
Station Representative.....Gill-Perna, Inc.
Pres.....J. Patrick Beacom
Sta., Comm. Mgr.....Rick Hanna
Sales Promotion Manager.....Paul Critchlow
Prog. Director.....Dick Kutan
Publicity Director.....Michael Acquaviva
Chief Engineer.....Norman Gour

WISR—Butler—1941

Frequency: 680 Kc.....Power: 250 Watts d.
Owned-Oper. By ..The Butler Bcstg. Co., Inc.
Business Address.....Box 151
Tel.: 7-4701 .....KBS
President.....Joel W. Rosenblum
Gen., Sta. Mgr.....Robert L. Kaufman
Comm. Manager.....J. Victor O'Brien
Sales Prom. Mgr., Pub. Dir....Jerry Coleman
Program Director.....Warren Ihlenfeld
Chief Engineer.....Paul Rex

WCNG—Canonsburg—1957

Freq.: 540 Kc.....Power: 250 W. d.
Owned.....Douglas & Assoc., Inc.
Address .....Box 480
Tel.: SH 5-5400.....Independent
Station Representative.....Indie Sales
President .....Ray Douglas
General Manager.....John K. Miller
Station Manager.....James D. Psihoulis
Chief Engineer.....George Jackovic

WCDL—Carbondale—1950

Frequency: 1440 Kc.....Power: 5 Kw., d.
Owned-Oper. By Carbondale Bdcstg., Co., Inc.
Address.....127 Salem Rd.
Tel.: 1230 .....KBS
Representative .....Donald Cooke, Inc.
President ....William H. Ware
Gen., Sta. Manager.....A. P. Perry
Comm., Sls. Prom Mgr.....P. J. Oles
Pub. Dir.....Robert Meredith
Prog. Dir.....Joe Martin
Chief Engineer.....William Yakely

WHYL—Carlisle—1948

Frequency: 960 Kc.....Power: 5000 Watts d.
Owned-Oper.....R. F. Lewis, Jr.
Business Address.....P. O. Drawer 520
Tel.: 1785 .....KBS
Representative .....Forjoe
President.....Marion P. Lewis
Gen., Sta. Mgr.....James B. Holder
Prog. Dir.....C. H. Morse
Publicity Director.....Edward Maddon
Chief Engineer.....Jack Simmons

WCBG—Chambersburg—1956

Frequency: 1590 Kc.....Power: 5 Kw., d.
Owned.....James R. Reese, Jr.
Address.....944 Lincoln Way West
Tel.: COlony 3-4131.....Independent
Representative.....Charles Bernard
Pres., Gen. Mgr.....James R. Reese, Jr.
Comm. Sales Prom. Mgr.....N. E. Messner
Program Director.....Robert G. Walter
Chief Engineer.....George Jennings

WCHA—Chambersburg—1946

Frequency: 880 Kc.....Power: 1000 Watts
Owned.....Chambersburg Bcstg. Co.
Address .....Craft Press Bldg.
Tel.: CO 4-7121.....Independent
Representative .....Forjoe
Pres., Gen. Mgr.....John S. Booth
Sta., Comm. Mgr.....Earl P. Strine
Sales Promotion Manager.....David Myers
Program Director.....William Sullivan
Publicity Director.....Bob Keith
Chief Engineer.....James McCurdy

WESA—Charleroi—1947

Frequency: 940 Kc.....Power: 250 Watts d.
Owned-Oper. By..Monongahela Valley Bcstg.
Address .....Box 584
Tel.: HU 3-6551.....KBS
Representative .....Clark
President.....Dr. A. S. Sickman
Gen., Sta. Mgr.....George D. Gailey
Prog., Pub. Dir.....William Richards
Chief Engineer.....Stanley Crawford

WDRF—Chester—1947

Frequency: 1590 Kc.....Power: 1000 Watts
Owned-Oper. By.....Eastern Bcstg. Co., Inc.
Business Address.....3500 Edgmont Ave.
Tel.: CH 4-4321.....Independent
President .....L. Kapelski
General Manager.....Cy Swingle
Commercial Manager.....John M. Talley
Program Director.....Del Parks
Publicity Director.....Kay Kapelski
Chief Engineer.....William Dawson

WVCH—Chester—1947

Frequency: 740 Kc.....Power: 1 Kw.
Owned-Operated By.....James M. Tisdale
Bus.-Studio Address...Wolf Bldg., Market Sq.
Tel.: CH 2-8861.....Independent
Station Rep. .....Webb
General Manager.....James M. Tisdale
Station Mgr.....Robert A. Hibbert, Jr.
Comm. Manager.....Martin Peltzman

WCPA—Clearfield—1947

Frequency: 900 Kc. ...Power: 1000 Watts d
Owned-Oper. By ....Clearfield Bdcsters, Inc
Address .....215 Church St.
Tel.: CL 5-5541.....Independent
President.....W. K. Ulerich
General Manager.....W. J. Thomas
Sta. Mgr.....Joseph Milsop
Program Director.....Margaret Nemeth
Chief Engineer.. .....Lewellyn Duck

WCOJ—Coatesville—1949

Frequency: 1420 Kc.....Power: 5 Kw.
Owned-Oper. By.....Chester Co. Bcstg. Co.
Address.....809 E. Lincoln Hgh.
Tel.: 2100 .....Independent
President, Chief Eng.....Louis N. Seltzer
General Manager.....William S. Halpern
Comm., Sales Prom. Mgr.....Donald Kimes

WCOY—Columbia—1957

Frequency: 1580 Kc.....Power: 500 W., d.
Owned .....Radio Columbia
Address.....343 Poplar St.
Tel.: MU 4-2591.....Independent
Representative .....Burn-Smith
President.....Lester P. Etter
Gen. Mgr., Ch. Engr.....M. Leonard Savage
Comm., Sales Prom. Mgr.....John P. Weis
Program Director.....Joseph T. Bortell

WCVI—Connellsville—1947

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By....Connellsville Bcstrs., Inc.
Business-Studio Address.....WCVI Bldg.
Tel.: MA 8-4600.....KBS
Station Representative .....Hopewell
President.....Dr. C. T. Troilo
General Manager.....Charles T. Snowden
Prog. Director.....Esther Blasey
Chief Engineer.....Robert Ray

WOTR—Corry—1955

Freq.: 1370 Kc....Power: 1000 Wts. d., 500 n.
Owned-Operated By....Olivia T. Rennekamp
Business Address.....25½ N. Center St.
Tel.: 3-6611 .....KBS
President.....Olivia T. Rennekamp
General Manager.....Kenneth E. Rennekamp
Station Manager.....John Wellenhoffer
Commercial Manager.....Guy R. Davis
Sales Promotion Manager.....Mary Shannon
Program Director.....Howard Bycroft
Publicity Director.....James A. Stowe
Chief Engineer.....Harry Coulter

WFRM—Coudersport—1953

Frequency: 600 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Farm & Home Bcstg. Co.
Address.....9 N. Main St.
Tel.: 611 .....Independent
President.....C. H. Simpson
General Manager.....John A. Fay
Commercial Manager.....George Kuratomi
Program Director.....Mary Rubar
Publicity Dir.....Ed Easton
Chief Engineer.....Kenyon Reed

WBUX—Doylestown—1948

Frequency: 1570 Kc.....Power: 1 Kw.
Owned .....WBUX Broadcasting Co.
Address.....30 E. Oakland St.
Tel.: FI 8-3583.....Independent
President .....George Steiner
General Mgr.....James Stolcz
Station Manager.....George Pleasants
Sales Promotion Manager.....Jack Hamilton
Program Director.....Jim Wood
Publicity Director.....Marion Granger
Chief Engineer.....Dick Wright

WCED—Dubois—1941

Freq.: 1420 Kc.....Power: 5 Kw. d., 500 W. n.
Owned By....Tri County Broadcasting Co., Inc.
Address.....80 N. Park Place
Tel.: 1700 .....CBS
Newspaper Affiliation .....Courier-Express
Representative ..... McGillvra
President ..... Harold T. Gray
Gen. Mgr., Pub. Dir.....Jason S. Gray
Sta., Comm. Mgr.....George Williams
Sales Prom. Mgr., Prog. Dir.....Ken Johnston
Chief Engineer.....George Donahue

WEEX—Easton—1948

Frequency: 1230 Kc.....Power: 250 Watts
Owned..... Easton Publishing Co.
Address .....Easton
Tel.: 6155 .....Independent
Newspaper Affiliation .....Express
Representative ..... Headley-Reed
President.....J. L. Stackhouse
General Mgr.....Charles R. Thon
Chief Engineer.....Robert Francett

WEST—Easton—1936

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Associated Bcstrs., Inc.
Bus.-Studio Address.....516 Northampton St.
Tel.: 6132 .....NBC
Representative .....Meeker Co.
Station Exec.....Clair R. McCollough
Station Manager.....Theodore W. Pierce
Gen. Sales Manager.....J. Robert Gulick
Nat'l Sales Mgr.....Thomas R. Nunan, Jr.
Owners of: WGAL, Lancaster; WKBO, Harrisburg; WORK, York; WRAW, Reading; WRAK, Williamsport, all Pa. and WDEL, Wilmington, Del.

WEZN—Elizabethtown—1958

Frequency: 1600 Kc.....Power: 500 Watts
Owned By.....Colonial Bcstg. Co. Inc.
Business Address.....Box 192
Tel.: EMpire 7-1511.....Independent
President.....Lowell W. Williams
V.P., Gen. Mgr.....Richard E. Burg
Program Director.....Will Groff
Chief Engineer.....William Lace

WLEM—Emporium—1958

Frequency: 1250 Kc.....Power: 1000 Watts d.
Owned By.....Emporium Broadcasting Co.
Business Address.....P.O. Box 309
Tel.: EMporium 712.....Independent
Presdient.....Bernard N. Erskine
Gen., Sta. Mgr.....James A. Spotts
Program Director.....Dean L. Close
Chief Engineer.....K. W. Coleman

WGSA—Ephrata—1955

Frequency: 1310 Kc.....Power: 1000 Watts
Owned.....Garden Spot Broadcaster, Inc.

Address .....P. O. Box 419
Tel.: RE 3-2226.....Independent
Representative .....Broadcast Time Sales
President .....Lester Grenewalt
Gen., Sta. Mgr.....Samuel R. Youse
Prog. Dir.....Edward Loder
Comm. Mgr.....Frank Short
Chief Engineer.....Ralph Haneman

WERC—Erie—1941

Frequency: 1260 Kc.....Power: 5 Kw.
Owned By.....WERC Bcstg. Co.
Address.....Robison Rd.
Tel.: 9-9647.....ABC
Station Representative..... Weed
President.....Joseph L. Brechner
Gen. Mgr.....Gene Conrad
Chief Eng.....Ken Hestor

WICU—Erie—1949

Frequency: 1330 Kc.....Power: 5000 Watts
Owned-Oper. By..Community Service Bcstg.
Bus. Studio Address.....3514 State St.
Tel.: 2-3248 .....NBC
Representative .....Petry
President .....Edward Lamb
General Manager.....Ben McLaughlin
Station Manager.....Arthur Ingram
Publicity Director.....Bill Babcock
Chief Engineer.....Ken Husband

WJET—Erie—1951

Frequency: 1400 Kc.....Power: 250 Watts
Owned.....Jet Broadcasting Co., Inc.
Address .....18th & Ash Streets
Tel.: 2-6741 .....Independent
Representative .....Forjoe
President, Gen. Mgr.....Myron Jones
Comm. Mgr.....Peter Coticchia
Sales Promotion Manager.....Art Arkelian
Chief Engineer.....Richard Zahnhizer

WLEU—Erie—1935

Frequency: 1450 Kc.....Power: 250 Watts
Owned .....Leu Bcstg.
Address.....212 Commerce Bldg.
Tel.: 22-129 .....Independent
Station Rep.....Radio TV Reps
President.....J. Patt Wardlaw
Gen., Comm. Mgr.....Gene Kline
Program Director.....Robert Holmes
Publicity Director.....Audrey Arbuckel
Chief Engineer.....William Sebenick

WFAR—Farrell—1953

Frequency: 1470 Kc....Power: 1000 Watts, d.
Owned-Oper. By.....Sanford A. Schafitz
Address .....P. O. Box 150
Tel.: DI 6-5171.....KBS
President, Gen. Mgr.....Sanford A. Schafitz

WFRA—Franklin—1957

Frequency: 1430 Kc.....Power: 500 Watts, d.
Owned.....N.W. Penna. Bcstg. Co.
Address.....Oil City Franklin Rd.
Tel.: ID 2-2188.....Independent
Pres., Sta. Mgr.....Robert H. Sauber

WGET—Gettysburg—1950

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Times & News Pub. Co.
Business Address.....Box 28
Tel.: GE 850.....Independent
Newspaper Affil.....Times & News Pub. Co.
Gen. Mgr.....P. H. Cunningham
Comm. Mgr.....Marc Starkins
Prog. Dir., Ch. Eng.....Lester Blair

WHJB—Greensburg—1934

Frequency: 620 Kc.....Power: 1 Kw. d., 500 n.
Owned .....WHJB, Inc.
Business-Studio Address...128 N. Penn Ave.
Tel.: 3740 .....Independent
President.....H. Kenneth Brennen
Gen., Sta., Comm. Mgr.....H. J. Brennan
Prog. Mgr.....Glenn Grayson
Chief Engineer.....L. L. Allen

WHVR—Hanover—1949

Freq.: 1280 Kc...Power: 5 Kw. d., 500 Watts n.
Owned-Operated By.....Radio Hanover, Inc.
Address .....Box 268
Tel.: ME 7-3831.....Independent
Pres., Sta., Comm. Mgr.....John D. Bare
Program Director.....Daniel E. Rutledge
Chief Engineer.....Philip Rohrbaugh

WCMB—Harrisburg—1948

Frequency: 1460 Kc.....Power: 5000 Watts
Owned-Oper. By.....Rossmoyne Corp.
Business-Studio Address.....228 Court St.
Tel.: CE 4-3005.....MBS
Representative .....Gill-Perna
General Manager.....Ed K. Smith
Comm. Manager.....Henry Traugh
Sales Promotion Manager...Ramon Musheno
Program Director.....Ed. Gonzales
Chief Engineer.....J. Howard Bair

WHGB—Harrisburg—1945

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By....Kendrick Bcstg. Co., Inc.
Bus.-Studio-Trans. Address.....112 Market St.
Tel.: CE 4-4988.....ABC
Station Representative .....McGavren-Quinn
Pres., Gen. Mgr.....H. Kendrick
Sta. Mgr., Prog. Dir.....Jack Hooper
Comm. Mgr.....Ralph Hartman
Chief Engineer.....William Kuntz

WHP—Harrisburg—1924

Frequency: 580 Kc.....Power: 5 Kw.
Owned .....WHP, Inc.
Address.....216 Locust St.
Tel.: CEdar 4-3211.....CBS
Representative .....Bolling
General Manager.....Mrs. A. K. Redmond
Program Manager.....Harry Hinkley
Sales, Promotion Director.....John V. Gore
Publicity Director.....George Gottschalk
Chief Engineer.....E. Dan Leibensperger

WKBO—Harrisburg—1922

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....Keystone Bcstg. Corp.
Bus.-Studio Address.....31 N. Second St.
Tel.: CE 4-0191.....NBC
Representative .....Robert Meeker
Station Executive.....Clair R. McCollough
Station Manager.....W. Eugene Gorman
Gen. Sales Mgr.....J. Robert Gulick
Nat'l Sls. Mgr.....Thomas R. Nunan, Jr.
Technical Director.....J. E. Mathiot
Owners of WGAL, Lancaster; WORK, Harrisburg; WRAW, Reading; WEST, Easton; WRAK, Williamsport, all Pa. and WDEL, Wilmington, Del.

WAZL—Hazleton—1932

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Hazleton Bcstg. Co.
Address.....Hazleton Natl. Bank Bldg.
Tel.: GL 4-3531.....NBC-MBS
Representative .....Raymer
Pres., Gen., Mgr.....Victor C. Diehm
Station Manager.....Kathryn E. Kahler
Commercial Manager.....Robert J. Sacco
Nat. Sales Mgr.....Thomas A. Tito
Program Director.....Don Murray
Publicity Director.....Paul Cerula
Chief Engineer.....Elwood Tito
Owners of: WHOL, Allentown; WHLM, Bloomsburg, Pa. and WTAL, Tallahassee, Fla.

WAMO—Homestead-Pittsburgh—1948

Frequency: 860 Kc.....Power: 250 Watts d.
Owned-Operated By.....Dynamic Bcstg.
Business Address.....105 E. 8th Ave.
Tel.: HO 2-6000.....Independent
Representative .....Forjoe
President, Gen. Mgr.....Leonard Walk
Commercial Manager.....Joe Bassett, Jr.
Program Director.....Carl Stuart
Chief Engineer.....James Herbert

WHUN—Huntingdon—1946

Frequency: 1150 Kc.....Power: 1000 Watts
Owned-Oper. By..Joseph F. Biddle Publ. Co.
Bus.-Studio Address.....400 Washington St.
Tel.: MI 3-3340.....KBS
President.....John H. Biddle
General Manager.....William E. Germann

WDAD—Indiana—1945

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....WDAD Inc.
Address ..... 632 Philadelphia St.
Tel.: HO 5-5511.....CBS
Newspaper Affil.....The Progress
President.....W. K. Ulerich
Station Manager.....Jonas Termin
Program Director.....C. C. Porter
Chief Engineer.....Dyle Martin

WARD—Johnstown—1946

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Central Bcstg. Co., Inc.
Address .....235 Franklin St.
Tel.: 8-1216 .....CBS
Representative .....Weed
V.P., Gen. Manager.....G. D. Gartland
Station Manager.....Steward W. Phillips

WCRO—Johnstown—1947

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....Century Bcstg. Corp.
Bus.-Studio Address.....Fort Stanwix Hotel
Tel.: 9-1187 .....MBS
Representative ..... Forjoe
President.....John J. Keel
General Manager.....John D. Reilly
Chief Engineer.....John Kersheskey

WJAC—Johnstown—1925

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....WJAC, Inc.
Bus.-Studio Address.....329 Main St.
Tel.: 7-8711.....NBC
Newspaper Affil.....Tribune
Representative .....O'Connell
President.....W. W. Krebs
Station Mgr.....Park Claycomb
Chief Engineer.....Theodore E. Campbell

WADP—Kane—1954

Frequency: 960 Kc.....Power: 500 Watts, d.
Owned .....Northern Allegheny Bcstg. Co.
Address .....Penn-Kane Hotel
Tel.: 1520 .....KBS
President, Gen. Mgr.....David Potter
Sta., Comm. Mgr.....Richard E. Feit
Program Director.....David Sill
Chief Engineer.....John Nordine

WACB—Kittanning—1948

Frequency: 1380 Kc.....Power: 1000 Watts d.
Owned By.....Joel W. Rosenblum
Bus.-Studio Address.....325 Market St.
Tel.: LI. 3-1381.....KBS
Representative.....Rambeau, Vance, Hopple
V.P., Gen. Mgr.....Charles M. Erhard, Jr.
Sta. Mgr., Prog. Director.....H. H. Stoops
Chief Engineer.....Joseph A. Pelletier

WGAL—Lancaster—1922

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....WGAL, Inc.
Business-Studio Address.....24 S. Queen St.
Tel.: EX 7-0333.....NBC
Representative .....Robert Meeker
President, Gen. Mgr.....Clair R. McCollough
Gen. Sls. Mgr.....J. Robert Gulick
Nat'l Sls. Mgr.....Thomas R. Nunan, Jr.
Station Mgr.....Kenneth Kreider
Program Dir.....Brian Kintzer
Promotion Dir.....Paul I. Woodland
Technical Director.....J. E. Mathiot
Owners of: WKBO, Harrisburg; WORK, York; WRAW, Reading; WEST, Easton; WRAK, Williamsport, all Pa. and WDEL, Wilmington, Del.

WLAN—Lancaster—1946

Frequency: 1390 Kc.....Power: 1000 Watts
Owned-Oper. By.....The Peoples Bcstg. Co.
Bus.-Studio Address.....252 N. Queen St.
Tel.: EX 4-7261.....ABC-MBS-KBS
Representative .....Headley-Reed
President.....Frank H. Altdoerffer
Gen., Sta. Mgr.....Samuel M. Altdoerffer
Comm., Sales Prom. Mgr.....J. Stanley Baker
Prog. Dir.....Dick Sherbahn
Chief Engineer.....Ramon Sherman

WLSH—Lansford—1952

Frequency: 1410 Kc....Power: 1000 Watts d.
Owned-Oper. By...Miners Bcstg. Service, Inc.
Address.....P. O. Box D
Tel.: 1440 .....Independent
President.....Joseph L. Maguire
Gen. Manager.....John W. Angst

WAKU—Latrobe—1951

Frequency: 1570 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....WAKU, Inc.
Address.....200 Depot St.
Tel.: KEystone 7-7744.....MBS, KBS
President.....Harry P. Reed
Gen. Mgr., Prog. Dir.....W. J. Thomas
Comm. Mgr.....Robert Johnson
Chief Engineer.....Manuel Alverez

WTRA—Latrobe—1956

Frequency: 1480 Kc.....Power: 500 W., d.
Owned .....Latrobe Bcstrs.
Address.....202 Main St.
Tel.: KE 7-3338.....Independent
Representative .....McGillvra
President.....Louis Rosenberg
General Manager.....William Dymond
Commercial Manager.....Mrs. Janet Mahady
Chief Engineer.....Bernard Guidos

WLBR—Lebanon—1946

Frequency: 1270 Kc.....Power: 1000 Watts
Owned-Operated By.....Lebanon Bcstg. Co.
Business Address.....Route 20
Tel.: .....CRestview 2-7651
Representative .....Burn-Smith
President.....H. Raymond Stadiem
Managing Director.....Lester P. Etter
Comm. Manager.....Philip J. Reilly
Program Director.....H. P. Van Voorhis
Chief Engineer.....William Zehring

WITT—Lewisburg—1957

Frequency: 1010 Kc.....Power: 250 Watts, d.
Owned.....Wireline Radio, Inc.
Address.....34 South 8th St.
Tel.: JA 3-1222.....KBS
President.....Michael M. Fremont
Commercial Manager.....Carl E. Miller
Chief Engineer.....James A. Herb

WBCB—Levittown-Fairless Hills—1957

Frequency: 1490 Kc.....Power: 250 W.
Owned.....O'Keefe Bcstg. Co.
Business Address.....200 Magnolia Dr.
Tel.: WIndsor 9-1490.....Independent
Pres., Gen. Mgr.....Jack J. Dash
V.P., Dir. Oper.....William F. Waterbury

WKVA—Lewistown—1949

Frequency: 920 Kc.....Power: 1000 Watts d.
Owned-Operated By....Central Pa. Bcstg. Co.
Business Address...19 S. Wayne St.; Box 432
Tel.: 8-6771 .....Independent
Representative .....Gill-Perna
Pres., Sta., Gen. Mgr.....Robert L. Wilson
Sales Promotion Manager....Howard Z. Reed
Program Director.....Bob Hyle
Publicity Director.....Mary Bolich
Chief Engineer.....Jack Sanders

WMRF—Lewistown—1941

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Lewistown Bcstg. Co.
Business-Studio Address.....5 W. Market St.
Tel.: 8-6757 .....NBC
Representative .....Burn-Smith
President.....J. S. Woods
Gen., Sta. Mgr.....T. W. Metzger
Commercial Manager.....Frank Troiani
Program Dir.....Miss Thekla Leeper
Publicity Director.....Dale Smith
Chief Engineer.....Kenneth Callahan

WBPZ—Lock Haven—1947

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....Lock Haven Bcstg. Corp.
Bus.-Studio Address.....132½ E. Main St.
Tel.: 4038.....MBS
Representative .....Devney
President.....Donald C. Welch
Gen. Sta. Mgr.....Harris Lipez
Commercial Manager.....Dick Yohe
Program Director.....Dave King
Chief Engineer.....Al Stratmoen

WEDO—McKeesport—1945

Frequency: 810 Kc.....Power: 1000 Watts
Owned-Operated By.....Tri-City Bcstg. Co.
Business-Studio Address.....547 5th Ave.
Tel.: NOrth 4-7167.....CBS
Station Representative .....Weed
President.....Edward J. Hirshberg
Sta. Mgr.....Robert E. Badger
Comm., Mgr.....Earl Buncher
Sales Promotion Manager.....Selma Magrim
Program Director.....Bill Brant
Publicity Director.....Chris Underwood
Chief Engineer.....Wilkes E. Hurley

WMCK—McKeesport—1947

Frequency: 1360 Kc.....Power: 1000 Watts
Owned-Oper. By.....Mon-Youch Bcstg. Co.
Business-Studio Address.....516 Market St.
Tel.: OR 8-8888.....MBS
Station Representative .....Masla
President.....Robert M. Cox
Gen. Mgr.....Sam Vidnovic
Sales Promotion Manager.....Sally Mossman

Program Director.....Pat Haley
Publicity Director.....S. A. Chontos
Chief Engineer.....Charles White

WMGW—Meadville—1947

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Regional Bcstrs.
Address .....1st National Bank Bldg.
Tel.: 6-1111.....KBS
Gen., Sta. Mgr.....James H. Strickler
Commercial Manager....Frederick P. Tascone
Chief Engineer.....Maurice Sherman

WJUN—Mexico—1955

Frequency: 1220 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Lewistown Bcstg. Co.
Business Address.....Box 97, Mifflintown
Tel.: LEwistown 8-6757.....Independent
Newspaper Affiliation....Sentinel, Lewistown
Representative .....Burn-Smith
President.....J. S. Woods
General Manager.....Thomas W. Metzger
Station Manager.....Ralph S. Parker
Commercial Manager.....Bob Horning
Sales Promotion Manager.....Tim Palm
Program Director.....Don Lorenz
Publicity Director.....Miles Heckendorn
Chief Engineer.....Kenneth Callahan

WARC—Milton—1958

Frequency: 1380 Kc.....Power: 1 Kw. d.
Owned By.....Williamsport Bcstg. Assoc. Inc.
Business Address.....YMCA Bldg.
President.....Harry J. W. Kiessling
Gen. Manager.....Woodrow W. Ott
Commercial Manager.....John Yingling

WPEL—Montrose—1953

Frequency: 1250 Kc.....Power: 1000 Watts d.
Owned By.....Montrose Bcstg Corp.
Address.....Locust St.
Tel. Montrose 397.....Independent
Pres. Gen. Mgr.....W. Douglas Roe
Program Director.....William Ohman
Publicity Director.....William Farley
Chief Engineer.....Richard Gage

WKST—New Castle—1938

Frequency: 1280 Kc.....Power: 1000 Watts
Owned-Operated By.....WKST Inc.
Address.....1st Federal Plaza
Tel.: OL 4-5501.....MBS
Station Representative .....Everett-McKinney
President, General Mgr.....S. W. Townsend
Sta., Comm. Mgr.....Harry Reith
Chief Engineer.....Ernest Rety

WKPA—New Kensington 1940

Frequency: 1150 Kc.....Power: 1000 Watts d.
Owned-Oper. By....Allegheny-Kiski Bcstg. Co.
Business-Studio Address.....810 Fifth Ave.
Tel.: ED 7-3588.....Independent
President .....C. R. Cooper
Gen., Comm. Mgr.....Melvin A. Goldberg
Sales Promotion Manager.....Jim Gray
Program Director.....Phil Brooks
Chief Engineer.....W. W. Neely

WNAR—Norristown—1946

Frequency: 1110 Kc.....Power: 500 Watts d.
Owned-Operated By...Norristown Bcstg. Co.
Bus.-Studio Address.....Old Arch Rd.
Tel.: BR 2-7600.....Independent
Representative .....Weed
President.....N. Joe Rahall
Gen. Mgr.....Ogden R. Davies
Sta. Manager.....John M. Banzhoff
Local Sales Mgr.....Donald L. Jones
Program Director.....Buddy Brode
Chief Engineer.....Anthony De Sola
Owners of: WKAP, Allentown, Pa.; WWNR, Beckley, W. Va.; WFEA, Manchester, N. H.; WTSP, St. Petersburg, Fla.

(See page 584)

WKRZ—Oil City—1946

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....WKRZ, Inc.
Business Address....Broadcast Hill; Box 868
Tel.: 8-0355 .....KBS-NBC
Pres., Gen. Mgr.....Kenneth E. Rennekamp
Sta., Comm. Mgr.....Edward Erickson
Sales Promotion Manager.....Joan Firster
Program Director.....Honey Myers
Chief Engineer.....Robert Harmon

WCAU—Philadelphia—1922

Frequency: 1210 Kc.....Power: 50,000 Watts
Owned-Oper. By.....CBS Radio, Inc.
Address.....City & Monument Ave.
Tel.: GR 7-8300.....CBS
Representative.....CBS Radio Spot Sales
Manager Director.....Donald W. Thornburgh
General Manager.....Joseph T. Connolly
Sales Manager.....Jack De Russey
Sales Promotion Manager.....Fred Birmbaum
Program Director.....Fred Karch
Chief Engineer.....J. G. Leitch

WDAS—Philadelphia—1922

Frequency: 1480 Kc.....Power: 1 Kw.
Owned-Oper. By .....Max M. Leon. Inc.
Address.....Belmont Ave. & Edgely Rd.
Tel.: TR 8-2000.....Independent
Representative .....John E. Pearson
President .....Max M. Leon
V.P., Gen., Sta. Mgr.....Robert A. Klein
V. P. Operations Manager.....Jerry Grove
Program Director.....Eddie Newman
Comm. Mgr.....William H. Vogt
Sales Manager.....Alexander S. Klein
Publicity Director.....Art Newsham
Chief Engineer.....Frank W. Unterberger

WFIL—Philadelphia—1922

Frequency: 560 Kc.....Power: 5000 Watts
Owned.....Triangle Publications, Inc.
Business-Studio Address.....46th & Market
Tel.: EV 2-4700.....ABC
Newspaper Affil. .....Inquirer
Representative .....Blair

In Philadelphia
WIP radio is
used exclusively
by more
advertisers than
any other station

WIP
PHILADELPHIA'S PIONEER VOICE
610

For **MORE** *Information—Ask Petry!*

General Manager.....Roger W. Clipp
Station Manager.....George A. Koehler
Gen. Sales Manager...Kenneth W. Stowman
Dir. of Programming.....Clyde R. Spitzner
Chief Engineer.....Henry E. Rhea
Owners of: WFBG, Altoona, Pa.; WNHC, New Haven, Conn.

WFLN—Philadelphia—1958

Frequency: 900 Kc.....Power: 1 Kw. d.
Owned By.....Franklin Bcstg. Co.
Address.....8200 Ridge Ave.
Tel.: Ivyridge 2-6000.....Independent
General Manager.....R. S. Green
Commercial Manager.....J. C. Winkler
Program Director.....M. O'Donnell
Chief Engineer.....F. Chassey

WHAT—Philadelphia—1925

Frequency: 1340 Kc. .....Power: 250 Watts
Owned-Oper. By....Independence Bcstg. Co.
Address...Conshohocken & Windemere Aves.
Tel.: TRinity 8-1500.....Independent
Representative .....Stars National
Pres., Gen. Mgr.....William A. Banks
Station Manager.....Dolly Banks
Commercial Manager.....Paul Abrams
Sales Prom. Manager.....Len Stevens
Prog. Director.....Robert Ardrey
Publicity Director.....Marsha Greenbaum
Chief Engineer.....Charles Lehmann

WIP—Philadelphia—1922

Frequency: 610 Kc.....Power: 5000 Watts
Owned By.....Wip Broadcasting, Inc.
Business-Studio Address.....35 S. 9th St.
Tel.: WA 2-6800.....MBS
Representative .....Edward Petry
Pres., Gen. Mgr.....Benedict Gimbel, Jr.
V.P., Director of Sales.....Ralf Brent
Nat. Sales Mgr.....Paul B. Evans
Sales Promotion Director.....Mitchell Krauss
Program Director.....Varner Paulsen
Chief Engineer.....Clifford C. Harris

WIBG—Philadelphia—1925

Freq.: 990 Kc...Power: 50,000 Wts. d., 10,000 n.
Owned.....Storer Bcstg. Co.
Address.....Suburban Sta. Bldg.
Tel.: RI 6-2300.....Independent
Representative .....Katz
President.....George Storer, Jr.
Man. Dir.....Lionel F. Baxter
Sta., Sales Mgr.....John R. Mahoney
Promotion Manager.....Roy M. Schwartz
Prog. Mgr.....Grady Edney
Publicity Director.....Genii Macaulay
Chief Engineer.....John H. Henninger
Owners of: WGBS, Miami, Fla.; WJBK, Detroit; WSPD, Toledo; WAGA, Atlanta; WJW, Cleveland; WWVA, Wheeling, W. Va.

WFLN—Philadelphia—1958

Frequency: 900 Kc.....Power: 1000 Watts d.
Owned By.....Franklin Broadcasting Co.
Business Address.....8200 Ridge Ave.
Tel.: IVyridge 2-6000.....Independent
Station Representative.....Good Music
President.....Lawrence M. C. Smith
General Manager.....Raymond S. Green
Comm. Mgr.....Joseph C. Winkler
Program Director.....Michael E. O'Donnell
Chief Engineer.....Frederick Chassey

WJMJ—Philadelphia—1948

Frequency: 1540 Kc.....Power: 5000 Watts d.
Owned-Oper. By.....WJMJ Bcstg. Corp.
Business-Studio Address.....2043 Locust St.
Tel.: LO 4-2300.....Independent
Representative.....Broadcast Time Sales
Pres., Gen., Sta. Mgr.....Patrick J. Stanton
Commercial Mgr.....Charles Stahl
Sales Prom., Pub. Mgr.....James Rubenstone
Prog. Dir.....Michael Deegan
Chief Engineer.....Christopher McAteer

WPEN—Philadelphia—1929

Frequency: 950 Kc.....Power: 5000 Watts
Owned-Oper. By.....William Penn Bcstg. Co.
Business-Studio Address.....2212 Walnut St.
Tel.: LO 4-6000.....Independent
Representative .....Gill-Perna
President .....William Sylk
V.P., Gen. Mgr.....William B. Caskey
Sta. Mgr., Prog. Dir.....Murray Arnold
Comm. Manager.....Erwin Rosner
Prom. Mgr., Pub. Director.....James M. Kiss
Director Public Service.....Sam Serota
Chief Engineer.....Charles W. Burtis

WRCV—Philadelphia—1921

Frequency: 1060 Kc.....Power: 50,000 Watts
Owned-Oper. By....National Bcstg. Company
Business-Studio Address.....1619 Walnut St.
Tel.: LO 4-3700.....NBC
Representative.....NBC Spot Sales
President.....Robert E. Kintner
General Manager.....Raymond W. Welpott
Station Manager.....Harold J. Pannepacker
Commercial Manager.....Lewis P. Johnson
Sales Promotion Manager..Robert A. Fillmore
Program Director.....Bob Benson
Chief Engineer.....William A. Howard

WTEL—Philadelphia—1925

Frequency: 860 Kc.....Power: 250 Watts d.
Owned By.....WTEL, Inc.
Business-Studio Address....4312 N. Broad St.
Tel.: GL 5-1310.....Independent
Pres., Pgm. Dir. .....E. Douglass Hibbs
Sec'y.-Treas. .....Henry N. Cocker

WPHB—Philipsburg—1956

Frequency: 1260 Kc.....Power: 1 Kw. d.
Owned By.....Moshannon Valley Bcstg.
Address.....P. O. Box 361
Tel.: Dickens 2-2300.....Independent
Gen. Comm. Mgr.....William Emert
Program Director.....Mrs. Wm. Emert
Chief Engineer.....Dean Sharpless

WAMP—Pittsburgh—1920

Frequency: 1320 Kc.....Power: 5000 Watts
Owned-Oper. By .....NBC

Address.....Chamber of Comm. Bldg.
Tel.: GR 1-8600.....NBC
Representative.....NBC Spot Sales
Gen. Mgr.....H. W. Shepard
Program Supv.....John C. Hierlihy
Sales Prom., Public Dir.....Thomas D. Tyson
Chief Engineer.....Matthew Bracic

WCAE—Pittsburgh—1922

Frequency: 1250 Kc.....Power: 5000 Watts
Owned-Operated By.....WCAE, Inc.
Bus. Address...530 Carlton Hs., 550 Grant St.
Tel.: AT 1-6900.....Independent
Newspaper Affil.....Sun-Telegraph
Representative.....Katz
Pres., General Manager.....Leonard Kapner
Station Manager.....F. Geer Parkinson
Program Director.....R. Clifton Daniel
Commercial Manager.....Roger O' Connor
Prom. Mgr., Pub. Dir.....William Thieman
Chief Engineer.....James Greenwood

KDKA—Pittsburgh—1920

Frequency: 1020 Kc.....Power: 50,000 Watts
Owned-Oper. By.Westinghouse Bcstg. Co. Inc.
Business Address.....122 E. 42nd St., N.Y.C.
Tel.: MUrray Hill 7-0808.....Independent
Sta. Representative..Peters, Griffin, Woodward
After July 1.....AM Radio Sales
President.....Donald H. McGannon
Asst. Gen. Mgr.....Donald Trageser
Station Manager.....L. R. Rawlins
Program Manager.....William H. Schwartz
Asst. Prog. Mgr.....James L. Snyder
Sales Prom. Mgr.....June L. Buzzelli
Publicity Manager.....Owen Simon
Chief Engineer.....Theodore C. Kenney
Owners of: WBZ-WBZA, Boston-Springfield, Mass.; KYW, Cleveland; WOWO, Fort Wayne, Ind.; KEX, Portland, Oreg.; WIND, Chicago, Ill.

WEEP—Pittsburgh—1957

Frequency: 1080 Kc.....Power: 1 Kw.
Owned By.....Pittsburgh Bcstg. Co.
Address.....220 N. Highland Ave.
Tel.: EM 1-5000.....Independent
Station Representative.....Stars Nat.
President.....John Kluge
Gen., Sta. Manager.....Ernie Tannen
Sales Prom. Mgr.....John Pieper
Prog. Dir.....William Powell
Chief Engineer.....Victor G. Klein

WPIT—Pittsburgh—1947

Frequency: 730 Kc.....Power: 1000 Watts d.
Owned-Operated By.....WPIT, Inc.
Business-Studio Address.....213 Smithfield St.
Tel.: AT 1-1900.....Independent
President.....John J. Laux
Gen., Comm. Mgr.....Don Ioset
Sales Mgr., Prog., Pub. Dir.....Clifford Charles
Chief Engineer.....Michael Komichak

KQV—Pittsburgh—1919

Frequency: 1410 Kc.....Power: 5000 Watts
Owned-Oper. By.....Allegheny Bcstg. Corp.
Address.....411 7th Ave.
Tel.: AT 1-9100.....ABC
Station Representative.....Young
President.....Leonard H. Goldenson
Gen., Sta. Mgr.....Ralph Beaudin
Commercial Manager....Robert N. Thompson
Program Dir.....John Gibbs
Chief Engineer.....Fred L. Zellner, Jr.

WWSW—Pittsburgh—1932

Frequency: 970 Kc.....Power: 5000 Watts
Owned-Oper. By.....WWSW, Inc
Bus.-Studio Address.....Hotel Sherwy
Tel.: GR 1-5200.....Independen.
Newspaper Affiliation.....Post Gazette
Representative.....John Blair
President.....O. M. Schloss
Gen. Mgr., Prog. Dir.....Ben W. Muros
Sales Prom. Mgr., Pub. Dir.....Phil Davis
Chief Engineer.....Henry R. Kaiser

WPTS—Pittston—1953

Frequency: 1540 Kc.....Power: 1 Kw. d.
Owned-Oper. By.....Midway Bcstg. Co., Inc.
Address.....Main & Spring St.
Tel.: OL 4-3388.....Independent
Representative.....Cont. Radio Sales
Pres., Gen. Manager.....Angelo W. Fiorani
Commercial Mgr.....R. E. Florey
Program Director.....Joseph Tipton
Promotion Mgr.....Rosemary Gallagher
Publicity Director.....Betty Schriver
Chief Engineer.....John P. McGoldrick

WPAZ—Pottstown—1951

Frequency: 1370 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Pottstown Bcstg. Co.
Address.....247 High St.
Tel.: 5000.....KBS
Representative.....Indie Sales
Pres., Gen. Mgr.....Herbert Scott

WPAM—Pottsville—1947

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Miners Bcstg. Serv., Inc.
Business-Studio Address.....Box 629
Tel.: MA 2-1450.....Independent
President.....Joseph L. McGuire
Gen. Mgr., Ch. Eng.....John W. Angst
Station Manager.....Westley G. Kimble

WPPA—Pottsville—1946

Freq.: 1360 Kc.....Power: 1 Kw. d., 500 W. n.
Owned-Oper. By.....Pottsville Bcstg. Co.
Bus.-Studio Address.....212 S. Centre St.
Tel.: MArket 2-1360.....MBS
General Manager.....A. V. Tidmore
Commercial Manager.....Ralph L. Price, Jr.
Sales Promotion Manager.....Walter Jones
Program Director.....Horace Richards
Chief Engineer.....William Penn Tidmore

WPME—Punxsutawney—1953

Frequency: 1540 Kc.....Power: 1000 Watts d.

Owned-Oper. By.....Punxsutawney Bcstg Co.
Address.....103 N. Gilpin St.
Tel.: PU 1221.....Independent
Representative .....Rambeau
General Manager.....C. M. Erhard, Jr.
Comm. Mgr.....W. Clem Murray
Program Director.....Gilbert Carney
Chief Engineer.....Joseph A. Pelletier

WEEU—Reading—1931

Frequency: 850 Kc.....Power: 1000 Watts
Owned-Operated By.....WEEU Bcstg. Co.
Business-Studio Address.....433 Penn St.
Tel.: FR 6-7335.....ABC
Newspaper Affiliation.....Eagle Times
Representative .....Headley-Reed
President.....William J. Rohn
V.P., Gen., Sta. Mgr.....K. Richard Creitz
Program Director.....Jack B. Gounder
Chief Engineer.....Harold Schearer

WHUM—Reading—1946

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....Eastern Radio Corp.
Business-Studio Address.....Berkshire Hotel
Tel.: 6-3987 .....CBS
Representative .....Weed
Pres., Gen. Mgr.....Robert G. Magee
Commercial Manager.....Warren C. Ruffner
Prog. Dir.....Alan Lane
Chief Engineer.....Daniel Donohue

WRAW—Reading—1922

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper By.....WRAW, Inc.
Business-Studio Address.....19 N. Fifth St.
Tel.: FR 6-7173..... .....NBC
Representative .....Robert Meeker
Station Executive.....Clair R. McCollough
Station Manager.....Robert S. Reider
Gen. Sales Mgr.....J. Robert Gulick
Nat'l Sls. Mgr.....Thomas Nunan, Jr.
Technical Director.....J. E. Mathiot
Owners of: WGAL, Lancaster; WKBO, Harrisburg; WORK, York; WEST, Easton; WRAK, Williamsport, all Pa. and WDEL, Wilmington, Del.

WGCB—Red Lion—1950

Frequency: 1440 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Red Lion Bcstg. Co.
Address .....Red Lion
President.....John M. Norris
Gen., Sta. Mgr.....John H. Norris
Commercial Mgr.....Vincent A. Freeman

WKMC—Roaring Spring—1955

Frequency: 1370 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Melvin H. Shaw
Address .....Woodbury Pike
Tel.: 690 .....KBS
Representative.....Geo. T. Hopewell
Comm. Sta. Mgr.....Shel Horton
Program Director.....Merle Ebersole
Chief Engineer.....C. Irvin Metzger

WKBI—St. Marys—1950

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Elk Cameron Bcstg. Co.
Address.....41 Erie Ave.
Tel.: 4-2821.....MBS
Representative..Allegheny Mountain Network
General Manager.....C. H. Simpson
Commercial Manager.....John J. Kain
Prog. Director.....Beatrice B. Smith
Nat. Sales Mgr.....W. Herbstritt
Pub. Dir.....A. Kuhn

WATS—Sayre—1950

Frequency: 960 Kc.....Power: 1000 Watts d.
Owned-Operated By.....T. K. Cassel
Business Address.....110 N. Elmer Ave.
Tel.: TU 2-2401.....KBS
Representative .....Indie Sales
President.....T. K. Cassel
General Manager.....Walter D. Knowles
Chief Engineer .....Benjamin A. Franklin

WARM—Scranton—1940

Frequency: 590 Kc.....Power: 5000 Watts
Owned-Operated By.....WARM Bcstg. Co.
Business Address.....Bowman Bldg.
Tel.: Diamond 6-4646.....Independent
Station Representative .....Eastman
President.....Louis J. Appell, Jr.
General Manager.....Arthur W. Carlson
Commercial Manager.....Jackson Gower
Sales Prom. Mgr.....William A. Musser
Program Director.....Don Stevens
Publicity Director.....Frances Seibert
Chief Engineer.....Nicholas Hudak

WGBI—Scranton—1925

Frequency: 910 Kc..Power: 1 Kw. d., 500 W. n.
Owned-Oper. By.....WGBI Radio, Inc.
Address.....1000 Wyoming Ave., Scranton
Tel.: DI 2-7634.....CBS
Newspaper Affiliation.....Phila. Bulletin
Representative .....H-R Reps
President.....Mrs. M. E. Megargee
Gen., Comm. Mgr.....Richard E. Nason
Station Manager.....Robert E. McDowell
Prom. Dir., Pub. Dir.....Doug Holcomb
Program Director.....Frank Monoghan
Chief Engineer.....Kenneth R. Cooke

WICK—Scranton—1954

Frequency: 1400 Kc.....Power: 250 Watts
Owned.....Scranton Radio Corp.
Address.....717 Linden St.
Tel.: DI 6-1202.....Independent
Station Rep. .....Walker
Pres., Gen. Mgr.....Joe Dobbs
Station Manager.....R. J. Lomma
Commercial Manager.....Al Soma
Program Director.....Ed Huges
Chief Engineer.....James D. Pettinato

WEJL—Scranton—1950

Frequency: 630 Kc. .....Power: 500 Watts d.
Owned-Oper. By..Edward & Elizabeth Lynell
Business Address.....129 Penn Ave.

Tel.: DI 2-9151.....Independent
Newspaper Affil.....Times
Station Rep.....Meeker
Gen., Comm. Mgr.....Cecil Woodland
Sales, Program Director.....Hugh J. Connor
Pub. Dir.....Bill Pierce
Chief Eng.....Guy Rauer

WSCR—Scranton—1947

Freq.: 1320 Kc...Power: 1 Kw. d., 500 Watts n.
Owned By....Lackawanna Valley Bcstg. Co.
Business-Studio Address....116 Adams Ave.
Tel.: DI 7-3388.....NBC
Representative .....Headley-Reed
Pres., Gen., Mgr.....David M. Baltimore
Comm. Mgr.....Joseph P. Kimble
Program Dir.....David L. Griffiths
Chief Engineer.....Willard Shimski

WISL—Shamokin—1958

Frequency: 1480 Kc.....Power: 1000 Watts
Owned-Oper. By.....Radio Anthracite, Inc.
Business Address.....Rock & Sunbury Sts.
Tel.: 8-5749 .....Independent
Representative .....Forjoe
President.....Henry W. Lark
Gen., Sta. Mgr.....Maurice E. Fidler
Commercial Manager.....Bernard Saks
Sales Prom. Mgr.....W. C. MacElwee
Program Director.....Bernard Friedman
Publicity Director.....James Reilly
Chief Engineer.....Al Donovan

WPIC—Sharon—1938

Frequency: 790 Kc.....Power: 1000 Watts d.
Owned-Oper. By....Sharon Herald Bcstg. Co.
Business Address.....P.O. Box 211
Tel.: DIamond 6-4113.....Independent
Newspaper Affiliation .....Herald
Station Representative.....Reilly; O'Connell
Pres., Gen. Mgr.....John Fahnline, Jr.
Program Director.....Jack Sandstrom
Chief Engineer.....A. C. Heck

WVSC—Somerset—1950

Frequency: 990 Kc.....Power: 250 Watts d.
Owned-Operated By.....Somerset Bcstg. Co.
Address.....P. O. Box 231
Tel.: 4186 .....Independent
Gen.,, Sta. Mgr.....T. H. Oppegard
Comm. Mgr.....C. R. Taylor
Prog. Dir., Chief Engineer.....R. L. French

WMPT—S. Williamsport—1958

Frequency: 1450 Kc.....Power: 250 Watts
Owned.....Will-Mont Bcstg. Co.
Business Address.....301 Percy St.
Tel.: 3-3608 .....ABC
Station Representative.....Hopewell; Best
Pres., Ch. Eng.....Galen D. Castlebury, Jr.
Comm., Sales Prom. Mgr.....Don Coleman
Program Director.....Fred Plankenhorn
Publicity Director.....Joanne M. Castlebury

WMAJ—State College—1945

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Centre Bcstrs., Inc.
Business Address.....P. O. Box 888
Tel.: AD 7-4959.....NBC-KBS
President.....W. K. Ulerich
Gen. Sta. Mgr.....M. J. Bergstein
Commercial Manager.....Julie McCloskey
Program Director.....Stephen Fiskbein
Chief Engineer.....W. D. Files

WVPO—Stroudsburg—1947

Frequency: 840 Kc.....Power: 250 Watts d.
Owned-Operated By.....Pocono Bcstg., Inc.
Business Address.....22 S. Sixth St.
Tel.: 1101 .....Independent
Newspaper Affiliation..Ottaway Newspapers
Representative .....Radio-TV Reps.
President.....James H. Ottaway
General Manager.....Chester S. Miller
Sales Prom. Mgr.....Edward J. Somers
Program Director.....Joseph B. Whalen
Chief Engineer.....Ernest Transue

WKOK—Sunbury—1933

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Sunbury Bcstg. Corp.
Bus.-Studio-Transmitter.....1150 N. Front St.
Tel.: AT 6-5838.....CBS
Newspaper Affil.....Daily Item
President.....Basse A. Beck
General Manager.....Homer R. Smith
Commercial Manager.....C. Donald Walther
Program Director .....Michael J. Kane
Publicity Director.....Malcolm Arter
Chief Engineer.....John W. Keller, Jr.

WTIV—Titusville—1955

Frequency: 1290 Kc.....Power: 500 Watts d.
Owned-Oper. By...Crawford Cty. Bcstg. Corp.
Address .....P. O. Box 184
Tel.: 7-2265 .....Independent
President.....Robert T. Morrison
Gen. Sta. Mgr.....Robert H. Sauber
Comm. Sales Prom. Mgr.....Paul R. Ruttan
Program Director.....Marlene Burchfield
Publicity Director.....Jo Ann Wakefield

WTRN—Tyrone—1954

Frequency: 1290 Kc.....Power: 1000 Watts, d.
Owned.....Tyrone Bcstg. Co.
Address.....8 W. 10th St.
Tel.: MUtual 4-3200.....MBS
President.....C. H. Simpson
Station Manager.....Lee C. Ray
Sales Manager.....William E. Moses
Commercial Manager.....John J. McCarthy
Sales Prom. Mgr.....William E. Duey
Program Director.....John W. Eschbach
Publicity Director.....Gretta Rorabaugh
Chief Engineer.....Gilbert H. Wogan

WMBS—Uniontown—1937

Frequency: 590 Kc.....Power: 1000 Watts
Owned-Oper. By .....Fayette Bdcstg. Corp.
Address.....Fayette Nat. Bank Bldg.
Tel.: GE 8-3900.....CBS

Representative .....Meeker
Sta. Mgr., Prog. Dir.....James Gismondi
Chief Engineer.....William Henzly

WNAE—Warren—1946

Frequency: 1310 Kc...Power: 5000 Watts d.
Owned-Oper. By ....N. Allegheny Bdcstg. Co.
Business Address...310 Second Ave.: Box 24
Tel.: 3033 .....Independent
Pres., Gen. Mgr.....David Potter
Comm. Mgr.....James Potter
Prog. Dir.....Leroy Schneck
Chief Eng.....Homer Haines

WJPA—Washington—1942

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Washington Bcstg. Co.
Bus. Address.....George Washington Hotel
Tel.: BA 2-2110.....MBS
Representative.....Joseph Hershey McGillvra
Managing Director.....A. Boyd Siegel
Gen., Prom. Mgr.....John L. Merdian
Chief Eng.....James Berkheimer

WANB—Waynesburg—1956

Frequency: 1580 Kc.....Power: 250 W., d.
Owned .....Commonwealth Bcstrs.
Address.....First Federal Bldg.
Tel.: 981 .....Independent
Sta. Mgr.....George E. McGary
Prog. Dir.....Edward J. Keon

WAYZ—Waynesboro—1953

Frequency: 1380 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Richard Field Lewis Jr.
Address.....21 W. Main St.
Tel.: WA 1900.....KBS
President.....Richard Field Lewis Jr.
General Manager.....Sam Hanshaw

WNBT—Wellsboro—1955

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By....Farm & Home Bcstg. Co.
Address.....89 Main St.
Tel.: 2113 .....MBS
President.....C. H. Simpson
V.P., Gen. Manager.....John A. Fay
Prog. Dir.....Carol Makin
Commercial Manager.....John Zellner
Chief Engineer.....Richard E. Roeder

WBAX—Wilkes-Barre—1922

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....Anna Stenger
Business-Studio Address.....85 W. Union St.
Tel.: VA 3-0196.....MBS
Representative .....Burn-Smith
Gen. Mgr.....John H. Stenger
Program Director.....Ed Kuzma
Publicity Director.....Dan Stenger
Chief Engineer.....Milan Krupa

WBRE—Wilkes-Barre—1924

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....WBRE-Radio, Inc.
Bus.-Studio Address.....62 S. Franklin St.
Tel.: VA 3-3101.....NBC
Representative .....Headley-Reed
Pres., Gen. Mgr.....David M. Baltimore
Operations Director.....F. D. Coslett
Program Director.....Robert Schumacher
Commercial Manager.....Jos Gries
Publicity Director.....Richard Paul
Chief Engineer.....Charles Sakoski, Sr.

WNAK—Wilkes-Barre—1946

Frequency: 730 Kc.....Power: 1000 Watts
Owned By.....Wyoming Radio, Inc.
Address.....70 S. Main St.
Tel.: Valley 2-6108.....Independent
Representative .....Forjoe
President.....E. D. McWilliams
General Manager.....Milton Laughlin
Assistant to Manager.....Bill Jones
Program Director.....Bob Whitehead

WILK—Wilkes-Barre—1947

Frequency: 980 Kc...Power: 5 Kw. d., 1 Kw. n.
Owned-Oper. By..Wyoming Valley Bcstg. Co.
Bus.-Studio Address.....88 No. Franklin St.
Tel.: VA 4-4666.....ABC
Representative .....Avery-Knodel
President .....Mitchell Jenkins
Business Manager.....Emerson H. Ramage
Station Manager.....Roy E. Morgan
Commercial Manager.....Lee Vincent
Promotion Manager.....Jim Ward
Program Director.....Tom Bigler
Chief Engineer.....Theodore French

WLYC—Williamsport—1951

Frequency: 1050 Kc.....Power: 1 Kw., d.
Owned By.....Lycoming Bcstg. Co.
Address .....331 Pine St., Box 389
Tel.: 2-4676 .....KBS
Represenative .....Donald Cooke
President.....John T. Keliher
V. P., Gen., Sta. Mgr.....W. Richard Carlson
Commercial Mgr.....Vince Campana
Sls. Prom. Manager.....Edward Kirchman
Program Director.....Vernon Hester
Publicity Director.....Mrs. Sue Schreck
Chief Engineer.....Fred Hopkins

WRAK—Williamsport—1929

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....WRAK, Inc.
Address .....1559 West 4th St.
Tel.: 2-6116 .....NBC
Representative .....Meeker
Pres., Gen. Mgr.....Clair R. McCollough
Station Manager.....J. Wright Mackey
Gen. Sls. Mgr.....J. Robert Gulick
Nat'l Sls. Mgr.....Thomas R. Nunan, Jr.
Owners of: WGAL, Lancaster; WKBO, Harrisburg; WORK, York; WRAW, Reading; WEST, Easton; all Pa. and WDEL, Wilmington, Del.

WWPA—Williamsport—1949

Frequency: 1340 Kc.....Power: 250 Watts

Owned..Williamsport Radio Bcstg. Assoc., Inc.
Address.....330 Government Pl.
Tel.: 7119 .....CBS
Representative .....Burn-Smith
President.....Harry J. W. Kiessling
Gen., Sta. Manager.....Woodrow W. Ott
Program Director.....John H. Archer
Comm., Mgr.....Phil Lane
Sales Prom. Mgr.....Robert G. Schooley
Publicity Director.....Albert Decker
Chief Engineer.....Carl Steinbacher

WNOW—York—1948

Frequency: 1250 Kc.....Power: 1000 Watts d.
Owned-Operated By.....WNOW, Inc.
Business Address.....P.O. Box 1747
Tel.: 2-7821 .....Independent
Station Rep.....Radio-TV Reps.
President.....W. F. Rust, Jr.
General Manager.....Ralph Gottlieb
Sta., Comm. Mgr.....F. Richard Hill
Program Director.....John F. O'Rourke
Chief Engineer.....Jack Schuster

WORK—York—1932

Frequency: 1350 Kc....Power: 5000 d.; 1000 n.
Owned-Oper. By.....Associated Bcstrs.
Business-Studio Address.....13 S. Beaver St.
Tel.: 6629 .....NBC
Representative .....Robert Meeker
Station Executive.....Clair R. McCollough
Station Manager.....Clare I. Miller
Nat'l Sls. Mgr.....Thomas R. Nunan, Jr.
Gen. Sales Mgr.....J. Robert Gulick
Chief Engineer.....J. E. Mathiot
Owners of: WGAL, Lancaster; WKBO, Harrisburg; WRAW, Reading; WEST, Easton; WRAK, Williamsport, all Pa. and WDEL, Wilmington, Del.

WSBA—York—1942

Frequency: 910 Kc.....Power: 1000 Watts
Owned-Oper. By....Susquehanna Bcstg. Co.
Address .....Box 910
Tel.: 2-5521 .....ABC
Representative .....Headly-Reed
President.....Louis J. Appell, Jr.
Comm., Sales Prom. Mgr.....P. K. Eberly
Prog. Dir.....Robert Shipley
Chief Engineer.....Glenn Winter

Pop.: 881,000
Families: 267,000
Radio Homes: 249,000

Rhode Island

Stations in State: 13
TV Homes: 243,000
TV Stations: 3

WADK—Newport—1948

Frequency: 1540 Kc.....Power: 1000 Watts d.
Owned-Oper. By..The Aquidneck Bcstg. Corp.
Address .....Box 367
Tel.: VIking 6-1540.....Independent
Representative .....Everett-McKinney
Pres., Gen. Mgr.....Milton E. Mitler
Comm. Mgr.....Frank Booth
Program Director.....Steve May
Sales Prom. Mgr.....George McNamara
Chief Engineer.....Allan Bowen

WPAW—Pawtucket—1950

Frequency: 550 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Roger Williams Bcstg.
Address.....P.O. Box 55, Cumberland
Tel.: PA 5-9000.....ABC
Station Representative .....Walker
Pres., Gen. Mgr.....Dominick A. Hysko
Commercial Manager.....Jeff Feinstein
Sales Prom. Mgr.....Donald Hysko
Program Director.....Rose Morris
Publicity Director.....Joseph Thomas
Chief Engineer.....James Bonney

WEAN—Providence—1922

Frequency: 790 Kc.....Power: 5000 Watts
Owned.....Providence Journal Co.
Address.....75 Fountain St.
Tel.: DE 1-0600.....MBS
News. Affil.....Providence Journal
Station Rep.....Venard, Rintoul & McConnell
President.....Henry S. Chafee
General Manager.....H. William Koster
Comm. Manager.....Hervey C. Carter
Sales Prom. Mgr.....Arthur E. Lathrop, Jr.
Program Director.....Don Morton
Chief Engineer.....George W. Sharpe

WPRO—Providence—1924

Frequency: 630 Kc.....Power: 5000 Watts
Owned-Oper. By.....Lowell Thomas & Assoc.
Bus-Stud. Add. ..24 Mason St., WPRO Bldg.
Tel.: PL 1-9776.....CBS
Representative .....Blair
President.....William S. Cherry, Jr.
General Manager.....Arnold F. Schoen, Jr.
Commercial Mgr.....F. J. Boynton
Program Director.....John A. Owen, Jr.
Chief Engineer.....John V. Ferri

WRIB—Providence—1947

Frequency: 1220 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....R. I. Bcstg. Co.
Address .....Water St.
Tel.: GE 4-2223.....Independent
Representative .....Indie
President .....Frank Rao
Gen. Sta. Mgr.....Harold A. Pace
Comm., Sales Prom. Mgr.....Earl Castleman
Program Director.....Paul DeGaro
Chief Engineer.....Fred Weiss

WICE—Providence—1947

Frequency: 1290 Kc.....Power: 500 Watts, d.
Owned.....Providence Radio, Inc.
Address .....Crown Hotel
Tel.: JA 1-6565.....Independent
Rep. .....Avery-Knodel
President .....Tim Elliot
Gen. Mgr.....John F. Crohan
Program Director.....Sherman A. Strickhouser
Sales Prom. Mgr.....Gus Parmet
Chief Engineer.....Paul Garver

WHIM—Providence—1947

Frequency: 1110 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Buckley-Jaeger Bcstg.
Business-Studio Address.144 Westminister St.
Tel.: UN 1-4211.....Independent
Representative....Headley-Reed, Kettel-Carter
Pres., Gen. Mgr.....Richard Gerken
Comm. Mgr.....E. James McEnaney, Jr.
Production Manager.....Jay Dunn
Chief Engineer.....Carroll A. Philbrook

WJAR—Providence—1922

Frequency: 920 Kc.....Power: 5000 Watts
Owned-Operated By.....The Outlet Co.
Business-Studio Address....176 Weybosset St.
Tel.: GA 1-8255.....NBC
Representative .....Petry
Vice Pres., Treas.....George O. Griffith
General Manager.....David Shurtleff
Program Director.....James Gleason
Chief Engineer.....Thomas C. J. Prior

WERI—Westerly—1949

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....Radio Westerly
Address.....11 Railroad Ave.
Tel.: LYric 6-2263.....MBS
Representative .....Walker-Rawalt
Pres., Gen. Mgr.....William R. Sweeney
Commercial Manager....Sandra G. Drysdale
Chief Engineer.....Charles W. Austin

WWRI—West Warwick—1956

Frequency: 1450 Kc.....Power: 250 W.
Owned.....Grelin Bcstg. Inc.
Address.....1501 Main St.
Tel.: VA 1-6200.....Independent
Station Representative.....RTS-Nona Kirby
Pres., Gen. Mgr.....Melvin C. Green
Comm. Mgr.....Robert McDonald
Prog. Dir.....Patrick Fallon
Chief Engineer.....Joseph M. Mattias, Jr.

WNRI—Woonsocket—1954

Frequency: 1380 Kc....Power: 1000 Watts, d.
Owner.....Friendly Bcstg. Co., Inc.
Address.....786 Diamond Hill Rd.
Tel.: PO 9-0600.....Independent
President, Gen. Manager.....Joseph Britt
Comm. Manager.....John Thomas
Program Director.....Richard Bouchard
Chief Engineer.....Joseph Britt

WWON—Woonsocket—1946

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By .....Woonsocket Bcstg. Co.
Business-Studio Address.....99 Main St.
Tel.: PO 2-1240.....Independent
Station Rep.....Nona Kirby
President.....Millicent S. Palmer
Gen. Mgr.....Buell W. Hudson
Sta. Program Dir.....Zel Levin
Commercial Manager.....Gene Mailloux
Chief Engineer .....Harold M. Belknap

Pop.: 2,510,000
Families: 623,000
Radio Homes: 605,000

South Carolina

Stations in State: 70
TV Homes: 454,000
TV Stations: 11

WABV—Abbeville—1956

Frequency: 1590 Kc.....Power: 1 Kw., d.
Owned By.....Abbeville Bcstg. Co.
Business Address.....72 West
Tel.: GLadstone 7-3155.....ABC-KBS
Representative .....Best
President.....J. A. Gallimore
Gen. Mgr., Ch. Eng.....Geo. W. Sattles, Jr.

WAKN—Aiken—1952

Frequency: 990 Kc.....Power: 1000 Watts d.
Owned-Oper. By Aiken Electronics Adv. Corp.
Business Address.....343 Laurens N.W.
Tel.: MIdway 8-5464.....KBS
President .....John Mare
General Manager.....W. Randall Davidson
Commercial Mgr.....Doyle Satterthwaite
Program Director.....Earl Brodie
Chief Engineer.....Allen Askins, Jr.

WAIM—Anderson—1935

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Wilton E. Hall
Address Trans. Loca.....321 Kingsley Road
Tel.: CA 6-1511.....CBS-KBC
Newspaper Affil.....Independent, Daily Mail
Representative ..... Headley-Reed
Gen., Sta. Mgr.....Glenn P. Warnock
Commercial Mgr.....G. P. Browne
Sales Prom. Mgr.....V. Barath
Program Director.....Marshall Gailliard
Chief Engineer.....Earl Cosens

WANS—Anderson—1949

Frequency: 1280 Kc.....Power: 1000 Watts
Owned-Operated By....Radio Anderson, Inc.
Address.....3501 N. Main St.
Tel.: CA 4-3423.....MBS
Representative.....Rambeau, Vance, Hopple

Pres., Gen. Mgr.....W. Ennis Bray
Program Director.....Dave McKee
Sales Prom. Manager.....John C. Amick
Publicity Director.....Beth Harris
Chief Engineer.....Ted R. Woodard

WWBD—Bamberg—1957

Frequency: 790 Kc.....Power: 1 Kw., d.
Owned.....Joe Speidel III
Address.....Rt. 601 South
Tel.: CH 5-2411.....Independent
Representative .....Walker, Dora-Clayton
President.....Joe Speidell III
Sta. Comm. Mgr.....Frank B. Estes, Jr.
Program Director.....Glenn French
Chief Engineer.....H. D. Steedley

WBAW—Barnwell—1953

Frequency: 740 Kc.....Power: 500 Watts d.
Owned-Oper. By.....WBAW, Inc.
Address .....Jackson St.
Tel.: 3507 .....KBS
Representative.....Hil F. Best-Keystone
President.....J. A. Gallimore
General Mgr.....Joe Wilder
Comm. Mgr.....Al Dunbar
Program Director.....Vic Whetstone
Chief Engineer.....Ernest Williams

WBLR—Batesburg—1956

Frequency: 1430 Kc.....Power: 5 Kw., d.
Owned.....Ridge Bcstg. Corp.
Address .....Batesburg
Tel.: KE 2-4001.....KBS
Gen. Mgr.....James Olim Tice, Sr.
Comm. Mgr.....Red Reynolds

WBEU—Beaufort—1954

Frequency: 960 Kc.....Power: 1 Kw., d.
Owned.....Beaufort Bcstg. Co.
Tel.: 812 .....KBS
General Manager.....Louis M. Neale
Program Director.....Hugh Ward

WHPB—Belton—1955

Frequency: 1390 Kc.....Power: 500 Watts d.
Owned-Oper. By.....Community Bcstg. Co.
Address.....P. O. Box 426
Tel. 2511
General Mgr.....Clyde W. Laughter
Comm. Mgr.....Charles Smith

WBSC—Bennettsville—1947

Freq.: 1550 Kc....Power: 10 Kw. d.; 5 Kw. n.
Owned-Oper. By.....Atl. Coast Ins. Co.
Business-Studio Address .....Box 639
Representative .....Indie Sales
Exec. Vice President....Y. W. Scarborough, Jr.
General Manager.....Neil Terrell
Chief Engineer.....John Gronert

WAGS—Bishopville—1953

Frequency: 1380 Kc.....Power: 1 Kw., d.
Owned.....Lee County Bcstg. Co.
Address .....P. O. Box 168
Tel.: HU 4-4515.....KBS
Station Manager.....Carl A. Vines, Jr.
Program Director.....Calbert W. Johnson
Chief Engineer.....Dan Mellette

WACA—Camden—1948

Frequency: 1590 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Station WACA
Address .....Camden
Tel.: 80 .....KBS
Rep. .....Continental
President.....Haygood S. Bowden
General Manager.....Tom Richards
Commercial Manager.....C. Ballard
Program Director.....A. A. Amodio

WCAY—Cayce—1958

Frequency: 620 Kc.....Power: 500 Watts
Owned By.....Lexington CTY Bcstg., Inc.
Address.....1303 State St.
Tel.: Alpine 6-2000.....Independent
Pres. Gen. Mgr.....J. Olin Tice, Jr.
Commercial Manager.....Ryan Shealy
Program Director.....J. Nagel, Jr.
Publicity Director.....Jim Seay
Chief Engineer.....Hoyt Lewis

WCSC—Charleston—1930

Frequency: 1390 Kc.....Power: 5000 Watts
Owned-Oper. By .....WCSC, Inc.
Address.....485 East Bay St.
Tel.: RAymond 2-7611.....CBS
Rep.....Peters, Griffin, Woodward, Inc.
President.....John M. Rivers
Gen., Comm. Mgr.....John B. Hearne
Program Director.....Phil Sutterfield
Publicity Director.....Annie Lee Small
Chief Engineer.....Rudy Hughes

WHAN—Charleston—1946

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Charleston Bcstg. Co.
Business Address.....152-B Market St.
Tel.: RA 3-1643.....ABC-MBS-KBS
Representative .....Clark
Pres., Gen. Manager.....H. C. Weaver
Comm. Mgr., Ch. Eng.....William P. Birchfield
Program Director.....Harry C. Weaver

WPAL—Charleston—1947

Frequency: 730 Kc.....Power: 1000 Watts d.
Owned-Oper. By..Speidel-Fisher Bcstng. Corp.
Business-Studio Address....149 Wentworth St.
Tel.: 3-6428 .....Independent
Representative .....Forjoe, Dora-Clayton
Pres., Gen. Mgr.....Albert T. Fisher, Jr.
Sta., Comm. Mgr.....Bob Chrystie
Program Director.....Louise Withrock
Chief Engineer.....Joe Sarko

WTMA—Charleston—1939

Frequency: 1250 Kc...Power: 5000 d.; 1000 n.
Owned-Oper. By.....Atlantic Coast Bcstg. Co.
Business Address .....133 Church St.
Tel.: RA 2-2961.....NBC
Representative .....Hollingbery
Pres., Gen. Mgr.....Charles E. Smith

Sta. Mgr.....Ralph J. Shade
Sales Prom. Mgr.....B. Spencer
Program Dir.....Bill Walton

WQSN—Charleston—1948

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Low Country Bcstg. Co.
Address.....42 10th Ave.
Tel.: 2-2652 .....Independent
Representative .....Radio-TV Reps.
President .....Sol Panitz
Gen., Sta. Manager.....E. H. Keown
Dir. Nat'l Sls.....Barry Winton

WCRE—Cheraw—1953

Frequency: 1420 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Radio Cheraw
Address .....Box 631
Tel.: Cheraw.....KBS
Representative.....Best, Dora Clayton
General Manager.....Ben Akerman
Program Director.....Henly McElveen

WGCD—Chester—1948

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Dispatch Pub. Co.
Address .....Box 302
Tel.: Chester.....KBS
Newspaper Affil.....Dispatch Publ. Co.
President .....C. V. Sink
Gen., Sta., Comm. Mgr.....John T. Cashion
Sec'y-Treas. .....Joe Sink

WPCC—Clinton—1957

Frequency: 1410 Kc.....Power: 500 Watts
Owned By.....WPCC, Inc.
Address.....P. O. Box 565
Tel.: 1410.....ABC-KBS
President.....J. D. Brinkley
General Manager.....Ted Y. Prevatte
Program Director.....Jean V. Cannon
Chief Engineer.....Donald D. Williams

WCOS—Columbia—1939

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....WCOS, Inc.
Address.....Cornel Arms Bldg.
Tel.: AL 2-2177.....ABC
Representative .....Headley-Reed
Pres., Gen. Mgr.....George H. Buck, Jr.
Commercial Manager.....David B. Campbell
Prog. Dir.....Bob Truere
Sales Prom. Manager.....Robert Fulron, Jr.
Publicity Director.....Celesre Gillan
Chief Engineer .....Robert D. Lambert, Jr.

WIS—Columbia—1930

Frequency: 560 Kc.....Power: 5000 Watts
Owned-Oper. By .....Bcstg. Co. of the South
Business-Studio Address .....1111 Bull St.
Tel.: AL 3-6431.....NBC
Representative.Peters, Griffin, Woodward, Inc.
President .....B. Calhoun Hipp
Ex. V.P.....G. Richard Shafto
Managing Director.....W. Frank Harden
Dir. Admin. Services.....J. D. Saumenig
Sales Mgr.....J. K. Whitaker
Prog. Dir.....John Wrisley
Publicity Director.....John Thorne
Chief Engineer.....John W. Watts

WMSC—Columbia—1945

Frequency: 1320 Kc.....Power: 1000 Watts
Owned-Oper. By.....WMSC Radio, Inc.
Business-Studio Address.....1127 Lady St.
Tel.: AL 2-8659.....CBS
Representative .....H-R, Ayer
Pres., Gen., Sta., Comm. Mgr.....C. W. Martin
Prog. Dir.....Gray Olive

WNOK—Columbia—1947

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....Palmetto Radio Corp.
Address.....1811 Main St.
Tel.: AL 3-9401.....Independent
Representative .....Raymer
Gen. Mgr.....H. Moody McElveen, Jr.
Commercial Manager.....G. Quick
Program Director.....Jack Cook
Chief Engineer.....Charlton Bowers

WOIC—Columbia—1954

Frequency: 1470 Kc.....Power: 5 Kw., d.
Owned.....Speidel Radio Corp.
Address .....Box 565
Tel.: AL 6-1551.....Independent
Representative .....Walker, Dora-Clayton
President.....Joe Speidel III
Gen., Sta., Comm. Mgr.....Russell George
Sales Prom. Mgr.....Frankie Bridges
Prog. Dir.....James Carter
Chief Engineer.....William Bridges

WLAT—Conway—1944

Frequency: 1330 Kc....Power: 1000 Watts, d.
Owned.....Coastal Broadcasting Co.
Business Address.....P.O. Box 799
Tel.: 340 .....MBS
Representative .....McGillvra
President.....L. M. Hawley
Gen., Sta. Mgr.....H. L. Hanks
Commercial Manager.....P. W. Smith
Program Director.....C. B. Brazzell
Ch. Eng.....Jack E. Hawley

WPFD—Darlington—1955

Frequency: 1350 Kc.....Power: 1 Kw., d.
Owned .....Community Bcstrs.
Address .....Box 277
Tel.: 1398 .....Independent
Gen. Mgr.....Ralph W. Hoffman
Sta. Mgr.....Emily G. Hoffman

WDSC—Dillon—1946

Frequency: 800 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Border Bcstg. Co., Inc.
Address.....U. S. Highway 301
Tel.: 470 .....ABC-KBS
Station Representative .....Gill-Perna

Pres., Gen. Mgr.....Joseph Martin
Station Manager.....John Quick
Comm. Mgr. Prog. Director.....Lee Lumpkin
Sales Prom. Mgr.....Dick Jones
Chief Engineer.....H. C. Sanford

WELP—Easley—1951

Frequency: 1360 Kc.....Power: 1000 Watts d.
Owned-Operated By.Pickens County Bcstg. Co.
Address .....Box 522
Tel.: 9388 .....KBS
Representative .....Indie Sales
Pres., Gen. Mgr.....Cleatus Brazzell
Comm. Mgr.....Jack Moore

WJMX—Florence—1947

Frequency: 970 Kc...Power: 5 Kw. d., 1 Kw. n.
Owned-Oper. By.....Atlantic Bcstg. Co., Inc.
Business Address.....P. O. Box 1211
Tel.: MO 9-6351.....ABC
Representative.....Walker, Dora-Clayton
Gen., Sta. Mgr.....Paul H. Benson, Jr.
Chief Engineer.....Frank Jenne

WOLS—Florence—1937

Frequency: 1230 Kc. .....Power: 250 Watts
Owned-Oper. By.....Florence Bcstg. Co., Inc.
Business-Studio Address ..151 S. Dargan St.
Tel.: MOhawk 2-3271.....KBS
Representative .....Bob Dore
Pres. .....Melvin Purvis
Gen. Mgr.....A. P. Skinner

WYNN—Florence—1958

Frequency: 540 Kc.....Power: 250 Watts d.
Owned By.....Twin Carolina Bcstrs.
Station Rep.....Rambeau, Vance, Hopple
Pres. Ch. Eng.....V. H. Baker
Gen. Comm. Mgr.....D. Powell

WFIS—Fountain Inn—1956

Frequency: 1600 Kc.....Power: 1 Kw., d.
Owned.....Fountain Inn-Simpsonville Entp.
Address .....Box 271
Tel.: WO 3-5991.....Independent
Representative .....Best
President.....L. Wayne Davis
Commercial Manager.....Charles A. Rush
Sales Prom. Director.....Louise M. Davis
Publicity Director.....J. Howard
Chief Engineer.....L. F. Simpson

WFGN—Gaffney—1948

Frequency: 1570 Kc.....Power: 250 Watts d.
Owned-Oper. By ....Cherokee Radio Co., Inc.
Address .....P. O. Box 759
Tel.: IVanhoe 9-4795.....KBS
President .....A. Ray Godshall
Gen. Mgr., Ch. Eng.....M. E. Green
Program Director.....Billy Gibbons
Commercial Manager.....W. H. Kirby
Sales Program Manager.....Maky Hodge
Publicity Director.....Jo Hambright

WGTN—Georgetown—1949

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By...Georgetown Bcstg. Co.
Address, Trans. Loc.....216 Fraser St.
Tel.: 3-3421.....MBS-KBS
Station Rep.....Donald Cooke
Pres., Gen. Manager.....J. B. Delzell
Commercial Manager.....Allen Wester
Program Director.....M. A. Delzell

WQOK—Greenville—1950

Frequency: 1440 Kc.....Power: 5 Kw.
Owned-Oper. By.....Dick Bcstg.
Address .....Box 298
Representative.....Stars; Dora Clayton
President.....James A. Dick
General Manager.....T. C. Hooper
Commercial Manager.....C. A. Dick

WESC—Greenville—1947

Frequency: 660 Kc.....Power: 5000 Watts d.
Owned-Oper. By.....Bcstg. Co. of Carolinas
Business-Studio Address.....1 College St.
Tel.: 2-8241 .....Independent
Representative.....Rambeau, Vance, Hopple
President.....Robert A. Schmid
General Mgr.....J. Davenport
Commercial Manager.....William Ingram
Program Director.....Alan Riddle
Publicity Director.....Don Dudley
Chief Engineer.....J. Harold White

WFBC—Greenville—1933

Frequency: 1330 Kc.....Power: 5000 Watts
Owned-Oper. By.....WMRC, Inc.
Bus.-Studio Address.....505 Rutherford St.
Tel.: CE 9-1321.....NBC
Newspaper Affil.....News-Piedmont
Representative .....Avery-Knodel
President.....R. A. Jolley
Gen. Sta. Mgr.....Bruce Buchanan
Comm. Sales Prom. Mgr.....Keener Garrett
Publicity Director.....Julie Ferguson
Chief Engineer.....Bill Garrison

WMRB—Greenville—1954

Frequency: 1490 Kc.....Power: 250 Watts
Owned.....Paramount Bcstg. Co. Inc.
Address.....400 Mayberry St.
Tel.: CEdar 3-2751.....CBS-INS
Station Representative .....Burn-Smith
Pres., Gen. Mgr.....C. F. Cope
Comm. Mgr.....Ben Greer
Prog. Dir.....William Arrington
Publicity Director.....Susan B. Cope
Chief Eng.....Burt Anderson

WMUU—Greenville—1949

Frequency: 1260 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Bob Jones Univ.
Address ..... Greenville
Tel.: CE 9-9001.....Independent
President.....Dr. Bob Jones, Jr.
General Manager.....R. K. Johnson
Station Manager.....Jim Ryerson
Comm. Manager.....David Yeaick
Program Director.....Jack Buttram
Chief Engineer.....William Greaves

WCRS—Greenwood—1941

Frequency: 1450 Kc.....Power: 250 Watts
Owned..... Greno, Inc.
Address.....P. O. Box 868
Tel.: 9-1300 .....NBC
Representative .....Clark
President .....Douglas Featherstone
Gen., Sta. Mgr.....Dan Crosland
Commercial Mgr. .....Ralph Norman
Program Director.....Carroll Sexton
Chief Engineer.....C. M. Sparks

WGSW—Greenwood—1953

Frequency: 1350 Kc.....Power: 1000 Watts d.
Owned.....Radio Greenwood, Inc.
Address.....Edward Arms Bldg.
Tel.: Greenwood.....KBS
Representative.....Indie Sales; Dora-Clayton
President.....W. C. Woodall, Jr.
Manager.....George B. Cook, Jr.

WCKI—Greer—1955

Frequency: 1300 Kc.....Power: 1 Kw., d.
Owned.....Vernon T. Fox
Address .....Box 431
Tel.: 7-4451 .....Independent
Gen. Mgr.....Vernon T. Fox
Station Manager.....James L. Massey

WEAB—Greer—1949

Frequency: 800 Kc.....Power: 250 Watts d.
Owned-Oper. By.....Greer Bcstg. Co.
Address .....Jones Rd.
Tel.: TR 7-3141.....KBS
Pres., Gen. Mgr.....E. A. Burch
Sales Mgr.....John Salter
Program Director.....Betty Beers
Chief Engineer.....Leon Southerland

WBHC—Hampton—1957

Frequency: 1270 Kc.....Power: 1 Kw., d.
Owned.....Hampton County Bcstg. Co.
Business Address.....Highway 601; Box 916
Tel.: 2831 .....KBS
Station Representative .....Cannon
President.....J. A. Gallimore
Gen., Comm. Mgr.....Bill Hollingsworth
Chief Engineer.....Ernest Church

WHSC—Hartsville—1946

Frequency: 1450 Kc.....Power: 250 Watts
Owned.....Hartsville Bcstg. Co., Inc.
Address.....Bishopville Hgwy #15
Tel.: ED 2-8101.....MBS-KBS
V.P., Gen. Mgr.....Raymond Caddell
Commercial Mgr.....Oby B. Lyles
Program Director.....Eleanor Flowers
Publicity Director.....Lamar Caldwell
Chief Engineer.....J. E. Parker

KDDW—Kingstree—1949

Frequency: 1310 Kc.....Power: 5 Kw. d.
Owned By.....Palmetto Bcstg. Co.
Address.....P. O. Box 450
Tel.: 6761.....KBS
Gen. Comm. Mgr.....E. G. Robinson, Jr.
Program Dir.....D. Williams
Chief Engineer.....W. B. Turner

WJOT—Lake City—1953

Frequency: 1260 Kc.....Power: 1 Kw. d.
Owned.....Lake Bcstg. Corp.
Address.....10 S. Acline Ave.
Tel.: 7631 .....Independent
Representative.....Donald Cooke, Inc.
President, Gen. Mgr.....J. Olin Tice, Jr.
Sta. Mgr.....Clarence Jackson
Comm. Mgr.....H. J. Palmer
Prog. Dir.....Frances M. Tice

WLCM—Lancaster—1951

Frequency: 1360 Kc.....Power: 1000 Wtts d.
Owned-Operated By.....Royal Bcstg. Co.
Address.....103 S. Catawba St.
Tel.: 2051 .....KBS
Station Representative.....Cannon
President.....Charles Connelly, Jr.
Gen. Sta. Mgr.....A. Faris Giles, Jr.
Comm. Sales Prom. Mgr.....J. Paul Wade
Program Director.....Mrs. Joanne McManus
Chief Engineer.....Robert Shickenjanski

WLBG—Laurens—1948

Frequency: 860 Kc.....Power: 250 Watts d.
Owned-Oper. By...Laurens-Clinton Bcstg. Co.
Business Address .....Laurens
Tel.: 2-5212 .....Independent
Representative .....Indie Sales
Pres., Gen. Mgr.....C. W. Hogan
Commercial Manager.....Paul Wynn, Jr.
Chief Engineer.....O. P. Haynes

WLSC—Leesville—1958

Frequency: 1570 Kc.....Power: 1 Kw. d.
Owned By.....Loris Bcstg. Co.
Address.....P. O. Box 1677—Independent
Pres. Gen. Mgr.....T. J. Rozier
Comm. Mgr. Ch. Eng.....A. D. Nix

WYMB—Manning—1957

Frequency: 1410 Kc.....Power: 1 Kw.
Owned.....Clarendon County Bcstg. Co.
Address .....Box 262
Tel.: 7880 .....KBS
Pres.....J. M. Soles, Jr.
Gen. Mgr.....Harry Hyman
Comm. Mgr.....Phil Rice
Prog. Dir.....Russ Mellette

WATP—Marion—1957

Frequency: 1430 Kc.....Power: 1 Kw. d.
Owned By.....Pee Dee Bcstg. Co.
Address.....P. O. Box 717
Tel.: 595.....Independent
President.....A. G. Stanley
Comm. Prom. Mgr.....R. L. East
Program Director.....Rosine Jones
Chief Engineer.....D. E. West

WJAY—Mullins—1949

Frequency: 1280 Kc.....Power: 1000 Watts d.
Owned-Oper. By..Mullins & Marion Bcstg. Co.
Address.....Highway 76, P. O. Box 41
Tel.: 3901 .....KBS
President.....Mrs. W. G. Smith
Gen. Mgr.....James F. Ramsey
Chief Engineer.....George Magera

WMYB—Myrtle Beach—1954

Frequency: 1450 Kc.....Power: 250 Watts
Owned.....Coastal Carolina Bcstg. Corp.
Address.....Oak St. at 28th Ave.
Tel.: Hillcrest 8-3180.....KBS
Representative .....Donald Cooke
President.....James Olin Tice, Jr.
Gen., Sta., Sls. Mgr.....J. G. Kenworthy
Chief Engineer.....Paul Epps

WKDK—Newberry—1946

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By....Newberry Bcstg. Co., Inc.
Address, Trans.....P. O. Box 211
Tel.: 148-502.....KBS
Station Representative.....Cannon
Pres. Gen. Mgr.....James F. Coggins
Program Director.....Marcia P. Coggins
Sales Prom. Mgr.....Bill Fields
Publicity Director.....Dot Sanders
Chief Engineer.....E. D. Gilliang

WGUS—N. Augusta—1958

Frequency: 1600 Kc.....Power: 500 Watts d.
Owned By.....Dixie Bcstg. Sys.
Address.....611 Georgia Ave.
Tel.: Taylor 2-3576.....Independent
President.....H. C. Gilreath
Gen. Comm. Mgr.....W. B. Hill
Program Director.....R. H. Beale
Promotion Manager.....B. Ritter
Chief Engineer.....L. Dorough

WBPD—Orangeburg—1958

Frequency: 1580 Kc.....Power: 1000 Watts, d.
Owned By.....Radio Orangeburg
Business Address.....144 Broughton, S.W.
Tel.: JE 4-1580.....Independent
Gen. Mgr., Pub. Dir.....Clarence Jones
Commercial Manager.....Joanne Browning
Program Director.....Margaret Jones
Sales Prom. Mgr.....Reeves Cook
Chief Engineer.....Gus Browning

WDIX—Orangeburg—1946

Freq.: 1150 Kc....Power: 5 Kw. d., 500 W. n.
Owned-Oper. By.....WDIX, Inc.
Address.....Whitman St. Ext.
Tel.: JE 4-4461.....ABC
Station Rep.....Devney, Forjoe
President.....Charles S. Heneree
General Manager.....Frank B. Best
Comm., Sls. Prom. Mgr...Norman M. Matthews
Program Director.....Mrs. J. C. Hydrick, Jr.
Chief Engineer.....William D. Sneed

WTND—Orangeburg—1948

Frequency: 920 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....WTND, Inc.
Address .....1 Memorial Plaza
Tel.: JE 4-1301.....KBS
Newspaper Affiliation.....Times & Democrat
Representative .....Thos. F. Clark
Pres., Gen. Manager.....J. L. Sims
Sta. Mgr., Prog. Dir.....L. Richard Rhame
Commercial Manager.....Ed Paulling
Sales Promotion Manager.....Harry Player
Chief Engineer.....Larry Styles

WRHI—Rock Hill—1944

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....York Co. Brdcg. Co.
Business Address..Natl. Bank Bldg.: Box 429
Tel.: 2085 .....MBS-KBS
Gen. Mgr., Chief Eng.....James S. Beaty, Jr.
Sta. Mgr., Prog. Dir. .....Wm. C. Beaty
Sls. Mgr., Pub. Dir.....H. S. Gault

WTYC—Rock Hill—1948

Frequency: 1150 Kc.....Power: 1 Kw. d.
Owned By.....Burwell & Whitesides
Address.....P. O. Box 1091
Tel.: 3175 .....Independent
Station Representative .....Cannon
President.....T. Lamar Simmons
General Manager.....E. L. Burwell
Comm. Mgr.....W. A. Warner, Sr.
Program Director.....Larry Bumgardner
Chief Engineer.....Ed Roberts

WSNW—Seneca—1949

Frequency: 1150 Kc.....Power: 1000 Watts d.
Owned-Oper. By..Blue Ridge Bcstg. Co., Inc.
Address.....P. O. Box 443
Tel.: Seneca.....KBS
Representative .....Best
Pres., Gen. Mgr.....J. A. Gallimore
Treasurer.....Virginia Gallimore

WTHE—Spartanburg—1953

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Spartanburg Bcstg. Co.
Business Address.....P.O. Box 486
Tel.: 3-2727.....MBS-KBS
Station Representative .....Masla
Pres., Gen. Mgr.....John K. L. Peterson
Station Manager.....Rik Rogers
Commercial Manager.....Ralph Sklar
Publicity Director.....Jack Evans
Chief Engineer.....Clyde J. McClure

WORD—Spartanburg—1940

Frequency: 910 Kc.....Power: 1000 Watts
Owned-Oper. By.....Word, Inc.
Business-Studio Address.....291 E. Main St.
Tel.: 3-2711 .....NBC
Station Representative .....Avery-Knodel
General Manager.....Tom Thuman
Program Director.....Buddy Womick
Chief Engineer.....James L. Tate

WSPA—Spartanburg—1929

Frequency: 950 Kc.....Power: 5000 Watts
Owned.....Spartan Radiocasting Co.
Business-Studio Address.....224 E. Main St.
Tel.: 3-3621 .....CBS
Representative ..... Hollingbery
President.....Walter J. Brown
Nat. Sales Mgr.....Roger A. Shaffer
Manager.....Ross M. Holmes
Program Director.....Henry Bussey
Chief Engineer.....H. R. Beckholt

WFIG—Sumter—1940

Frequency: 1290 Kc.....Power: 1000 Watts
Owned-Oper. By.....WFIG, Inc.
Business-Studio Address.....20 N. Main St.
Tel.: Spruce 3-7305.....MBS
President.....F. B. Creech, Sr.
General Manager.....T. Doug Youngblood
Comm. Manager.....Fulton B. Creech, Jr.
Sales Promotion Manager.....Henri Merritt
Program Director.....Katheryn Gaillard
Chief Engineer.....Richard Elam

WSSC—Sumter—1953

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Radio Sumter Inc.
Business Address.....Box 1342
Tel.: SPruce 3-7369.....ABC
Station Representative.....Clark; Best
President.....J. A. Gallimore
Gen., Sta. Mgr.....Ed Damron
Comm. Manager.....H. W. Fowler
Program Director.....Bob Miller
Publicity Director.....Betty Wattenberger
Chief Engineer.....Bill Beatty

WBCU—Union—1949

Frequency: 1460 Kc.....Power: 1000 Watts
Owned-Oper. By.....Bcstg. Co. of Union, Inc.
Address .....210 East Main St.
Tel.: 1200 .....KBS
Pres., Gen. Mgr.....Edward L. B. Osborne
V.P., Sec'y.....James F. Coggins
Program Director.....Ernest Johnson
Chief Engineer.....Walker Carver

WALD—Walterboro—1947

Frequency: 1220 Kc.....Power: 1000 Watts
Owned-Oper. By.....Walterboro Bcstg. Co.
Address.....Box 833
Tel.: 3861.....MBS-KBS
Representative.....Don Cooke
President.....Robert S. Taylor
Sta. Mgr., Ch. Eng.....Klein B. Beach, Jr.
Program Director.....Bill Breland

WYCL—York—1956

Frequency: 1580 Kc.....Power: 250 Watts
Owned.....York-Clover Broadcasting Co.
Address.....U. S. 321 By Pass
Tel.: MU 4-4241.....Independent
President.....C. B. Sigmon
Vice President.....C. C. Sigmon
Gen. Mgr. Prog. Dir.....Harvey Laughter
Commercial Manager.....Alex Dare
Sales Prom. Mgr.....Curtis Sigmon
Chief Engineer.....Alonzo Miller

Pop.: 732,000
Families: 205,000
Radio Homes: 198,000

South Dakota

Stations in State: 20
TV Homes: 129,000
TV Stations: 9

KABR—Aberdeen—1952

Frequency: 1420 Kc.....Power: 1000 Watts d.
Owned-Operated By.....F. E. Fitzsimonds
Business Address.....Box 75
Tel.: BA 5-1420.....KBS
Representative .....Bob Dore
President .....Bill Smith
Sta. Mgr., Ch. Eng.....Neal Edwards
Sales Promotion Manager.....Jim Dafnis
Program Director.....Jeff Solem
Publicity Director.....Lynn Shishnia

KSDN—Aberdeen—1948

Frequency: 930 Kc.....Power: 1000 Watts
Owned-Oper. By.....Aberdeen News Co.
Business Address.....12 Third Ave., S.E.
Tel.: BAldwin 5-5930.....ABC
Newspaper Affil. .....American-News
Representative .....Weed
President.....Henry J. Schmitt
Gen., Sta. Mgr.....Byron J. McElligott
Commercial Manager.....Stan Olson
Program Director.....Paul Rahders
Chief Engineer.....George Crocker

KBRK—Brookings—1955

Frequency: 1430 Kc.....Power: 500 Watts
Owned-Oper By.....Brookings Bcstg. Co.
Address.....Northwest Bank Bldg.
Tel.: MYrtle 2-6233.....KBS
Gen., Comm. Mgr.....E. C. Stangland
Prog. Dir., Chief Eng.....Robert Reimers

KDSJ—Deadwood—1947

Frequency. 980 Kc.....Power: 1000 Watts
Owned-Oper. By....John, Eli & Harry Daniels
Address .....745 Main
Tel.: 186 .....Independent
Gen. Mgr., Ch. Eng.....Eli Daniels
Station Manager.....Harry Daniels

KOBH—Hot Springs—1958

Frequency: 580 Kc.....Power: 1000 Watts, d.

Owned By.....Fall River Bcstg. Corp.
Address.....Box 292
Tel.: 698.....KBS
Representative .....Holman
President.....Russell M. Stewart
Gen. Mgr. Ch. Eng.....Frederick M. Walgren
Comm. Sales Prom. Mgr.....H. Del Brandt
Program, Public Director.....Johnny Rowe

KIJV—Huron—1947

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By..James Valley Bcstg. Co., Inc.
Bus.-Studio Address.....1726 Dakota St.
Tel.: 765 .....NBS-KBS
Manager.....Max F. Staley
Comm. Manager.....Dwight Coursey

KORN—Mitchell—1947

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Mitchell Bcstg. Assn.
Bus.-Studio Address.....217-219 N. Main
Tel.: 621 .....MBS
Pres., Gen., Sta. Mgr., Prog. Dir...R. V. Eppel
Comm., Sales Prom. Mgr.....M. Johnson
Chief Engineer.....J. R. Doherty

KOLY—Mobridge—1956

Frequency: 1300 Kc.....Power: 1 Kw., d..
Owned.....Mobridge Bcstg. Corp.
Address.....114 Third St. East
Tel.: 654 .....KBS
Pres., Mgr.....L. L. Coleman

KGFX—Pierre—1916

Frequency: 630 Kc.....Power: 200 Watts d.
Owned-Oper. By.....Estate of Dana McNeil
Bus.-Studio Address.....203 W. Summit Ave.
Tel.: 2351 .....KBS
Pres., Gen. Mgr.....Ida A. McNeil
Chief Engineer.....Hugo Conrath, Jr.

KOTA—Rapid City—1936

Frequency: 1380 Kc.....Power: 5000 Watts
Owned-Oper. By.....Duhamel Ent., Inc.
Business Address.....524½ 6th St.; Box 1752
Tel.: FI 2-2000.....CBS
Representative .....Headley-Reed
President, Gen. Mgr.....Helen S. Duhamel
Bus., Comm. Mgr.....William F. Turner
Program Director.....Abner H. George
Chief Engineer.....Elmer Nelson

KRSD—Rapid City—1953

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By....Heart of the Black Hills
Address.....1438 Mountain View Rd.
Tel.: FI 2-6050.....Independent
Station Manager.....Eli Daniels
Commercial Manager.....Stan Lieberman
Program Director.....Paul Crouch
Chief Engineer.....Lyle Benson

KELO—Sioux Falls—1937

Frequency: 1320 Kc.....Power: 5000 Watts
Owned-Oper. By.....Midcontinent Bcstg. Co.
Bus.-Studio Addres.....Phillips Ave.—8th St.
Tel.: 4-5841 .....NBC
Station Representative.....H-R, Inc.; Evans
President .....Joe Floyd
Gen., Comm. Manager.....Evans Nord
Sta. Mgr., Prog. Dir.....Jim Molohon
Sales Prom. Mgr., Pub. Dir....Jack Townsend
Chief Engineer.....Lester Froke

KIHO—Sioux Falls—1948

Frequency: 1270 Kc.....Power: 1000 Watts
Owned By.....Sioux Empire Bcstg. Co.
Address.....113 No. Main
Tel.: 4-7736.....Independent
Representative .....Gill-Perna
President.....William Johns, Jr.
Gen. Comm. Mgr.....James R. Duryea
Sta. Sales Prom. Mgr.....Leroy Okerlund
Program Director.....Don Birin
Chief Eng.....Roman A. Kramer

KISD—Sioux Falls—1948

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....KISD, Inc.
Bus.-Studio Address.....3631 W. 12 St.
Tel.: 4-5571 .....KBS
Station Representative .....Cooke
Pres., Gen. Mgr., Prog. Dir.....Verl Thompson
Comm. Manager.....Roland Phillip
Sls. Prom. Manager.....Shirli Adams
Chief Engineer.....Dick Perry

KSOO—Sioux Falls—1927

Freq.: 1140 Kc.....Power: 10 Kw. d., 5 Kw. n.
Owned-Oper. By.Sioux Falls Bcstg. Asso., Inc.
Address.....317 S. Phillips Ave.
Tel.: 4-5601 .....ABC
Station Representative.....Avery-Knodel,Inc.
President .....Morton Henkin
V.P., Gen. Mgr.....George R. Hahn
Comm. Mgr.....Orrin Melton
Prog. Dir.....Ray Loftesness
Chief Engineer.....Max E. Pierce

KWAT—Watertown—1940

Frequency: 950 Kc.....Power: 1000 Watts
Owned-Oper. By..Midland Natl. Life Bcstg. Co.
Business Address.....Box 827
Tel.: TUrner 6-8444.....MBS-KBS
Representative .....Gill-Perna
President.....Lee V. Williams
Gen., Sta., Comm. Mgr.....Ross E. Case
Program Director.....Gene Brantner
Chief Engineer.....Francis Alwin

KWYR—Winner—1957

Frequency: 1260 Kc.....Power: 5 Kw., d.
Owned.....Midwest Radio Corp.
Business Address .....Winner
Tel.: 727 .....KBS
Station Representative .....Continental
Pres., Gen. Mgr.....Al Clark
Commercial Manager.....Norbert Ruhkamp
Program Director.....Ben Viedt
Chief Engineer.....Marvin Olson

KYNT—Yankton—1955

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Yankton Bcstg. Co.
Address .....Box 105
Tel.: 3623 .....KBS
Representative .....Bob Dore
President.....William M. Smith
Gen. Mgr., Exec. V.P.....William E. Johnson
Chief Engineer.....John C. Briggs

WNAX—Yankton—1922

Frequency: 570 Kc.....Power: 5000 Watts
Owned-Operated By.....Peoples Bcstg.
Bus.-Studio Address.....WNAX Bldg.
Tel.: No. 5-57442.....CBS
Representative .....Katz
V.P., General Manager.....Herbert E. Evans
Res. V.P., Gen. Mgr.....D. D. Sullivan
Resident Manager.....Clair W. Giles
Commercial Manager.....Nick Bolton
Prom. Mgr., Pub. Dir.....Roland Peterson
Program Director.....Jack Vaughn
Chief Engineer.....Clifton M. Todd

Pop.: 3,695,000
Families: 1,009,000
Radio Homes: 976,000

Tennessee

Stations in State: 105
TV Homes: 738,000
TV Stations: 15

WEAG—Alcoa—1957

Frequency: 1470 Kc....Power: 1000 Watts d.
Owned By.....Blount County Bcstg. Co.
Address.....P.O. Box 127
Tel.: YUkon 3-0890.....KBS
Station Representative .....Keystone
Pres., Gen. Mgr.....Louis A. Chiles
Commercial Manager.....Herman Petre
Sales Prom. Mgr.....Ken D. Kibbs
Publicity Director.....Pollye D. Kribbs
Chief Engineer.....Richard Madison

WLAR—Athens—1946

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Athens Bcstg. Co.
Business-Studio Address.....N. Jackson St.
Tel.: 1450 .....KBS-MBS
Newspaper Affil.....Daily Post-Athenian
President.....Lowell F. Arterburn
Gen. Mgr.....William P. Atkins
Chief Engineer.....Andrew Bates

WOPI—Bristol—1929

Frequency: 1490 Kc.....Power: 250 Watts
Owned.Radiophone Bcstg. Station, WOPI, Inc.
Address....Easley-Wright Bldg., 310 State St.
Tel.: South 4-5131.....NBC
Representative .....Burn-Smith
Pres., Gen. Manager.....W. A. Wilson
Commercial Mgr.....James C. Wilson
Chief Engineer.....George E. Potter

WHLP—Centerville—1955

Frequency: 1570 Kc....Power: 1000 Watts, d.
Owned By.....Trans-Air Bcstg. Corp.
Representative .....Hil F. Best
Gen., Sta., Prom. Mgr.....Earl Carney
Comm. Mgr., Prog. Dir.....John C. Kerr
Publicity Director.....Louise McCaleb
Chief Engineer.....J. W. Chessor

WAGC—Chattanooga—1946

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....WAGC Bcstg. Co.
Address .....Hotel Patten
Tel.: AM 7-1128.....MBS
Station Rep.....Burn-Smith; Dora-Clayton
Pres.....P. F. Furlow
Gen., Comm. Mgr.....John Sanders
Assistant Manager.....Polly Breen
Prog. Dir.....Gaylord A. McPherson
Chief Engineer .....George McMurtrie

WAPO—Chattanooga—1934

Frequency: 1150 Kc..Power: 5 Kw. d., 1 Kw. n.
Owned-Oper. By.....WAPO Bcstg. Service
Business-Studio Address....New Read House
Tel.: AM 6-6141.....ABC
Representative .....H-R Reps.
Pres. .....Gordon Gambill
Comm. Mgr.....Walter Stamper

WDEF—Chattanooga—1941

Frequency: 1370 Kc.....Power: 5000 Watts
Owned-Oper. By.....WDEF Bcstg. Co.
Business Address.....3300 Broad St.
Tel.: AM 7-3393.....NBC
Representative .....Bramham
President.....Carter M. Parham
General Manager.....Ken Flenniken

WDOD—Chattanooga—1925

Frequency: 1310 Kc.....Power: 5000 Watts
Owned-Oper. By.....WDOD Bcstg. Corp.
Address.....Hamilton Natl. Bank Bldg.
Tel.: AM 6-5117.....CBS
Representative.....Paul H. Raymer
Gen. Mgr.....H. F. Wehrmann
Comm. Mgr.....Bryan J. Bush
Program Director.....Earnest Feagans
Chief Engineer.....Edward Walker

WDXB—Chattanooga—1948

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....French, Inc.
Address .....Dome Bldg.
Tel.: AM 6-1114.....Independent
Station Rep.....Venard, Rintoul, McConnell
Pres., Gen. Mgr.....Stephen C. French
Commercial Manager.....Luke Wilson
Program Director.....Lloyd Payne
Publicity Director.....Dorothy Kehoe
Chief Engineer.....Bill Robison

WMFS—Chattanooga—1951

Frequency: 1260 Kc.....Power: 1000 Watts d.
Owned-Operated By.....WMFS, Inc.
Address.....835 McCallie Ave.
Tel.: AM 6-4146.....KBS
Representative.....Pearson
Gen., Comm. Mgr.....Fred J. Webb
Chief Engineer.....Glenn Channels

WMCH—Church Hill—1954

Frequency: 1260.....Power: 1000 Watts
Owned-Oper. By.....Thales E. Wallace
Address.....P. O. Box 148
Tel.: EL 7-2601.....KBS
President.....Thales E. Wallace
Comm. Manager.....James M. Smith

WDXN—Clarksville—1954

Frequency: 540 Kc.....Power: 250 Watts, d.
Owned.....Clarksville Bcstg. Co., Inc.
Address.....Bailey Bldg.
Tel.: MI 5-2411.....Independent
Representative..Venard, Rintoul & McConnell
President.....Aaron B. Robinson
Gen. Manager.....J. M. Cecil
Sta., Comm. Mgr.....W. H. Hamby
Chief Engineer.....Harold Baker

WJZM—Clarksville—1941

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Campbell & Sheffall
Business-Studio Address.....411 Madison St.
Tel.: MI 5-6414.....KBS-MBS
Representative.....Jack Masla
Pres., Gen. Manager.....J. Parry Sheffall
Sta. Mgr., Chief Eng.....John Bailey
Program Director.....Ernest Simmons
Publicity Director.....Jack Parrish
Commercial Manager.....Charles Malone
Sls. Prom. Mgr.....John Berwind

WBAC—Cleveland—1945

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Britt & Ayers
Business Address.....Radio Center
Tel.: GR 6-7593.....MBS
President.....Walter F. Kile
Gen. Sta. Mgr.....Joe T. Starr
Commercial Mgr.....Reba B. Wilson
Program Director.....Paul Kirksey
Chief Engineer.....William D. Stuart

WCLE—Cleveland—1957

Frequency: 1570 Kc.....Power: 1 Kw., d.
Owned.....Southeastern Entp.
Address.....33 Ocoee St.
Tel.: GR 2-6511.....KBS
Sta., Sls. Mgr.....Bill Stamps

WKRM—Columbia—1946

Frequency: 1340 Kc.....Power: 250 Watts
Owned.....Middle Tenn. Bcstg. Co., Inc.
Bus.-Studio-Transmitter Address..P. O. Box 71
Tel.: EV 8-3636.....KBS
Representative.....Walker-Rawalt
Pres., Gen.-Sta. Mgr.....R. M. McKay, Jr.
Commercial Manager.....Mel Dugger
Program Director.....Jim Keiran
Chief Engineer.....Cameron McKay

WMCP—Columbia—1956

Frequency: 1280 Kc.....Power: 1000 Watts
Owned By.....Maury County Boosters Corp.
Address.....714 N. Main St.
Tel.: Evergreen 8-3241.....Independent
President.....James Dowling
Gen. Sta. Mgr.....William J. Harris, Jr.
Comm. Mgr. Ch. Eng.....J. W. Anderson

WHUB—Cookeville—1940

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....WHUB, Inc.
Bus.-Studio Address.....315½ E. Spring
Tel.: 789.....CBS-KBS
Pres., General Manager.....M. L. Medley
Sta. Mgr.....Stacey Mott
Chief Engineer.....Claude Haston

WKBL—Covington—1954

Frequency: 1250 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Bob Whiteley
Business Address.....Roper Bldg.
Tel.: GR 6-9635.....KBS
Station Representative.....Beaver
Pres., Gen. Mgr.....Bob Whiteley
Station Manager.....Katharine Whiteley
Comm., Sales Prom. Mgr....Maurice Turnage
Program Director.....Dave Stewart
Publicity Director.....Mary Nelle Thomas
Chief Engineer.....O. V. Poindexter

WZYX—Cowan—1957

Frequency: 1440 Kc.....Power: 1 Kw., d.
Owned.....Cumberland Bcstg. Co.
Address.....Cowan
Gen. Mgr.....A. D. Smith, Jr.
Sta. Mgr.....James F. Spencer

WAEW—Crossville—1952

Frequency: 1330 Kc.....Power: 1000 Watts
Owned-Oper. By.....WAEW, Inc.
Address.....P. O. Box 278
Tel.: Crossville.....KBS
President, Gen. Mgr.....Arthur Wilkerson
V.P., Secretary.....Evelyn Wynn
Comm., Sta. Manager.....Clarence Stinnett

WDNT—Dayton—1957

Frequency: 1280 Kc.....Power: 1 Kw., d.
Owned By.....Dayton Bcstg. Co.
Address.....Dayton
Tel.: 1540.....Independent
Representative.....Raymer
President.....Norman A. Thomas
Gen. Sta. Mgr.....Jack S. Pullin
Commercial Manager.....Vance A. Travis
Chief Engineer.....N. A. Thomas, Jr.

WDKN—Dickson—1955

Frequency: 1260 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Dickson Co. Bcstg. Inc.
Address .....Box 71
Tel.: HI 6-2852.....KBS
Pres., Gen., Sta. Mgr.....W. Potts
Commercial Manager.....Warren G. Medley
Program Director.....William Phillips
Chief Engineer.....Leslie D. Filson

WDSG—Dyersburg—1946

Frequency: 1450 Kc.....Power: 250 Watts
Owned.....State Gazette Bcstg.
Business Address.....208 N. Mill
Tel.: AT 5-1294.....KBS
President.....Russell M. D. Bruce
Gen., Sta. Mgr.....Robert W. Ward
Commercial Manager.....Charles Maxey
Sales Promotion Manager.....Jo Ann Ward
Program Director.....Shirley Jones
Publicity Director.....William Bryant
Chief Engineer.....James Stutts

WTRO—Dyersburg—1957

Frequency: 1330 Kc.....Power: 500 W., d.
Owned.....Southern Gen. Bcstg. Co.
Address.....Cordell Hull Hotel
Tel.: AT 5-4173.....Independent
Representative .....Best
Gen. Mgr. Ch. Eng.....John M. Latham
Commercial Manager.....Pinkney B. Cole, Jr.
Program Director.....Clara Y. Bradshaw
Publicity Director.....Eddie Owens

WBEJ—Elizabethton—1946

Frequency: 1240 Kc.....Power: 250 Watts
Owned .....WBEJ, Inc.
Business-Studio Address.....Box 829
Representative .....Dora-Clayton, Gill-Perna
Pres.....R. W. Turrentine, Jr.
Gen., Sta. Mgr.....William E. Hale
Comm. Mgr.....James P. Austin

WEMB—Erwin—1956

Frequency: 1420 Kc.....Power: 1 Kw., d.
Owned.....Max M. Blakemore
Business Address.....Box 280
Tel.: 2-2011.....KBS
General Manager.....Delbert Evans
Program Director.....Bruce Steinbicker
Chief Engineer.....Bill Livesay

WCPH—Etowah—1955

Frequency: 1220 Kc.....Power: 1 Kw., d.
Owned-Oper. By.....Morgan Bcstg. Co.
Address.....109 9th St.
Representative.....Hil F. Best
President, Gen. Mgr.....H. J. Morgan

WEKR—Fayetteville—1948

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....Fayetteville Bcstg. Co.
Business-Studio Address.....Box 625
Tel.: 1240 .....MBS-KBS
President.....John R. Crowder
General Manager.....James Porter Clark
Station Manager.....Jim Tate
Program Director.....Charles W. Shewry
Chief Engineer.....Ernest Tucker

WAGG—Franklin—1953

Frequency: 950 Kc.....Power: 1000 Watts d.
Owned-Oper. By....Williamson County Bcstg.
Business Address.....1000 Mallory Road
Tel.: SWift 4-1594.....KBS
Pres., Gen. Mgr.....William R. Ormes
Sta. Mgr., Ch. Eng.....Ellis F. Jones, Jr.

WHIN—Gallatin—1948

Frequency: 1010 Kc.....Power: 1000 Watts d.
Owned-Oper. By....Sumner County Bcstg. Co.
Address .....Box 811
Tel.: 1010 .....KBS
Gen. Mgr.....Charles W. Brewer
Asst. Manager.....Lottie Shaw

WGRV—Greeneville—1947

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Radio Greeneville, Inc.
Address .....Radio Bldg.
Tel.: Greeneville.....KBS
Manager .....Paul Metcalfe
Commercial Manager.....Hugh Pickel

WHBT—Harriman—1947

Frequency: 1230 Kc.....Power: 250 Watts
Owned.....Folkways Bcstg. Co., Inc.
Address.....Devonia & Crescent
Tel.: 661 .....KBS
Representative .....Continental
Pres., Gen. Mgr.....William R. McDaniel

WIRJ—Humboldt—1949

Frequency: 740 Kc.....Power: 250 Watts d.
Owned-Oper. By....Gibson Co. Bcstg. Co., Inc.
Address.....210 N. 22nd Ave.
Tel.: SU 4-1740.....KBS
Newspaper Affil.....Courier-Chronicle
President .....J. F. Warmath
Gen., Sta. Mr.....Howard E. Byrum
Comm., Sls. Prom. Mgr.....Carroll Wilson
Prog. Director.....Bill Carter
Chief Engineer.....Gerald Hicks

WDXI—Jackson—1947

Freq.: 1310 Kc.....Power: 5 Kw. d., 1 Kw. n.
Owned-Operated By.....Dixie Bcstg. Co.
Business-Studio Address.....Williams Bldg.
Tel.: 7-9611 .....KBS
Representative .....Venard
Pres.....Aaron B. Robinson
Gen. Mgr.....Jack Cecil
Comm. Sales Prom. Mgr.....Doris Freeman
Publicity Director.....Marge Burg
Chief Engineer.....James Thomas

WJAK—Jackson—1954

Frequency: 1460 Kc.....Power: 1000 Watts, d.

Owned-Oper. By....Jackson Broadcasting Co.
Address.....416 Poplar St.
Tel.: 7-7436 .....Independent
Rep. .....Dora-Clayton
Pres.....Dr. Alexander Leech
Gen. Mgr.....Robert Blow
Comm. Mgr.....Bill Winsett
Program Director.....A. T. McFadden
Chief Engineer.....Charles J. Wingate

WTJS—Jackson—1931

Freq.: 1390 Kc...Power: 5000 Wts. d., 1000 n.
Owned-Oper. By.....The Sun Publishing Co.
Business Address.....255 W. Lafayette St.
Tel.: 7-3316 .....ABC
Newspaper Affil.....Jackson Sun
Representative .....Branham
V.P., Gen. Mgr.....A. A. Stone
Station Manager.....Frank S. Proctor
Asst. Mgr.....L. R. Brooks
Sales Promotion Mgr.....Robert W. Emerson
Program Director.....Vince Tapler
Chief Engineer.....James Ellzey

WCLC—Jamestown—1957

Frequency: 1260 Kc.....Power: 1 Kw., d.
Owned.....Jamestown Bcstg. Co.
Address.....White Oak Road
Tel.: TR 9-2825.....KBS
President.....R. Gene Cravens
Station Manager.....R. P. Wright
Commercial Manager.....Bob Duford
Program, Public Director.....Jerry Armes
Chief Engineer.....Andrew T. Mitchell

WETB—Johnson City—1947

Frequency: 790 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Press, Inc.
Business Address.....Box 927
Tel.: 2993.....MBS
Newspaper Affil.....Press-Chronicle
Representative .....Devney
President.....Carl A. Jones
Gen. Sta. Mgr.....Arthur Kelsey
Program Director.....Berney Burleson
Chief Engineer.....E. B. Jones

WJHL—Johnson City—1938

Frequency: 910 Kc.....Power: 1000 Watts
Owned-Operated By.....WJHL, Inc.
Business-Studio Address.....145 W. Main St.
Tel.: 2780 .....CBS
Representative.....John E. Pearson
Pres., Gen. Mgr.....W. H. Lancaster, Jr.
Commercial Manager.....Ken Marsh
Program Director.....Richard Ellis
Chief Engineer.....Rolland Medlar

WKIN—Kingsport—1951

Frequency: 1320 Kc.....Power: 5000 Watts, d.
Owned & Operated.....WKIN, Inc.
Address.....Market & Wexler Sts.
Tel.: CI 6-8131.....Independent
Pres., Gen. Mgr.....Cy N. Bahakel
Station Manager.....Frank Tirico
Commercial Manager.....Les Tackett
Prog., Pub. Dir.....Miss Dia Bahakel
Chief Engineer.....Roy Giles

WKPT—Kingsport—1940

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By....Kingsport Bcstg. Co., Inc.
Business-Studio Address....222 Commerce St.
Tel.: CI 5-4161.....NBC
Representative ..... Burn-Smith
President.....C. P. Edwards, Jr.
Gen., Sta. Manager.....Paul L. Overbay
Commercial Mgr.....Phil Weaver
Program Dir.....Martin Karant
Chief Engineer.....Thomas Phillips

WBIR—Knoxville—1941

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....Radio Station WBIR, Inc.
Business-Studio Address..1513 Hutchison Ave.
Tel.: 5-8101 .....ABC
Station Representative .....Gill-Perna
President, Manager.....John P. Hart
Comm. Mgr.....Leon Ridings
Program Director.....Robert Agee
Publicity Director.....Robert Wilson
Chief Engineer.....J. Rex Horton

WIVK—Knoxville—1952

Frequency: 860 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Dick Bcstg. Co.
Address.....319 N. Gay Street
Tel.: 4-3693 .....Independent
Station Representative.....Stars National
President.....James A. Dick
Gen., Sta. Mgr.....David Carpenter
Sales Prom. Mgr., Pub. Dir.....Ken Russell
Program Director.....Claude Tomlinson
Chief Engineer.....Milton Jones

WKGN—Knoxville—1946

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....WKGN Inc.
Business Address...2200 W. Cumberland Ave.
Tel.: 4-0766 .....Independent
Station Rep. .....O'Connell
Pres., Gen. Mgr.....George P. Mooney
Commercial Manager.....Robert Crenshaw
Program Director.....Marty Laker
Chief Engineer.....Robert Goodman

WKXV—Knoxville—1953

Frequency: 900 Kc.....Power: 1000 Watts, d.
Owner .....Knoxville Ra-Tel
Address.....411½ W. Main St.
Tel.: 4-9866 .....KBS
President.....B. L. Boring
Comm. Manager.....Marvin Thompson

WNOX—Knoxville—1921

Frequency: 990 Kc.....Power: 10.000 Watts
Owned-Oper. By..Scripps-Howard Radio, Inc.
Address.....4400 Whittle Springs Rd. N. E.
Tel.: 3-3171 .....CBS
Newspaper Affiliation.....News Sentinel
Representative .....John Blair
President.....Jack R. Howard
Gen., Sta. Manager.....R. B. Westergaard

Publicity Director.....Gene Miller
Comm., Sales Prom. Mgr.....O. L. Smith
Prog. Director.....C. A. McMahon
Chief Engineer.....Ray Evans

WATE—Knoxville—1927

Frequency: 620 Kc.....Power: 5000 Watts
Owned-Oper. By.....WATE, Inc.
Business-Studio Address.....612 Gay St.
Tel.: 2-7111 .....NBC
Representative .....Avery-Knodel
V.P., Gen. Mgr.....W. H. Linebaugh
Commercial Manager.....J. T. McCloud
Program Dir.....Wayne Hudson
Sales Prom. Mgr., Pub. Dir.....Carl Huster
Chief Engineer.....Fred Andrews

WLAF—LaFollette—1953

Frequency: 1450 Kc.....Power: 250 Watts
Owner.....LaFollette Bcstg. Co.
Business Address.....Fleet Oil Bldg.
Tel.: 1060 .....KBS
President.....E. F. Wheeler
General Manager.....John H. Carr
Program Director.....Tony Gross
Chief Engineer.....Phil Perdue

WDXE—Lawrenceburg—1951

Frequency: 1370 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Lawrenceburg Bcstg. Co.
Bus. Address...Locke Bldg., N. Military Ave.
Tel.: SO 2-4411.....KBS
Sta. Rep...Venard, Rintoul, McConnell; Beaver
President.....Aaron B. Robinson
Gen., Sales Prom. Mgr.....Ken Marston
Comm. Mgr.....Bud Sawyer
Program Director.....Bryan F. Bellar
Chief Engineer.....Phil Kemper

WCOR—Lebanon—1949

Frequency: 900 Kc.....Power: 250 Watts d.
Owned-Operated By...Lebanon Bcstg. Co., Inc.
Address.....Trousdale Ferry Road
Tel.: HIckory 4-0474.....KBS
Pres., Sta. Mgr.....Theo. F. Ezell, Jr.
Commercial Manager.....Jack Hendrickson
Program Director.....Walt Dillard
Chief Engineer.....William Johnston

WLIL—Lenoir City—1950

Frequency: 730 Kc.....Power: 1000 Watts d.
Owner .....WLIL, Inc.
Business Address.....Wilkerson Bldg.
Tel.: YU 6-7536.....KBS
Pres., Gen., Sta. Mgr.....Arthur Wilkerson
Commercial Manager.....Willis Chaney
Program Director.....Frances Hart
Chief Engineer.....Allen Breazeale

WJJM—Lewisburg—1947

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Louis D. Lingner
Address .....East Hill
Tel.: 780 .....MBS-KBS
Representative.....Hil F. Best
Station Manager.....Bob Davidson
Prog. Dir.....Barbara Matthews
Chief Engineer.....R. C. Wiley

WDXL—Lexington—1954

Frequency: 1490 Kc.....Power: 250 Watts
Owned By.....Lexington Bcstg. Service, Inc.
Address.....Broad & Church
Tel.: WO 8-3500.....KBS
Sta. Rep...Venard, Rintoul, McConnell; Ayers
General Manager.....Ben Enochs
Comm. Mgr.....Ann Flagg
Prog. Dir.....Ev Flagg

WLIV—Livingston—1956

Frequency: 920 Kc.....Power: 1 Kw. d.
Owned By.....Audio Bcsters
Address.....P. O. Box 131
Tel.: Talbot 3-4438.....MBS
General Manager.....R. H. McCoin
Program Director.....W. A. Mann
Chief Engineer.....D. Norris

WMSR—Manchester—1956

Frequency: 1580 Kc.....Power: 1 Kw., d.
Owned.....Manchester Bcstg. Co.
Address.....611 McArthur St.
Tel.: PA 8-3526.....Independent
Representative .....Best
Gen. Mgr.....L. Murray Chumley
Comm. Mgr.....Jim Webb

WCMT—Martin—1957

Frequency: 1410 Kc.....Power: 1 Kw.
Owned By.....J. T. & H. Sudbury
Address .....Martin
Tel.: 460 .....Independent
President.....J. T. Sudbury
General Managers.....J. T. & H. Sudbury
Sta. Mgr. Ch. Eng.....D. A. Drumm
Program Director.....Dorris Gill

WGAP—Maryville—1947

Frequency: 1400 Kc.....Power: 250 Watts
Owned By.....Aluminum Cities Bcstg. Co.
Business Address.....316 Court St.
Tel.: YU 3-4310.....Independent
Representative .....Hil F. Best
General Manager.....Frank H. Corbett
Commercial Manager.....Horace McGill
Program Director.....Ken Johnson
Chief Engineer.....Henry McDonald

WHDM—McKenzie—1954

Frequency: 1440 Kc.....Power: 500 Watts, d.
Owned.....Tri-County Bcstg. Co., Inc.
Address .....Hotel McKenzie
Tel.: EL 2-3371.....Independent
Station Rep. .....Best
Pres., Gen. Mgr.....Earl S. Nolting
Sec'y.-Treas. .....Gladys Nolting
Sta. Mgr., Prog. Dir.....Lance Beard
Comm. Manager.....Irene Morgan
Chief Engineer.....Martin Dill

WBMC—McMinnville—1955

Frequency: 960 Kc.....Power: 500 W., d.
Owned-Oper....Cumberland Valley Bcstg. Co.
Address .....Box 270
Tel.: 2104 .....Independent
President .....Harold Laws
Gen., Sta. Mgr.....Franklin H. Brown
Program Director.....James R. Eastman
Chief Engineer.....Alvin Byars

WMMT—McMinnville—1947

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By..McMinnville Brdg. Co., Inc.
Address.....N. Chancery St.
Tel.: McMinnville.....KBS
General Manager.....Royce E. Richards

WHEY—Millington—1957

Frequency: 1220 Kc.....Power: 250 Watts, d.
Owned By.....Millington Bcstg. Co., Inc.
Address.....4962 Navy Road
Tel.: Canal 3-3000.....KBS
Representative .....Best
Pres. Gen. Mgr.....Early W. Daly
Station Manager.....Chad Lassiter
Program Director.....George Klein
Chief Engineer.....Jasper Wilkinson

KWEM—Memphis—1946

Frequency: 990 Kc.....Power: 1000 Watts, d.
Owned-Operated By.....KWEM, Inc.
Address .....Box 142
Tel.: GL 8-3311.....Independent
Representative .....Bernard
Chairman, Board.....E. D. Rivers, Jr.
Gen. Mgr.....John R. Barlett
Comm. Manager.....Kurt Alexander

WLOK—Memphis—1956

Frequency: 1480 Kc.....Power: 5000 Watts d.
Owned-Oper. By.....WLOK, Inc.
Business Address.....363 S. 2nd St.
Tel.: JAckson 7-9565.....Independent
Station Representative.....Stars National
Pres. .....Jules Paglin
Gen., Comm. Mgr.....Eugene P. Weil
Asst. Sta. Mgr.....Robert Bartusch
Program Director.....Roland Porter
Chief Engineer.....William Jones

WDIA—Memphis—1947

Freq.: 1070 Kc.....Power: 50 Kw. d., 5 Kw. n.
Owned By.....WDIA, Inc.
Business-Studio Address.....2074 Union Ave.
Tel.: BR 6-2703.....Independent
Representative .....Pearson
President .....Egmont Sonderling
V.P., Gen., Sta. Mgr....E. R. "Bert" Ferguson
Commercial Manager.....Archie Grinalds
Sales Promotion Manager...Frank Armstrong
Asst. Mgr., Prog. Dir.....David J. Mattis
Chief Engineer.....Henry N. Fones

WHBQ—Memphis—1925

Freq.: 560 Kc.....Power: 5 Kw. d., 1 Kw. n.
Owned-Oper. By.....RKO Teleradio Pictures
Bus.-Studio Address.....Hotel Chisca
Tel.: BRoadway 2-3441.....MBS
Station Representative .....Eastman
President.....Thomas F. O'Neil
General Manager.....Boone Nevin
Comm. Mgr.....Max Michel, Jr.
Sales Promotion Manager.....Bea Armistead
Program Director.....Mark Forrester
Publicity Director.....Charley Sullivan
Chief Engineer.....Welton Roy

WHER—Memphis—1955

Frequency: 1430 Kc.....Power: 1000 Watts
Owned-Oper. By.....Tri-State Bcstg. Service
Address.....972 S. Third St.
Tel.: JA 5-6831.....Independent
President.....Sam C. Phillips
Gen., Sta. Mgr.....William S. Decker, Jr.
Program Director.....Jeanne A. Botto
Chief Engineer.....Douglas Cousar

WHHM—Memphis—1946

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Cy Blumenthal Co.
Business-Studio Address....930 Madison Ave.
Tel.: JA 7-4422.....ABC
Station Representative .....Webb
President .....Cy Blumenthal
Gen., Sta. Mgr.....George Aubrey Crump
Program Director.....John Carr
Chief Engineer.....Jim Bray

WMC—Memphis—1923

Frequency: 790 Kc.....Power: 5000 Watts
Owned-Oper. By.....Memphis Publishing Co.
Business-Studio Address.....Third & Madison
Tel.: JA 6-7464.....NBC
News. Affil.....Memphis Pub. Co.
Representative .....John Blair
President .....Enoch Brown
General Manager.....H. W. Slavick
Station Manager.....Stan Torgerson
Sales Mgr.....Ray Gill
Prod. Mgr.....John McIntosh
Comm. Mgr.....Ray Gill
Pub. Director.....Walter E. Frase
Chief Engineer.....E. C. Frase, Jr.

WMPS—Memphis—1925

Freq.: 680 Kc.....Power: 10 Kw. d.: 5 Kw. n.
Owned-Operated By.....WMPS, Inc.
Business-Studio Address.....112 Union Ave.
Tel.: JA 5-2663.....Independent
Representative .....Radio-TV Representatives
Pres.....Harold R. Krelstein
Gen., Sta. Mgr.....Charles T. DeVois
Commercial Manager.....Rodger May
Prom. Mgr., Pub. Dir.....Dick McClary
Program Dir.....W. E. Crump
Chief Engineer.....J. G. Deaderick
Owners of: WJJD, Chicago; WCOP, Boston; WCAO, Baltimore.

WREC—Memphis—1922

Frequency: 600 Kc.....Power: 5000 Watts

Owned-Oper. By.....WREC Bcstg. Service
Business-Studio Address.....Hotel Peabody
Representative .....Katz
Owner, General Manager....Hoyt B. Wooten
Commercial Manager.....Hollis R. Wooten
Program Director.....Jack Michael
Chief Engineer.....Wilson Raney

WKBJ—Milan—1955

Frequency: 1600 Kc.....Power: 1000 Watts
Owned.....West Tennessee Bcstg. Co.
Address .....Milan Hotel
Tel.: MU 6-2481.....Independent
President .....Ben Ivey King
Gen., Station Mgr.....Jack Merrill
Sales Prom. Mgr.....W. G. Denney
Prog. Director.....Billy J. Haney
Chief Engineer.....Bill Markham

WCRK—Morristown—1947

Frequency: 1150 Kc.....1 Kw., d.; 500 W., n.
Owned-Oper. By.....Cherokee Bcstg. Corp.
Bus.-Studio-Transmitter Address..Radio Center
Tel.: 1450 .....MBS-KBS
Representative .....Hal Holman
General Manager.....Howell Ashford

WMTN—Morristown—1957

Frequency: 1300 Kc.....Power: 5 Kw., d.
Owned-Operated By....E. Tenn. Bcstg. Corp.
Bus. Address.....Box 2146 Radio Center Sta.
Tel.: JU 6-7993.....Independent
Pres., Ch. Eng.....George Guertin
General Manager.....Bill Holland
Program Director.....Jimmy Peoples

WGNS—Murfreesboro—1946

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....WGNS, Inc.
Address.....P.O. Box 456
Tel.: TW 3-5373.....MBS-KBS
Representative .....Holman
President, Gen. Mgr.....Cecil Elrod, Jr.
Comm. Mgr.....Don Howser
Program Director.....Rae Lane
Sales Prom. Mgr.....Jerry Brown
Publicity Director.....Marie Wilson
Chief Engineer.....William Montgomery

WMTS—Murfreesboro—1953

Frequency: 860 Kc.....Power: 250 Watts
Owned.....Arthur D. Smith, Jr.
Address.....112 N. W. Broad St.
Tel.: TW 3-6611.....Independent
Representative .....Best
President.....A. D. Smith, Jr.
Gen., Sta. Mgr.....Virgil Trimm
Comm. Sales Prom. Mgr.....Neil Lancaster
Program, Public Director.....John D. Hood
Chief Engineer.....Alfred W. Parsons

WENO—Nashville—1957

Frequency: 1430 Kc.....Power: 5 Kw., d.
Owned.....Central Bcstg. Corp.
Address .....Box 5236
Tel.: Madison 7-5401.....Independent
Representative.....Chas. Bernard
President.....H. C. Young, Jr.
Gen. Sta. Mgr.....Jerome Glaser
Program Director.....Wallie Beecham
Sales Prom. Mgr.....Johnny Talley
Publicity Director.....John Moore
Chief Engineer.....Andy Jones

WKDA—Nashville—1947

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....Townsend Invest. Co.
Address.....First American Natl. Bank Bldg.
Tel.: AL 4-0511.....Independent
Representative .....Stars National, Inc.
President .....Jack S. Stapp
Prog. Director.....Charles F. Walker
Sales Prom. Mgr.....Carl A. Babb
Publicity Director.....Roger Schutt
Chief Engineer.....Oscar C. Griffin

WLAC—Nashville—1926

Frequency: 1510 Kc.....Power: 50,000 Watts
Owned..Life & Casualty Insurance Co., Tenn.
Bus-Studio Address.....159 4th Ave. N.
Tel.: AL 5-0161.....CBS
Representative .....Katz
V. P., Gen. Mgr. .....F. C. Sowell
Commercial Manager.....E. G. Blackman
Sales Prom. Mgr., Pub. Dir.....Thrace Warren
Program Director.....Paul Oliphant
Chief Engineer.....F. D. Binns

WMAK—Nashville—1948

Frequency: 1300 Kc.....Power: 5000 Watts
Owned-Oper. By....Volunteer State Bcstg. Co.
Address.....Maxwell House Hotel
Tel.: AL 4-3411.....Independent
Station Rep.....Broadcast Time Sales
President.....Howard D. Steere
Gen. Mgr.....Emil J. Popke, Jr.
Sta. Mgr. .....Robert Hamilton
Comm. Mgr.....John E. Karr
Program Director.....Chuck Mefford
Sales Prom. Mgr.....Roland Wolfe
Publicity Director.....Ed Schuffman
Chief Eng.....Homer Cole

WNAH—Nashville—1949

Frequency: 1360 Kc....Power: 1000 Watts d.
Owned-Oper. By.....Hermitage Bcstg. Corp.
Address.....James Robertson Hotel
Tel.: AL 4-7611.....MBS-KBS
Station Representative .....Best
Pres., Gen. Mgr.....Van T. Irwin, Jr.
Comm. Manager.....Herman Rippy
Executive Director.....Goldie G. Irwin
Program Director.....Jim Williams
Publicity Director.....Gene Farrell
Chief Engineer.....Howard Woodard

WSIX—Nashville—1927

Frequency: 980 Kc.....Power: 5000 Watts
Owned-Oper. By.....WSIX, Inc.

Address .....Nashville Trust Building
Tel.: AL 5-5431.....ABC
Station Representative.....H-R, Clarke-Brown
President.....Louis R. Draughon
Sta., Gen. Mgr.....E. S. Tanner
Comm Mgr.....Clarence L. Waggoner
Prom. Mgr., Pub. Dir.....W. A. Jones
Program Director.....Bob Larimer
Chief Engineer .....Charles R. Duke

WSM—Nashville—1925

Frequency: 650 Kc.....Power: 50,000 Watts
Owned By.....Natl. Life & Accident Ins. Co.
Business Address.....301 7th Ave., N.
Tel.: AL 4-5656.....NBC
Representative .....John Blair
President.....John H. DeWitt, Jr.
Gen. Mgr.....Bob Cooper
Prom. Mgr.....Royal McCullough
Program Director.....Ott Devine
Chief Engineer.....Carl Jenkins

WVOL—Nashville—1951

Frequency: 1470 Kc.....Power: 1000 Watts d.
Owned.....Rounsaville of Nashville
Address.....400 Davidson St.
Tel.: CH 2-0489.....Independent
Representative .....Gill-Perna, Dora-Clayton
Pres., Gen. Mgr.....Robert W. Rounsaville
Sta. Mgr., Pub. Dir.....Carter S. Jones
Comm., Sales Prom. Mgr...William D. Salmon
Program Director.....Morgan Babb
Chief Engineer.....Wayne D. Robinson

WLIK—Newport—1954

Frequency: 1270 Kc.....Power: 5 Kw., d.
Owned .....WLIK, Inc.
Address.....P. O. Box 270
Tel.: 3095 .....KBS
President, Gen. Mgr.....Arthur Wilkerson
V.P., Sta., Comm. Mgr.....Ira B. Crisp

WATO—Oak Ridge—1948

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....WATO, Inc.
Address.....253 E. Main St.
Tel.: 5-3535 .....MBS
Representative .....Bob Dore
Pres. Gen. Mgr.....Samuel P. Thrower
Comm. Manager.....Leonard M. McCoig
Program Director.....Bob Yongue III
Chief Engineer.....Paul E. Lewis

WOKE—Oak Ridge—1951

Freq.: 1290 Kc...Power: 1000 W. d., 500 W. n.
Owned-Oper. By.....WATO, Inc.
Address .....Box 2017
Tel.: 5-1333 .....KBS
Representative.....Hil F. Best
General Manager.....Virgil Trimm
Comm. Mgr.....Joe Brewer
Program Director.....Wayne Hannah
Chief Engineer.....Edward Troupe

WTPR—Paris—1947

Frequency: 710 Kc.....Power: 250 Watts d.
Owner.....Paris Bcstg. Co.
Address.....No. Poplar St.
Tel.: 1700 .....KBS
Representative..Venard, Rintoul & McConnell
President, Gen. Mgr.....A. B. Robinson
Sta. Mgr.....Joe P. Van Dyke
Commercial Manager.....D. A. Drumm
Prog., Pub. Dir.....Verne A. Brooks
Chief Engineer.....Don Somerville

WKSR—Pulaski—1947

Frequency: 1420 Kc.....Power: 1000 Watts
Owned.....Richland Broadcasting Co.
Address .....Jones Bldg.
Tel.: EMerson 3-2505.....ABC
Representative.....John M. Clarke Co.
Pres., Gen., Sta. Mgr.....John R. Stephens
Commercial Manager.....Mrs. Alene Cane
Sales Prom. Mgr.....Norris Hammond
Program Director.....George Martin
Publicity Director.....Jack Melby
Chief Engineer.....N. G. Morgan

WTRB—Ripley—1954

Frequency: 1570 Kc.....Power: 250 Watts
Owned .....Lauderdale Bcstg.
Address.....113 E. Washington St.
Tel.: 1060 .....KBS
Rep.....Hil F. Best
Gen. Mgr.....Colonel L. B. Fuqua
Comm. Mgr.....Charles Thompson
Program Director.....Virginia Harrison
Chief Engr.....Jim Edwards

WRKH—Rockwood—1957

Frequency: 580 Kc.....Power: 500 W., d.
Owned.....Roane Bcstg. Co.
Business Address.....P.O. Box 239
Tel.: 347 .....Independent
President .....Herman Spivey
Gen., Sta. Mgr.....Willard W. Wilson
Prog. Dir.....Hugh L Allen
Chief Engineer.....Reggie Honey

WRGS—Rogersville—1954

Frequency: 1370 Kc....Power: 1000 Watts, d.
Owned-Oper. By.....Rogersville Bcstg. Co.
Address.....Burem Road
Tel.: 6491 .....Independent
Rep.....Hil F. Best
President.....John E. Beal
Gen. Sta. Mgr.....George B. Beal
Commercial Manager.....Charles W. Beal
Sales Prom. Mgr.....Harry M. Beal
Program Director.....Janelle D. Beal
Chief Engineer.....Fred A. Berry

WORM—Savannah—1956

Frequency: 1010 Kc.....Power: 250 W., d.
Owned.....Savannah Bcstg. Service, Inc.
Business Address.....Cravens Landing Rd.
Tel.: 4981 .....KBS
V.P., Gen. Mgr.....Neal B. Bunn
Commercial Manager.....Albert Richter
Program Director.....Chuck Foley
Chief Engineer.....Wesley Jackson

WSEV—Sevierville—1955

Frequency: 930 Kc.....Power: 5 Kw., d.
Owned-Oper. By..Smoky Mountain Bcstg. Co.
Business Address .....Sevierville
Tel.: 2844 .....Independent
President .....Norman Burchfiel
Station Manager.....Hugh E. Trotter
Sales Promotion Manager.....George Myers
Traffic Manager.....Malcolm Hodges
Publicity Director.....Mary Sue Poe
Chief Engineer.....A. T. Henderson

WHAL—Shelbyville—1946

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By..Shelbyville Bcstg. Co., Inc.
Address.....P. O. Box 241
Tel.: 1400 .....MBS
V.P., Gen. Mgr.....Charles Christian

WEPG—So. Pittsburgh—1954

Frequency: 910 Kc.....Power: 500 Watts, d.
Owned..Marion County Broadcasting Service
Address .....Box 8
Tel.: TE 7-6185.....KBS
President, Gen., Sta. Mgr...Eaton P. Govan, Jr.
Comm., Sales Prom. Mgr.....Vinette B. Govan
Chief Engineer.....William H. Dunn

WSMT—Sparta—1953

Frequency: 1050 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Sparta Bcstg. Co. Inc.
Business Address.....Box 390
Tel.: 3751 .....Independent
Station Representative .....Best
President.....Sam J. Albritton
Gen., Sta. Mgr.....Martha L. Albritton
Comm., Sales Prom. Mgr.....Van L. Slack
Program Director.....Ivory O. Hillis
Publicity Director.....William T. Passons
Chief Engineer.....Gordon L. Moore

WDBL—Springfield—1950

Frequency: 1590 Kc....Power: 1000 Watts, d.
Owned-Oper. By....Springfield Bcstg. Co., Inc.
Address.....P. O. Box 464
Tel.: 1287 .....KBS
Gen. Mgr.....W. N. Locke

WDEH—Sweetwater—1955

Frequency: 800 Kcs.....Power: 1 Kw., d.
Owned By.....William M. Bryan
Address.....Highway 11
Tel.: Sweetwater.....KBS
Manager .....Lewis Penuel

WJIG—Tullahoma—1947

Frequency: 740 Kc.....Power: 250 Watts d.
Owned-Oper. By.....Radio Tullahoma
Business Address.....West Side Drive
Tel.: GL 5-2607.....KBS
President.....M. Davidson Smith III
Gen. Comm. Mgr.....Henry Beam
Prog. Dir.....Joe Hathcock
Chief. Eng.....W. C. Spraggins

WENK—Union City—1946

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By..Union City Bcstg. Co.
Business Address.....W-E-N-K Bldg.
Tel.: TUrner 5-1240.....KBS
Station Rep.....Venard, Rintoul, McConnell
President.....Aaron B. Robinson
Gen., Sta. Mgr.....E. B. Fritts
Chief Engineer.....Charles Holland

WTUC—Union City—1956

Frequency: 1580 Kc.....Power: 250 W., d.
Owned By.....Davy Crockett Bcstg. Co.
Address.....227 S. 2nd St.
Representative .....Best
Gen. Mgr.....Louis C. Wrather
Comm. Mgr.....David J. Capps

WCDT—Winchester—1948

Frequency: 1340 Kc.....Power: 250 Watts
Owned....Franklin County Radio & Bcstg. Co.
Address.....P. O. Box 1103
Tel.: WO 2-2201.....ABC-KBS
Manager.....Harry W. Sullivan

Pop.: 9,695,000
Families: 2,789,000
Radio Homes: 2,720,000

Texas

Stations in State: 238
TV Homes: 2,149,000
TV Stations: 49

KNIT—Abilene—1957

Frequency: 1280 Kc.....Power: 500 W., d.
Owned.....Key City Bcstrs.
Address.....Windsor Hotel
Tel.: OR 4-7211.....Independent
Representative .....Pearson
Pres. Gen. Mgr.....Howard Barrett
Station Manager.....Bro Mingus
Comm. Sales Prom. Mgr.....Forest Lane
Program Director.....Virgil Terry
Chief Engineer.....John E. Turner

KRBC—Abilene—1936

Freq.: 1470.....Power: 5 Kw. d., 1 Kw. n.
Owned-Oper. By.....Abilene Radio & TV
Business Address.....4510 S. 14th St.
Tel.: OWen 2-4242.....ABC
Representative.....Paul H. Raymer
President, Gen. Mgr.....Dale Ackers
Sta., Comm. Mgr.....Bill Fox
Program Director.....Brett Allison
Chief Engineer.....Herman Ridgway

KWKC—Abilene—1948

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Citizens Bcstg. Co.
Bus.-Studio Address.....2500 Butternut
Tel.: OR 3-2545.....MBS
Rep.....Venard, Rintoul & McConnell, Melville

General Manager.....A. C. Etter

KOPY—Alice—1947

Frequency: 1070 Kc.....Power: 1000 Watts
Owned By.....Leon S. Walton
Business Address.....65 N. Johnson St.
Tel.: MO 4-4324.....Independent
Representative .....Stars National
Pres. Gen. Mgr.....Leon S. Walton
Sta. Comm. Mgr.....Eston R. Pace
Chief Engineer.....O. J. Cunningham, Jr.

KVLF—Alpine—1947

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Big Bend Bcstrs.
Business Address.....Kokernot Field
Tel.: TE 7-2144.....KBS-NBC
Pres., Gen., Sta., Comm. Mgr...Gene Hendryx
Program Director.....Phil Wayne
Chief Engineer.....Sherman Newsom

KAMQ—Amarillo—1947

Frequency: 1010 Kc.....Power: 5000 Watts d., 500 Watts n.
Owned....Top of Texas Broadcasting Co., Inc.
Address.....1301 Polk Street
Tel.: DR 2-6543.....MBS
Representative...Venard, Rintoul & McConnell
President .....Hoyt Houck
General Manager.....Robert Houck
Sta., Comm., Prom. Mgr.....George Oliver
Prog. Dir.....Webster Smith
Chief Engineer.....Richard Hedgecock

KFDA—Amarillo—1933

Frequency: 1440 Kc..Power: 5 Kw. d., 1 Kw. n.
Owned-Oper. By.....Lone Star Bcstg. Corp.
Bus.-Studio Address.....Box 128
Tel.: DR 4-1637.....ABC
Representative .....Raymer
President .....Charlie Jordan
Gen. Manager.....Bob Zellermayer
Prog. Dir.....Bill Rogers
Publicity Director.....Bill Vance
Chief Engineer.....Bill Denny

KLYN—Amarillo—1947

Frequency: 940 Kc.....Power: 1000 Watts
Owned-Oper. By.....Radio KLYN, Inc.
Address .....Box 2387
Tel.: DR 2-6773.....Independent
President.....Giles F. Miller
Station Director.....Joe S. Ramay
Chief Engineer.....Eugene Fennimore

KGNC—Amarillo—1922

Frequency: 710 Kc.....Power: 10,000 Watts
Owned-Oper. By ... Plains Radio Bdcstg. Co.
Address.....2000 N. Polk St.
Tel.: EVergreen 3-3321.....NBC
Newspaper Affil.....Globe-News
Representative .....Katz
President.....B. E. Walker
General Manager.....Jack D. Liston
Comm. Manager.....Kin Raley
Sta. Mgr., Prog. Dir.....Bill Lane
Publicity Director.....Bill McReynolds
Chief Engineer.....W. H. Torrey

KRAY—Amarillo—1955

Frequency: 1360 Kc.....Power: 500 W., d.
Owned-Operated By.....R. D. Hollingsworth
Address.....233 Paramount Bldg.
Tel.: DR 4-5235.....Independent
Representative .....Melville
President.....R. D. Hollingsworth
Comm. Mgr.....Don Hodges

KZIP—Amarillo—1955

Frequency: 1310 Kc.....Power: 1 Kw. d.
Owned-Oper. By.....Panhandle Bcstg. Co.
Address.....808 Charlotte St.
Tel.: Amarillo.....KBS
Reps.....Broadcast Time Sales, Dora-Clayton
General Manager.....Ray Winkler

KACT—Andrews—1955

Frequency: 1360 Kc.....Power: 1 Kw., d.
Owned-Oper. By.....Clint Formby
Address.....P. O. Box 638
Tel.: LA 3-2845.....KBS
Promotion Manager.....Jacqueline Young
Sales Promotion Manager.....Weldon Kidd

KBUD—Athens—1948

Frequency: 1410 Kc.....Power: 250 Watts
Owned.....Henderson Cty. Bcstg. Co.
Address ..... Box 309
Tel.: 2277 .....KBS
Gen. Mgr., Chief Eng.....J. B. McNutt, Jr.

KALT—Atlanta—1950

Frequency: 900 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Ark-La-Tex Bcstg. Co.
Address .....Box 289
Tel.: 900 .....KBS
Representative.....Hil F. Best
President .....Herman H. Wommack, Jr.
Gen., Sta. Mgr., Chief Eng..David A. Wommack
Commercial Manager.....A. N. Dowd
Program Director.....George D. Wommack
Publicity Director.....Jeane Wommack

KNOW—Austin—1927

Frequency: 1490 Kc.....Power: 250 Watts
Owned.....Pioneer Bcstg. Co., Inc.
Address.....520 Capital Nat. Bank Bldg.
Tel.: GR 2-6213.....ABC
Station Rep. .....Pearson
President .....Wendell Mayes
Gen., Sta. Mgr.....Louis R. Cook
Commercial Mgr.....M. H. Coleman
Program Dir.....Lloyd Riddle
Chief Engineer.....Willis Morter

KTBC—Austin—1939

Freq.: 590 Kc...Power: 5000 W. d., 1000 W. n.
Owned-Oper. By.....The LBJ Company
Bus.-Studio Address.....P. O. Box 1155
Tel.: GR 2-2424.....CBS
Representative ..... Raymer
Chairman of the Board....Claudia T. Johnson
Pres., Gen. Mgr.....J. C. Kellam

Sales Manager.....O. P. (Bob) Bobbitt
Sales Prom. Mgr.....Elmo Brown
Program Director.....Cactus Pryor
Chief Engineer.....Ben Hearn

KOKE—Austin—1947

Frequency 1370 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Radio KOKE Inc.
Address.....1211 E. 6th St.
Tel.: GR 6-6973.....Independent
Representative ....McGavren-Quinn, Melville
President.....Giles E. Miller
Exec. V.P., Gen. Mgr.....Joe Roddy, Jr.
V.P.....Jay J. G. Schatz
Program Director.....Dick Laine
Chief Engineer.....Buck C. Brown

KVET—Austin—1946

Frequency: 1300 Kc.....Power: 1 Kw.
Owned .....Austin Bcstg. Corp.
Address.....Box 1116
Tel.: GR 8-8521.....MBS
Representative .....Forjoe, Clarke Brown
Pres., Gen., Sta. Mgr.....Willard Deason
Commercial Mgr.....H. W. Dunlop
Nat. Reg. Sales.....Dave Smith
Chief Engineer.....Willis Morter

KRUN—Ballinger—1947

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Central West Bcstg.
Address ..... Box 351
Tel.: 3151 .....KBS
Representative .....Best, Melville
General Manager.....R. F. McGarvey
Comm. Mgr.....Clayton Jay

KIOX—Bay City—1947

Frequency: 1270 Kc.....Power: 1000 Watts
Owned-Oper. By.....Bay City Bcstg. Co.
Business Address .....Box 1391
Tel.: CI 5-4642.....MBS-KBS
President .....J. G. Long
Gen., Station Manager.....Harry L. Becker
Program Director.....Chuck Farkas
Comm. Mgr.....Don Rhea
Chief Eng.....Robert H. Hemphill

KREL—Baytown—1947

Frequency: 1360 Kc.....Power: 1000 Watts
Owned-Oper. By.....E. O. Roden & Assoc.
Business Address.....Box 419
Tel.: LOgan 6-5531.....KBS
Representative.....Hil F. Best
President.....E. O. Roden
Vice President.....W. I. Dove
Gen. Manager.....Zane D. Roden

KFDM—Beaumont—1924

Frequency: 560 Kc.....Power: 5000 Watts
Owned-Oper. By ....Beaumont Bdcstg. Corp.
Address.....P. O. Box 2950
Tel.: TE 8-4731.....ABC
Representative.Peters, Griffin, Woodward, Inc.
President .....D. A. Cannon
Gen. Mgr.....C. B. Locke
Comm. Mgr.....Ed E. Carroll
Program Director.....Dick McAdoo
Publicity Director.....H. F. Caldwell
Chief Eng.....Harold W. Bartlett

KJET—Beaumont—1947

Frequency: 1380 Kc.....Power: 1 Kw., d.
Owned.....KPBX Bcstg. Corp.
Address .....P. O. Box 2673
Tel.: TE 2-0201.....Independent
Station Rep. .....Forjoe
Transcription .....Capitol
V. P., Gen., Comm. Mgr.....Walter L. Rubens

KRIC—Beaumont—1938

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....The Enterprise Co.
Bus.-Studio-Trans. Address....3130 Blanchette
Tel.: TE 3-9421.....Independent
Newspaper Affiliation..."Enterprise", "Journal"
Representative .....Branham
President.....E. C. Davis
General Manager.....Frank Dusenbury
Comm. Mgr.....Ed Dittert
Sls. Prom. Mgr.....Jay Elson
Prog. Dir.....Dave Livingston
Chief Engineer.....Jack Easterwood

KTRM—Beaumont—1947

Frequency: 990 Kc.....Power: 1000 Watts
Owned-Operated By.....KTRM, Inc.
Business-Studio Address.....230 Orleans St.
Tel.: TE 2-8478.....Independent
Rep.....Clarke Brown; O'Connell; Reilly
Pres., Gen. Mgr.....Jack Neil
Sta., Comm. Manager.....Roy D. Shotte
Sales Prom., Pub. Dir.....Bonnie Cornwell
Chief Engineer.....Ben Hughes

KIBL—Beeville—1949

Frequency: 1480 Kc.....Power: 250 Wts.
Owned-Oper. By .....Bee Bdcstg. Co.
Address .....P. O. Box 650
Tel.: FL 8-2197.....Independent
General Manager.....John D. Rossi
Comm. Manager.....James M. Goodman
Program Director.....James V. Rossi
Chief Engineer.....H. E. Bertram

KBLT—Big Lake—1958

Frequency: 1290 Kc.....Power: 1 Kw.
Owned By.....Big Lake Broadcasting Co.
Business Address.....1st and Florida Sts.
Tel.: 129 .....KBS
Station Representative .....Continental
Gen. Mgr., Ch. Eng.....Don Boston
Commercial Manager.....James J. Parr
Program Director.....Rickey Darling

KBST—Big Spring—1936

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Big Spring Bcstg. Co.
Bus.-Studio Address.....702 Johnson St.
Tel.: 4-6391 .....ABC

Representative .....Pearson
President.....William J. Wallace
Sls. Prom., Pgr. Dir., Pub. Dir...J. N. Young, Jr.
Chief Engineer.....Andrew M. Jones

KHEM—Big Spring—1956

Frequency: 1270 Kc.....Power: 1 Kw., d.
Owned By.....T. Conner & R. Bradbury, Jr.
Address .....Box 1066
Tel.: AM 4-2523.....Independent
Representative.....Thomas F. Clark
President.....J. Homer McKinley
Gen., Sta. Mgr.....Walt Lawson
Program Director.....Hank Harrell

KBYG—Big Spring—1949

Frequency: 1400 Kc.....Power: 100 Watts
Owned-Oper. By..Maples-McAlister Bcstg. Co.
Address.....P.O. Box 1366
Tel.: AM 4-4326.....KBS
Rep. .....Hil F. Best
Partners....Grady F. Maples, R. B. McAlister
Gen. Comm. Mgr.....Jim Richardson
Chief Engineer.....Marvin Williams

KFYN—Bonham—1948

Frequency: 1420 Kc.....Power: 250 Watts d.
Owned-Oper.....Charles L. & Jessie Mae Cain
Bus.Studio Address.....903 E. Fourth St.
Tel.: JU 3-3151.....KBS
President, Gen. Mgr.....Charles Cain
Assistant Manager.....Jessie Mae Cain

KBBB—Borger—1957

Frequency: 1600 Kc.....Power: 500 Watts, d.
Owned By.....R. L. McAlister
Address.....Box 1478
Tel.: Broadway 3-7575.....KBS
Representative .....Pearson
Owner, Gen. Mgr.....R. L. McAlister
Program Director.....James C. Dixon
Publicity Director.....June M. Hoopes
Sales Prom. Mgr.....W. A. Koffroth

KHUZ—Borger—1947

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....KHUZ, Inc.
Business Address.....1431 Clayton St.
Tel.: BR 3-3744.....MBS
President.....R. G. Hughes
Sta. Mgr., Prog., Pub. Dir.....Jack Roberts
Comm., Sls. Prom. Mgr.....Louis W. Roberts
Chief Engineer.....Bostick Wester

KNEL—Brady—1933

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Gene M. Burns
Business-Studio Address.....509 So. Bridge
Tel.: LY 7-7777.....KBS
Representative.....Hil F. Best
President.....Gene M. Burns
Program Director.....Joe McMurry
Chief Engineer.....Frank Jones

KSTB—Breckenridge—1947

Frequency: 1430 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Hugh M. McBeath
Business-Studio Address.....Miller Bldg.
Tel.: HI 9-3331.....KBS
Station Rep. .....Best
Gen., Comm. Mgr.....Hugh M. McBeath
Prog. Dir.....Jay Thompson

KWHI—Brenham—1947

Frequency: 1280 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Tom S. Whitehead
Business Address.....108½ Main St.
Tel.: GR 6-3655.....KBS
Manager.....Tom S. Whitehead
Sta., Comm. Mgr.....Dick Chaney
Sales Prom. Mgr.....Jackie Prigge
Pub. Dir.....Randy Reets
Chief Engineer.....L. R. Schlottman

KTFY—Brownfield—1949

Frequency: 1300 Kc.....Power: 1000 Watts d.
Owned-Oper. By .....Terry Cty. Bdcstg. Co.
Address .....Drawer 1032
Tel.: 2111 .....Independent
Representative .....Hil F. Best
Pres., Sta., Gen., Comm. Mgr...Mike A. Barrett
Assistant Manager.....E. Crawford Taylor

KBOR—Brownsville—1949

Frequency: 1600 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Brownsville Bcstg. Co.
Address.....Box 472
Tel.: LI 2-5677.....ABC
Representative .....Best; Weed
Pres., Gen., Sta. Mgr.....M. J. Wilson
Commercial Manager.....Vance C. Wilson
Prog., Pub. Dir.....Lula Ward
Chief Engineer.....Willis A. Wilson

KBWD—Brownwood—1941

Freq.: 1380 Kc....Power: 1 Kw., d.; 500 W., n.
Owned-Oper. By.....Brown County Bcstg. Co.
Business-Studio Address....800 Hawkins St.
Tel.: MI 5-2401.....MBS-KBS
Representative .....Avery-Knodel
Pres., Gen. Manager.....Wendell Mayes
Commercial Manager.....Fred Perry
Sta. Mgr. Prog. Dir.....Bill Jamar
Sales Prom. Mgr.....Bob Duncan
Publicity Director.....Barbara Taylor
Chief Engineer.....Jim Bowen

KEAN—Brownwood—1953

Frequency: 1240 Kc.....Power: 100 Watts
Owned By.....C. E. Farren-P. F. Davidson
Address.....2220 Fisk Ave.
Tel.: 4372 .....Independent
Representative ..... Best
President.....J. H. Childs
Manager .....Eddye Farren
Program Director.....Cile Farren

KORA—Bryan—1947

Frequency: 1240 Kc.....Power: 250 Watts

Owned-Oper. By.....Bryan Bcstg. Co.
Bus.-Studio Address.....310 E. 25th St.
Tel.: TA 3-1240.....MBS
Station Rep.....Best
President.....David C. Jones, Jr.
Sta. Mgr.....Roy Greer
Commercial Manager.....J. B. Christian
Chief Eng.....James L. Harvey

WTAW—Bryan—1922

Frequency:1150 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....WTAW Bcstg.
Bus.-Studio Address....3703 S. College Ave.
Tel.: VI 6-7788.....KBS
President.....R. E. Lee Glasgow
Gen. Mgr.....Art Holt
Comm. Mgr.....Bill Hummel
Program Director.....Ron Ruth
Chief Engineer.....Burl Prueitt

KMIL—Cameron—1955

Frequency: 1330 Kc.....Power: 500 W., d.
Owned.....Milam Bcstg. Ltd.
Address.....Box 832
Tel.: 456.....Independent
Gen. Mgr.....Milton F. Brown
Sta. Mgr.....Esther Belle White

KBEN—Carrizo Springs—1955

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By..Walter and Roy Herbort
Address.....104 S. 5th St.
Tel.: TR 6-2210.....KBS
General Manager.....Walter Herbort
Commercial Manager.....Roy W. Herbort

KGAS—Carthage—1955

Frequency: 1590 Kc.....Power: 1 Kw., d.
Owned.....Carthage B'casting
Address.....Box 955
Tel.: 876.....KBS
General Manager.....Bev E. Brown
Comm. Mgr.....Joyce Ann Brown
Prog. Dir.....J. C. Kelly
Sales Prom. Mgr.....Frank Battles
Chief Engineer.....Robt. E. Ranniger

KDET—Center—1949

Frequency: 930 Kc.....Power: 1000 Watts d.
Owned-Operated By..Center Bcstg. Co., Inc.
Address.....205 Austin St.
Tel.: LY 8-3305.....Independent
Representative.....Clarke Brown
Gen. Mgr.....Tom E. Foster
Chief Engineer.....Morris Stagner

KCTX—Childress—1947

Frequency: 1510 Kc.....Power: 250 Watts d.
Owned By.....Goldenwest Bcstg. Co., Inc.
Address.....200 N. Main St.
Tel.: WE 7-2563.....KBS
Representative.....Hil F. Best
President.....R. Malone Hagan
Gen. Comm. Mgr.....George Morey
Program Director.....Dean Weatherey
Chief Engineer.....Otto Moates

KCAR—Clarksville—1955

Frequency: 1350 Kc.....Power: 500 Watts d.
Owned-Operated By.....KCAR, Inc.
Address.....Box 609
Tel.: 58.....KBS
Representative.....Best
President.....Maurice Wooley
Gen., Sta. Mgr.....Paul H. Daniels
Prog., Pub. Dir.....Jerry MacVarley

KCLE—Cleburne—1947

Frequency: 1120 Kc.....Power: 250 Watts d.
Owned-Oper. By.....Martl, Inc.
Address.....919 N. Main
Tel.: 5-6643.....Independent
Representative.....Hil F. Best
Pres., Gen., Sta. Mgr.....George W. Martl
Commercial Mgr.....John Martl
Sales Prom. Mgr.....Frank H. Hardgrove
Program Director.....D'Voe Lee Smith
Pub. Dir.....John S. Butner
Chief Engineer.....George W. Martl

KVLB—Cleveland—1954

Frequency: 1410 Kc.....Power: 500 Watts
Owned-Oper. By.....Cleveland Bcstg. Co.
Address.....Box 487
Tel.: 692.....KBS
General Manager.....Harvard C. Bailes
Program Director.....Glen Dodson
Sales Manager.....H. C. Bailes

KSTA—Coleman—1947

Frequency: 1000 Kc.....Power: 250 Watts d.
Owned-Oper. By..Coleman County Bcstg. Co.
Business Address.....Box 432
Tel.: 8406.....KBS
Representative.....Melville
Manager.....Floyd Shelton
Comm. Manager.....Paul Johnson

KVMC—Colorado City—1950

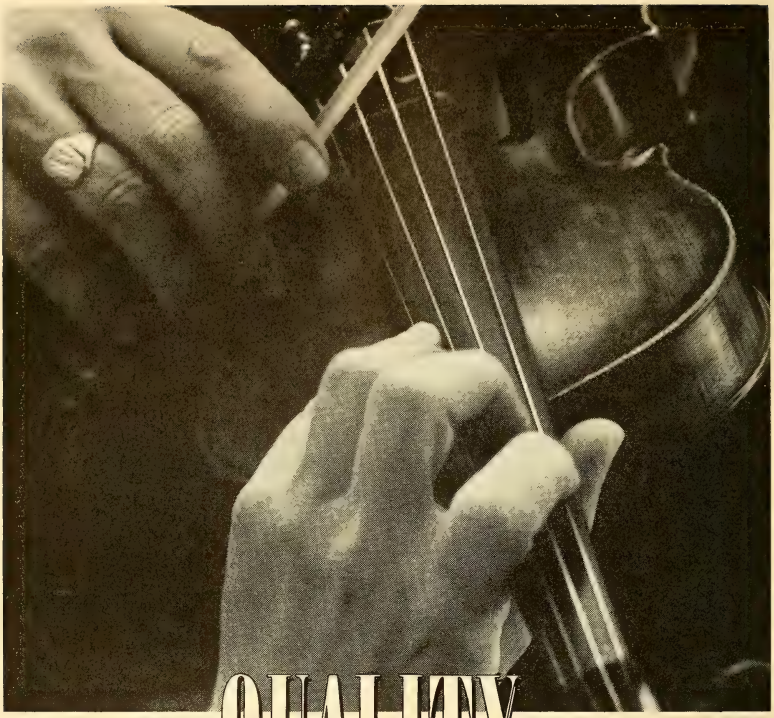
Frequency: 1320 Kc.....Power:1000 Watts d.
Owned.....Colo. City Bcstg. Co.
Address.....Box 990
Tel.: Colorado City.....KBS
Representative.....Best
Pres., General Manager.....Eldon Mahon
Comm. Mgr.....Lyle Shuman
Prog. Dir.....Drew Ballard
Sta. Mgr., Chief Eng.....P. A. Richardson

KMCO—Conroe—1951

Frequency: 900 Kc.....Power: 500 Watts d.
Owned.....Montgomery County Bcstg. Co.
Address.....324½ N. Main
Tel.: PL 6-4466.....Independent
President.....Reagan Smith
Gen., Sta., Comm., Mgr.....David L. Oglesby
Program Director.....Lee Meredith
Pub. Dir.....Hal Coley
Chief Engineer.....John W. Neathery, Jr.

KATR—Corpus Christi—1944

Frequency: 1030 Kc.....Power: 50 Kw. d.



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Representative .....Weed
Pres.....Glenn E. Alexander
Gen., Sales Prom. Mgr.....Harry H. Hayes
Sta. Mgr., Program Dir.....Edward W. Dunn
Program Director.....Jimmy Kaye
Chief Engineer .....Paul Waller

KCCT—Corpus Christi—1954

Frequency: 1150 Kc.....Power: 1,000 Watts d.
Owned & Oper. By....International Radio Co.
Address.....403 South Staples
Tel.: TU 4-2426.....Independent
Representative.....O'Connell, Tracy Moore
President.....Dr. H. P. Garcia
Gen. Mgr., Chief Eng.....Mike Ferdin

KEYS—Corpus Christi—1941

Freq.: 1440 Kc.....Power: 1 Kw. d., 500 W. n.
Owned-Operated By.....Nueces Bcstg. Co.
Address.....P. O. Box 1460
Tel.: TU 2-7411.....Independent
Representative .....Avery Knodel
General Manager .....E. C. Hughes
Sta., Ntl. Sls. Mgr.....Allan Dale
Program Director.....Richard B. Lahm
Comm. Mgr.....Marion B. Keck
Chief Engineer.....Harold Griffith

KRYS—Corpus Christi—1927

Frequency: 1360 Kc.....Power: 1000 Watts
Owned-Oper. By...South Texas Broadcasting
Address.....P. O .Box 6218
Tel.: UL 2-7341.....NBC
Representative.Peters, Griffin, Woodward, Inc.
Gen. Mgr.....A. C. Lloyd, Jr.
Commercial Mgr.....Harry H. Hays
Program Director.....Gordon Clark
Publicity Dir.....Louise Boyd
Chief Engineer.....L. L. Stewart

KSIX—Corpus Christi—1947

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By Corpus Christi Bdstg. Co., Inc.
Address .....Show Room Bldg.
Tel.: TU 4-1616.....ABC-CBS-KBS
Pres., Gen. Mgr.....Vann M. Kennedy
Commercial Mgr.....Charles R. Manning
Program Director.....Eugene M. Looper
Pub. Dir.....M. L. Kennedy
Chief Eng.....Eric Beals

KUNO—Corpus Christi—1950

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....KUNO Radio
Address-Trans. Loca.....406 19th St.
Tel.: TU 4-5203.....Independent
Representative .....O'Connell, Brown
President.....McHenry Tichenor
V.P. .....Sterling Zimmerman
Station Mgr.....Herb Garrett
Prog. Dir.....Hector Barrera
Chief Engineer.....J. H. Mayberry

KAND—Corsicana—1937

Owned-Operated By.....Allo, Inc.
Frequency: 1340 Kc.....Power: 250 Watts
Bus.-Studio Address.....609 W. 7th Ave.
Tel.: TR 4-7421.....KBS
Representative .....Branham
President.....R. E. Lee Glasgow
General Manager.....Luther A. Johnson, Jr.
Program Dir.....Perry Taylor
Chief Engineer.....Gene Hellums

KIVY—Crockett—1949

Frequency: 1290 Kc.....Power: 500 Watts d.
Owner-Oper. By.....Pioneer Bcstg. Co.
Address .....Box 670
Tel.: 222 .....KBS
Pres. Gen., Sta. Mgr., Prog. Dir.....J. H. Gibbs
Comm., Prom. Mgr., Chief Eng.....Bill Carter

KCFH—Cuero—1949

Frequency: 1600 Kc.....Power: 500 Watts d
Owned-Oper. By.....DeWitt Cty. Bcstg. Co.
Tel.: CU 5-3430.....Independent
Rep. .....Best
General Manager.....A. M. Respondek

WFAA—Dallas—1922

Frequency .....820 Kc., 570 Kc.
Power .....50,000 W., 5000 W.
Owned-Oper. By.....A. H. Belo Corp.
Business-Studio Address.....1122 Jackson St.
Tel.: RI 1-9631.....NBC-ABC
Newspaper Affil.....Morning News
Representative.....Edward M. Petry
President.....E. M. Dealey
Gen. & Sales Mgr.....Norman H. Stewart
Director .....Alex Keese
Sta., Comm. Mgr.....George K. Utley
Sls. Prom., Pub. Dir.....Barbara Elam
Prog. Dir.....William Crowdus
Chief Engineer.....Jim Webb Cooper

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KXIT—Dalhart—1948

Frequency: 1410 Kc.....Power: 500 Watts, d.
Owned-Oper. By.....Dalhart Broadcasters
Address .....Box 1350
Tel.: 740 .....KBS
Representative .....Best
Manager.....R. J. Beller

KIXL—Dallas—1947

Frequency: 1040 Kc.....Power: 1000 Watts d.
Owned-Operated By....Variety Bcstg. Co., Inc.
Business-Studio Address....1401 S. Akard St.
Tel.: RI 1-5016.....Independent
Rep.....Clarke Brown, O'Connell, Reilly
Pres., Gen. Mgr.....Lee Segall
Prog. Dir.....Don Robinson
Chief Engineer.....Bob E. Tripp

KLIF—Dallas—1947

Freq.: 1190 Kc.....Power: 5 Kw. d., 1 Kw. n.
Owned-Oper. By..McLendon Investment Corp.
Business-Studio Address...2008A Jackson St.
Tel.: RI 2-7121.....Independent
Ch. of Bd.....B. R. McLendon
President.....Gordon B. McLendon
General Mgr.....W. S. Morgan, Jr.
Commercial Mgr.....Al Lurie
Sales Prom. Mgr.....Don Newbury
Program Director.....Ken Knox
Publicity Dir.....Cecil Hobbs
Chief Engineer.....Glenn Callison

KBOX—Dallas—1952

Frequency: 1480 Kc..Power: 5000 Watts, 500 wts
Owned By.....KBOX, Inc.
Address.....9900 McCree Rd.
Tel.: Diamond 8-3530.....Independent
Station Representative.....Eastman
Exec. V.P. & Mgr. Dir.....John F. Box, Jr.
General Manager.....Edward T. Hunt
General Sales Manager.....Richard Morrison
Program Director.....Robb Robbins
Publicity Director.....Harriet Baker
Chief Engineer.....Howard Immekus
Owners of: WRIT, Milwaukee; WIL, St. Louis, Mo.

KGKO—Dallas—1953

Freq.: 1480 Kc...Power: 5 Kw. d., 500 Watts n.
Owned-Oper. By.....Lakewood Bcstg. Co.
Address.....P. O. Box 11747
Tel.: DA 1-6441.....Independent
Representative .....Forjoe
President.....W. L. Pickens
General Manager.....T. A. (Buddy) Harris
Prog. Dir.....Marion Hunter

WRR—Dallas—1920

Frequency: 1310 Kc.....Power: 5000 Watts
Owned-Oper. By.....City of Dallas
Business Address.....Fair Park
Tel.: TA 3-6101.....MBS
Representative .....Avery-Knodel
Gen., Mgr., Chief Engr.....Durward Tucker

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KBOX

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JOHN F. BOX, Managing Director

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Comm. Mgr. ..... Patricia Olson
Sales Prom. Mgr. ..... Charles Frauman
Program Director ..... Richard Weeks

KRLD—Dallas—1926

Frequency: 1080 Kc. ..... Power: 50,000 Watts
Owned ..... Dallas Times Herald Radio
Address ..... Herald Square
Tel.: RI 2-6811 ..... CBS
Representative ..... Branham
Bd. Chairman ..... John W. Bunyon
President ..... Clyde W. Rembert
Sta. Mgr., Gen., Comm. Mgr. ..... W. A. Roberts
Sales Prom. Mgr. ..... Lloyd Price
Program Director ..... Ted Parrino
Chief Engineer ..... B B. Honeycutt

KSKY—Dallas—1941

Frequency: 660 Kc. ..... Power: 1000 Watts d.
Owned-Operated By ..... SKY Bcstg. Service
Address ..... Hotel Stoneleigh
Tel.: RI 2-6193 ..... Independent
General Manager ..... A. L. Chilton
Comm., Prom. Manager ..... R. G. Terrill
Prog. Dir. ..... Andy Bell
Chief Engineer ..... Morris M. Ming

KDLK—Del Rio—1946

Frequency: 1230 Kc. ..... Power: 250 Watts
Owned-Operated By ..... Del Rio Bcstg. Co.
Business Address ..... P. O. Box 1162
Tel.: 5-2431 ..... KBS
Station Manager ..... Don R. Howard, Jr.

KDSX—Denison-Sherman 1948

Frequency: 950 Kc. ..... Power: 500 Watts
Owned-Oper. By ..... KDSX, Inc.
Address ..... P. O. Box 263, Denison
Tel.: HO 5-1600 ..... Independent
Sta. Rep. ..... Melville
President, Gen. Mgr. ..... B. V. Hammond, Jr.
V.P. Station Manager ..... L. L. Hendrick
Commercial Mgr. ..... William A. Jaco
Station Director ..... William A. Duke
Chief Engineer ..... Joseph D. Knight

KDNT—Denton—1938

Freq.: 1440 Kc. ..... Power: 1 Kw. d., 500 W. n.
Owned-Operated By ..... Harwell V. Shepard
Address ..... Radio Center Bldg.
Tel.: DU 2-4144 ..... KBS
Owner & Manager ..... Harwell V. Shepard

KDDD—Dumas—1947

Frequency: 800 Kc. ..... Power: 250 Watts d.
Owned-Oper. By .... North Plains Bcstg. Corp.
Address ..... Box 337
Tel.: WE 5-4141 ..... KBS
Representative ..... Hil F. Best
President ..... Lucian W. Spencer
Commercial Mgr. ..... Al Tremble
Sls. Prom. Mgr. ..... John James
Program Dir. ..... Del Maurer
Gen., Sta. Mgr. ..... Ken Duke
Chief Engineer ..... Granville Murphey

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KSPL—Diboll—1957

Frequency: 1260 Kc.....Power: 1 Kw.
Owner.....Arthur Temple, Jr.
Address .....Box 336
Tel.: MY 8-5533.....Independent
Newspaper Affil.....Angelina Free Press
General Mgr.....Tommy Ward Lanyon
Assistant Mgr.....Don Wier
Comm. Mgr.....Evelyn Lanyon
Program Dir.....Ruth Ruby
Chief Engineer.....Billy Christine

KEPS—Eagle Pass—1957

Frequency: 1270 Kc.....Power: 1 Kw., d.
Owned.....E. J. & W. J. Harpole
Address.....209 Adams St.
Tel.: PR 3-3729.....KBS
Gen. Mgr.....E. J. Harpole
Station Manager.....Sidney King
Chief Engineer.....Johnny Young

KERC—Eastland—1953

Frequency: 1590 Kc.....Power: 500 Watts d.
Owned.....Tri-Cities Bcstg. Co., Eastland
Address.....P. O. Box 590
Tel.: 102 .....KBS
Representative.....Hil F. Best
General Manager.....Hugh Neeld
Commercial Manager.....Ralph Ross
Chief Engineer.....Dale Chick

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KURV—Edinburg—1947

Frequency: 710 Kc.....Power: 250 Watts
Owned-Oper. By.....KURV, Inc.
Address .....Box 480
Tel.: DU 3-2777.....Independent
President .....Rogers Kelley
Gen. Mgr., Comm. Mgr.....J. M. McDonald
Program Director .....Hal-Jeffcoat
Chief Engineer.....Edgar McBurney

KULP—El Campo—1948

Frequency: 1390 Kc.....Power: 500 Watts d.
Owned-Oper. By..Wharton County Bcstg. Co.
Business Address.....Box 1390
Tel.: LI 3-3303.....Independent
President .....Culp Krueger
Station, Comm. Manager.....V. Frank Jones
Sales Prom. Mgr.....Bob Harris
Chief Engineer.....Joe H. Miller

KELP—El Paso—1947

Freq.: 920 Kc.....Power: 1 Kw. d., 500 W. n.
Owned-Oper. By.....KELP Radio Corp.
Address.....4530 Delta St.
Tel.: KE 3-3658.....Independent
Representative .....Adam Young
President .....Joseph Harris
Sta. Mgr.....Herb Golombeck
Comm. Manager.....Donald W. Ripley
Program Director.....Jack Reynolds
Chief Eng.....Bill Bowen

KHEY—El Paso—1957

Frequency: 690 Kc.....Power: 10,000 Watts
Owned-Oper. By.....KEPO, Inc.
Address .....2419 N. Piedras St.
Tel.: LO 5-2731.....Independent
Representative .....Bolling
President .....Ray Odom
General Manager.....Joe Thompson
Program Director.....Virgil Bond
Chief Engineer.....Bill Hilbert

KOYE—El Paso—1958

Frequency: 1150 Kc.....Power: 1000 Watts, d.
Owned By.....Coronado Broadcasters
Address.....470 S. Glenwood St.
Tel.: Prospect 2-5211.....Independent
Representative.....Grant Webb
Gen. Comm. Mgr.....John S. Chavez
Program Director.....Mario Pschini
Sales Prom. Public Dir.....Tony Tinajero
Chief Engineer.....Ed Sullivan

KROD—El Paso—1940

Frequency: 600 Kc.....Power: 5000 Watts
Owned.....El Paso Times, Inc.
Address .....2201 Wyoming St.
Tel.: KE 2-6551.....CBS
Representative .....Branham
Pres.....D. D. Roderick
General Manager.....Val Lawrence
Station Mgr.....Bruce Barnard
Comm. Mgr.....Audian Paxson
Program Director.....Bob Rector
Sales Prom. Mgr.....Dick Amundson
Chief Eng.....Ed Talbott

KSET—El Paso—1949

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Rio Grande Bcstg. Co.
Address .....904 Magoffin
Tel.: KE 2-4974.....MBS
Representative .....Melville, McGavren-Quinn
President .....Fred Hervey
General Manager .....Tom R. McKenna
Sta. Mgr., C.E., Prog. Dir.....Ed Sullivan

KTSM—El Paso—1929

Frequency: 1380 Kc. ...Power: 1000 d., 500 n.
Owned-Oper. By.....Tri-State Bcstg. Co., Inc.
Bus.-Studio Address.....801 N. Oregon St.
Tel.: KE 2-5423.....NBC
Rep.....George P. Hollingbery
Pres., Gen. Mgr.....Karl O. Wyler
Sta., Comm. Mgr.....Jack B. Chapman
Prog. Dir.....Rudy Tellez
Chief Engineer.....Ray Watkins

KPSO—Falfurrias—1953

Frequency: 1260 Kc.....Power: 500 Watts d.
Owned & Oper. By.....KPSO, Ltd.
Address .....Box 307
Tel.: FA 5-2112.....KBS
Pres., Gen. Mgr.....Bob Hicks
Station Manager.....Paul Brown
Commercial Manager.....Marvin Propes
Program Director.....Lawrence Ray Smith
Chief Engineer.....H. Gomez

KFLD—Floydada—1951

Frequency: 900 Kc.....Power: 250 Watts d.
Owned-Operated By...West Texas Bcstrs. Inc.
Address.....P. O. Box 1006
Tel.: YU 3-2841.....KBS
Representative .....Continental
President.....B. A. Robertson
Gen. Man.....Glen Amburn
Program Director.....Pauline Webb
Chief Engineer.....B. K. Parker, Jr.

KFST—Ft. Stockton—1954

Frequency: 860 Kc.....Power: 250 Watts
Owned .....KFST, Inc.
Address .....Box 651
Tel.: ED 6-2228.....KBS
Representative.....Hil F. Best
Pres. .....George Baker
Gen., Sta. Mgr.....H. Dennis Fisher
Prog. Dir.....James Fromme, Jr.
Sales Prom. Mgr.....Frank Cummings
Publicity Director.....Billie McKenzie
Chief Eng.....Martin Baze, Jr.

KCUL—Fort Worth—1949

Frequency: 1540 Kc: Power: 10 Kw. d., 1 Kw. n.
Owned.....Dalworth Broadcasting Co.
Address .....Box 2049
Tel.: ED 6-5641.....Independent
Representative .....Charles Bernard
Pres., Gen. Mgr.....Kurt A. Meer
Sales Prom., Pub.....Diane Spiegel
Program Director.....Horace Logan
Chief Engineer.....Jack Lemons

KFJZ—Fort Worth

Frequency: 1270 Kc.....Power: 5000 Watts
Owned-Oper. By.....Tarrant Bcstg. Co.
Business-Studio Address....4801 W. Freeway
Tel.: PE 7-6631.....Independent
Representative .....John Blair
Pres., Gen. Mgr.....Gene L. Cagle
Nat'l Sales Mgr.....Dale Drake
Commercial Manager.....Clyde D. Pemberton
Prog., Pub. Dir.....Dave Naugle
Chief Engineer.....James T. Peterson

KJIM—Fort Worth—1947

Frequency: 870 Kc.....Power: 250 Watts d.
Owned-Oper. By....Trinity Broadcasting Co.
Business Address.....P. O. Box 7321
Tel.: ED 6-7175.....Independent
Representative.....Brown, O'Connell, Reilly
Pres. Gen. Mgr.....William D. Schueler
Commercial Manager.....Dick Osburn
Prog. Dir.....Walt Jones
Chief Engineer.....Chester Grubbs

KNOK—Fort Worth—1946

Frequency: 970 Kc.....Power: 1000 Watts d.
Owned-Oper. By....Townsend Investment Co.
Business-Studio Address.....P. O. Box 7116
Tel.: TE 1-1278.....Independent
Representative .....Stars National
President.....Stewart J. Hepburn
Commercial Manager.....Dean McClain

KXOL—Fort Worth—1947

Freq.: 1360 Kc.....Power: 5 Kw. d., 1 Kw. n.
Owned-Oper. By.....KXOL, Inc.
Bus.-Studio Address....3004 W. Lancaster St.
Tel.: ED 5-9511.....Independent
Representative .....Eastman
President .....Wendell Mayes
Gen. Sales Prom. Mgr.....Earle Fletcher
Local Sales Mgr.....Hewel Jones
Prog. Dir.....Bill Enis
Chief Eng.....J. R. Crouse

WBAP—Fort Worth—1922

Frequency.....820 Kc., 570 Kc.
Power.....50,000 W., 5,000 W.
Owned-Oper. By..Carter Publications, Inc.
Business Address.....Box 1780
Tel.: JE 6-1981.....NBC-ABC
Newspaper Affiliation.....Star Telegram
Representative.Peters, Griffin, Woodward, Inc.
Station Manager.....Roy Bacus
Commercial Manager.....Jack Rogers
Program, Sls. Dir.....Herman K. Clark
Chief Engineer.....Rupert Bogan

KNAF—Fredericksburg—1947

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Gillespie Bcstg. Co., Inc.
Business-Studio Address.....P. O. Box 311
Tel.: 311.....KBS
Representative.....Hil F. Best

Gen. Mgr. Ch. Eng.....Norbert Fritz
Commercial Manager.....Curtis Short
Program Director.....Alene Fritz

KBRZ—Freeport—1952

Frequency: 1460 Kc.....Power: 500 Watts d.
Owned-Oper. By.....Sta. KBRZ, Inc.
Address .....Box 1077
Tel.: 3-2655 .....KBS
Representative .....Best
President.....William D. Schueler
Sta. Gen. Manager.....Kenneth Ferguson

KGAF—Gainesville—1947

Frequency: 1580 Kc.....Power: 250 Watts d.
Owned-Oper. By.....Gainesville Bcstg. Co.
Address.....P. O. Box 222
Tel.: HO 5-5546.....KBS
President.....Joe M. Leonard, Sr.
General Manager.....Joe M. Leonard, Jr.
Comm. Mgr.....Earl Leonard
Program Director.....Bob Couch
Chief Eng.....J. O. Miller

KGBC—Galveston—1947

Frequency: 1540 Kc...Power: 1 Kw. d., 250 n.
Owned-Oper. By....The Galveston Bcstg. Co.
Business-Studio Address.....715 Marine Ave.
Tel.: SO 3-4329.....Independent
Station Representative.....John E. Pearson
Owner, Manager.....James W. Bradner, Jr.
Comm. Mgr.....Louis F. Johnson
Prog. Dir.....Louis Jay
Chief Engineer.....Luke Stripling

KLIE—Galveston—1922

Frequency: 1400 Kc.....Power: 250 Watts
Owned.....Island Bcstg. Co.
Address .....6002 Broadway
Tel.: 5-6676 .....Independent
Gen. Mgr.....Robert L. McClellan
Sales Mgr.....M. E. Griffin

KSIJ—Gladewater—1949

Frequency: 1430 Kc. ...Power: 1000 Watts d.
Owned-Oper. By.....Gregg Cty Bcstg. Co.
Address .....T. W. Lee Bldg.
Tel.: 2181 .....Independent
Representative .....Hil F. Best
Manager.....C. A. Lee
Program Director.....Ted Williford
Chief Engineer .....Lloyd Johnson

KCTI—Gonzales—1947

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Gonzales Bcstg. Co.
Business Address.....Box 158
Tel.: 770 .....KBS
Representative ..... Cooke
Gen. Mgr.....Lawrence M. Walshak
Comm. Mgr., Chief Eng.....Frank Wilson, Jr.

KSWA—Graham—1948

Frequency: 1330 Kc.....Power: 500 Watts d.
Owned By.....Jones & Gilligan
Address .....Box 1019
Tel.: LI 9-1330.....KBS
General Manager.....Burney Jones
Commercial Manager.....Neil Gilligan, Jr.
Chief Engineer.....James Hazelton

KBCS—Grand Prairie—1957

Frequency: 730 Kc.....Power: 500 W., d.
Owned By.....C. R. Sargent, Sr.
Address.....109 W. Main St.
Tel.: AN 4-1515.....KBS
Comm. Mgr.....C. R. Sargent
Prog. Dir.....Byron Harrison
Chief Engineer.....Carl W. Bell

KGVL—Greenville—1946

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....KGVL, Inc.
Address.....1400 Wolfe City Drive
Tel.: GL 5-1400.....KBS
Representative .....Pearson
Pres., Gen. Manager.....Leo Hackney
Program Director.....James D. Jones
Chief Engineer.....Raymond Sampson

KCLW—Hamilton—1946

Frequency: 900 Kc.....Power: 250 Watts, d.
Owned .....Coy Perry
Address .....Box 592
Tel.: 500 .....KBS
President .....Coy Perry
Gen., Comm. Mgr.....Dick Meehan
Prog. Dir., Chief Eng.....Carl Knelly

KGBT—Harlingen—1940

Freq.: 1530 Kc....Power: 50 Kw d., 10 Kw. n.
Owned-Oper. By....Harbenito Radio Co., Inc.
Address.....1519 W. Harrison
Tel.: GA 3-3910.....CBS
Representative .....H-R, Clarke Browne
President .....McHenry Tichenor
Gen. Mgr.....Troy McDaniel
Sta. Mgr.....Otis Shumate
Commercial Manager.....Harry Mooradian
Program Director.....Jim Williams
Sales Prom, Public Director.....Joel Yowell
Chief Engineer.....Al Beck

KGRI—Henderson—1947

Frequency: 1000 Kc.....Power: 250 Watts d.
Owned-Oper. By.....Henderson Bcstg. Co.
Business-Studio Address.....P. O. Box 311
Representative .....Best
President.....Roy B. Cannon
General Manager.....Cliff Crawford

KWRD—Henderson—1956

Frequency: 1470 Kc.....Power: 500 W., d.
Owned.....Wes Dean & Co.
Address .....Box 219
Tel.: 2324.....KBS
Representative .....Continental
Manager .....Wes Dean

KPAN—Hereford—1948

Frequency: 860 Kc.....Power: 250 Watts d.
Owned-Oper. By.....Hereford Broadcasters
Address .....Box 868
Tel.: Emerson 4-1860.....KBS
General Manager.....Clint Formby
Commercial Manager.....Chris Clark
Program Director.....John Callarman
Chief Engineer.....Clayton Fuchs

KHBR—Hillsboro—1948

Frequency: 1560 Kc.....Power: 250 Watts d.
Owned-Operated By....Hill County Bcstg. Co.
Station Rep.....Best, Melville
Tel.: 2-3431 .....KBS
General Manager.....Nelson W. Galle

KCOH—Houston—1948

Frequency: 1430 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Call of Houston Inc.
Business-Studio Address.....1 Main St.
Tel.: CA 4-1888.....Independent
Representative.....John E. Pearson
Owner, Gen. Manager.....Robert C. Meeker
Comm. Manager.....Hal Wallace
Program Director.....Roger Wells

KNUZ—Houston—1948

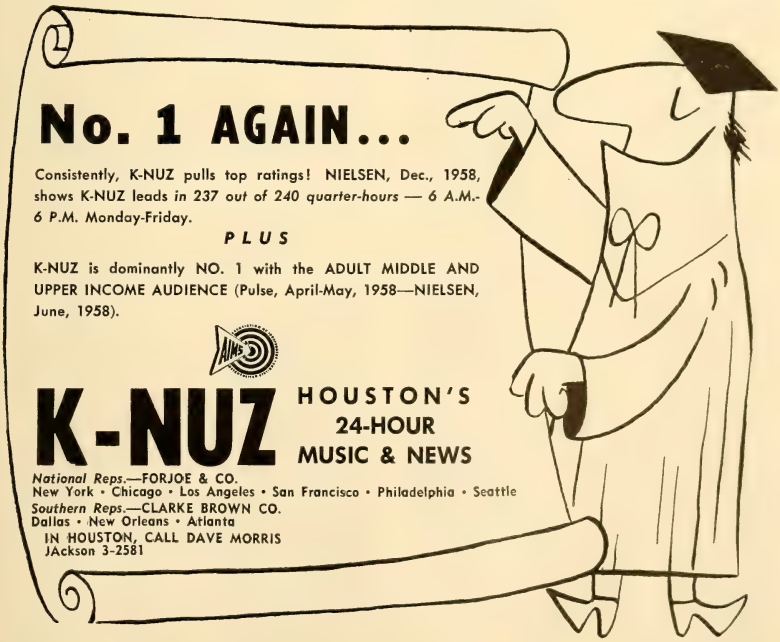
Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....Veterans Bcstg. Co.
Address.....Box 2135
Tel.: JA 3-2581.....Independent
Representative .....Forjoe
Gen., Sta. Mgr.....David Morris
Commercial Manager.....Forrest Patton
Program Director.....Ken Grant
Sales Prom Mgr.....Jack Crummett
Publicity Director.....Doris Berry
Chief Engineer.....Ed Martin

KILT—Houston—1948

Frequency: 610 Kc.....Power: 5 Kw.
Owned .....McLendon Corp.
Address.....902 Texas Ave.
Tel.: CA 7-1161.....Independent
Representative .....Blair
President.....Gordon B. McLendon
Gen. Mgr.....Bill Weaver
Comm., Sales Prom. Mgr.....Jack Lee
Program Director.....Joe Somerset
Publicity Director.....Red Jones
Chief Engineer.....Glenn Cook

KPRC—Houston—1925

Frequency: 950 Kc.....Power: 5000 Watts



Owned-Oper. By.....Taft Bcstg. Co.
Address.....P. O. Box 1234
Tel.: MA 3-9271.....NBC
Newspaper Affil.....Post
Representative .....Edw. Petry & Co.
Gen. Mgr.....Jack Harris
Station Manager.....Frank Stewart
Commercial Manager.....Cleve Griffin
Sales Prom. Mgr.....Kirt Harriss
Program Director.....Lee Norton
Publicity Director.....Ednah Forester
Chief Engineer.....Harvey Wheeler

KTHT—Houston—1944

Frequency: 790 Kc.....Power: 5000 Watts
Owned-Oper. By.....Texas Radio Corp.
Business Address....4005 Travis St., Box 3011
Tel.: JA 3-5535.....Independent
Representative .....Adam Young
V.P., Gen. Mgr.....Sam H. Bennett
Asst. Manager.....Grace M. Spanihel
Station Manager.....Hal Vester
Program Director.....Milt Willis
Chief Engineer.....O. B. Johnson

KTRH—Houston—1930

Frequency: 740 Kc.....Power: 50,000 Watts
Owned-Operated By.....KTRH Bdcstg. Co.
Address .....Rice Hotel
Tel.: CA 7-4361.....CBS
News. Affil.....The Chronicle
Representative.....Peters, Griffin, Woodward
President .....B. F. Orr
General Manager.....W. C. Bryan
Bus. Mgr.....Tom Jacobs
Sales Manager.....Larry Rasco
Sls. Prom. Mgr.....Byron Beasley
Program Director.....Tim Osborne
Chief Engineer.....Lester Mullan

KXYZ—Houston—1930

Frequency: 1320 Kc. .....Power: 5000 Watts
Owned-Oper. By.....Houston Bdcstg.
Address .....Gulf Bldg.
Tel.: CA 2-6151.....ABC
Representative ..... Avery-Knodel
General Manager.....Bill Rozan
Station Manager.....Ted Hills
Program, Pub. Dir.....Ken Collins
Nat. Sales Mgr.....Chris Robinson
Chief Engineer.....Gerald R. Chinski

KYOK—Houston—1947

Frequency: 1590 Kc.....Power: 5 Kw.
Owned .....KYOK, Inc.
Address.....613 Preston St.
Tel.: CA 7-3108.....Independent
Rep.....Stars National
President.....Jules J. Paglin
General Manager.....Stanley W. Ray, Jr.
Station Manager.....Bruno Leonardt

KSAM—Huntsville—1938

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Huntsville Bcstg. Co.
Address .....Box 312
Tel.: GA 5-2651.....KBS
General Manager.....Jack Nichols

KEBE—Jacksonville—1946

Frequency: 1400 Kc.....Power: 250 Watts
Owned By.....Wells & Waller
Address .....Box 1071
Tel.: Jacksonville.....KBS
Commercial Manager.....Jerry D. Spencer
Prog., Pub. Dir.....Ben Erle Laurie

KTXJ—Jasper—1948

Frequency: 1350 Kc.....Power: 1000 Watts
Owned-Oper. By.....Jasper Bcstg. Co.
Address.....P. O. Box 6090
Tel.: DUdley 4-2544.....KBS
Station Representative .....Continental
President.....Joe J. Fisher
Sta., Sales Prom. Mgr.....Gene M. Heard
Commercial Manager.....Harold Pendergast
Program Dir.....James Brasher
Chief Engineer.....Fred B. Smith

KMBL—Junction—1950

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.Kimble County Bcstg. Co.
Address .....Flat Rock Lane
Tel.: 70 .....KBS
General Mgr.....Farrell M. Brooks

KAML—Kenedy—1954

Frequency: 990 Kc.....Power: 250 W., d.
Owned.....The Camel Co.
Address .....Box 990, Kenedy
Tel.: OL 9-2990.....KBS
Representative ..... Avery-Knodel
President .....Charles W. Balthrope
Station Manager.....Ed C. Balthrope
Sales Promotion Manager.....Jim L. Buck
Program Director.....Chuck Martin
Chief Engineer.....Bill Porter

KERB—Kermit—1950

Frequency: 600 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....KERB, Inc.
Address .....Hway. 302
Tel.: 3481 .....KBS
Representative .....Best, Melville
President.....E. S. Walden
Sales Manager.....Ernie Allen

KERV—Kerrville—1948

Frequency: 1230 Kc.....Power: 250 Watts
Owned.....Kerrville Bcstg. Co.
Address.....P. O. Box 791
Tel.: CL 7-4003.....KBS
Station Rep. .....Best
Mgr.....Albert F. Mason
Sls. Prom. Mgr.....C. L. McClish
Chief Eng.....Clyde Jones

KOCA—Kilgore—1936

Frequency: 1240 Kc.....Power: 250 Watts

Owned-Oper. By.....Radio Sta. KOCA, Inc.
Business Address.....Box 989
Tel.: 2001 .....KBS
President.....Roy G. Terry
Gen., Sta. Mgr.....H. A. Degner
Comm., Sales Prom. Mgr.....Bob Braziel
Program Director.....J. Wes Jones
Publicity Director.....Tom Hedrick
Chief Engineer.....Karem Soule

KLEN—Killeen—1955

Frequency: 1050 Kc.....Power: 250 W., d.
Owned-Operated By.....Highlite Bcstg Co.
Address ..... Box 935
Tel.: ME 4-3181.....MBS-KBS
Pres., Gen. Mgr.....A. W. Stewart
Comm., Sales Prom. Mgr.....G. M. Wilde
Program Director.....Judith Bell
Ch. Eng.....Billy Francis

KINE—Kingsville—1948

Frequency: 1330 Kc. ....Power: 1000 Watts d.
Owned-Oper. By.....KINE, Inc.
Business Address.....P.O. Box 846
Tel.: LYric 2-2822.....Independent
Representative.....Hil F. Best
Pres.....James H. Clement
General Manager.....Ben H. Glusing
Station Manager.....Jerry Fullerton
Commercial Manager.....Andy Cook

KPET—Lamesa—1946

Frequency: 690 Kc.....Power: 250 Watts
Owned.....Lamesa Broadcasting Co.
Address.....502 S. First
Tel.: 590 .....KBS
President .....R. O. Parker
General Manager.....Bob Bradbury

KCYL—Lampasas—1948

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Lampasas Bcstg. Co.
Address .....H'way 281
Tel.: CH 2-3671.....Independent
Representative .....Best
Pres. Sta. Mgr.....V. Dean Turner

KVOZ—Laredo—1952

Frequency: 1490 Kc.....Power: 250 Watts
Owned.....Border Broadcasters, Inc.
Address.....P. O. Box 1498
Tel.: RA 3-4396.....MBS, KBS
President.....E. J. Harpole
General Manager.....Bill Harrell
Comm. Mgr.....Neil Gilligan, Jr.

KLVT—Levelland—1949

Frequency: 1230 Kc.....Power: 250 Watts
Owned.....Herald Broadcasting Co.
Address .....Box 866
Tel.: TW 4-3134.....KBS
Newspaper Affiliation.....Daily Sun News
President .....Forest Weimhold
Gen., Sta. Mgr.....Jeff Chandler
Commercial Manager.....Aubrey Mays
Sales Prom., Prog. Dir.....Bob Turrentine
Publicity Director.....Tom Spencer
Chief Engineer.....Gene Parkinson

KVOW—Littlefield—1947

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Southwestern Bcstrs.
Business Address.....Box 192
Tel.: 400.....KBS
President.....J. C. Rothwell
Gen. Comm. Mgr.....J. B. McShan
Program Director.....Joan Saunders
Chief Engineer.....Alvie Ivey

KETX—Livingston—1957

Frequency: 1440 Kc.....Power: 1 Kw., d.
Owned.....Polk County Bcstng. Co.
Business Address.....Box 111
Tel.: FA 7-8916.....Independent
Pres., Ch. Eng.....Harold J. Haley
Sta. Mgr., Prog. Dir.....Wiley K. Poston
Comm., Sales Prom. Mgr.....Eugene Hanson

KFRO—Longview—1934

Frequency: 1370 Kc.....Power: 1000 Watts
Owned-Oper. By.....Voice of Longview
Address.....Curtis Bldg., P. O. Box 792
Tel.: PL 3-4461.....ABC-KBS
Representative .....Donald Cooke
President.....James R. Curtis
Commercial Mgr.....John Allen
Program Director.....Howard Kuhn
Chief Engineer.....Leslie Hellum

KLTI—Longview—1948

Frequency: 1280 Kc.....Power: 1000 Watts d.
Owned-Operated By..LeTourneau Radio Corp.
Address .....P. O. Box 1866
Tel.: PL 8-4496.....Independent
Representative .....Pearson
President.....R. G. LeTourneau
Gen., Comm. Mgr.....Bob Geerdes
Chief Eng.....Brad Redfearr

KDAV—Lubbock—1953

Frequency: 580 Kc.....Power: 500 Watts d.
Owned .....Western Bcstg.
Address .....Box 270
Tel.: SH 4-4567.....Independent
Station Representative .....Bernard
Gen. Manager.....D. P. Pinkston
Comm. Mgr.....Hal Ragan
Program Director.....Wes Youngblood
Chief Engineer.....Clem Clements

KDUB—Lubbock—1955

Frequency: 1340 Kc.....Power: 250 Watts
Owned & Oper. By....Texas Telecasting Inc.
Address.....7400 College Avenue
Tel.: SH 4-2345.....Independent
Representative ..... Branham
President.....W. D. Rogers
Vice President.....W. H. Shipley
Gen. Sales Mgr.....R. S. Nielsen
Nat. Sales Mgr.....John Henry
Station Manager.....John Kreiger

Program Director.....Jim Poteet
Promotion Manager.....Ray Huffer
Chief Engineer.....Rudy Starnes

KCBD—Lubbock—1946

Frequency: 1590 Kc.....Power: 1000 Watts
Owned.....Bryant Radio & Television, Inc.
Address .....P. O. Box 1507
Tel.: SH 4-1414.....NBC
Representative ..... Raymer
Pres. Gen. Mgr.....Joe H. Bryant
Assistant Manager.....Joe S. Bryant
Station Manager.....Robert L. Snyder
Nat. Sales Mgr.....Ray Poindexter
Program Director.....Al Goodnight
Chief Engineer.....Frank Lee

KFYO—Lubbock—1927

Frequency: 790 Kc...Power: 5 Kw. d., 1 Kw. n.
Owned-Oper. By..Plains Radio Bcstg. Co., Inc.
Business-Studio Address.....914 Ave. J
Tel.: PO 5-5567.....CBS
Newspaper Affil.....Avalanche Journal
Representative .....Katz
President.....B. W. Walker
Gen., Sta. Mgr.....Gordon Thompson
Commercial Manager.....Ernie Mark
Sales Prom. Mgr.....Dan Tarpley
Prog. Dir., Pub. Dir.....Robert A. Nash
Chief Engineer.....W. S. Bledsoe

KSEL—Lubbock—1946

Freq. 950 Kc.....Power: 1 Kw. d., 500 W. n.
Owned-Operated By.....Lubbock Bcstg. Ltd.
Business Address.....1916 Ave. Q; Box 1524
Tel.: PO 3-0484.....ABC
Representative .....Rambeau, Melville
President.....Walter G. Russell
Gen., Sta. Mgr.....M. M. Rochester
Prog., Pub. Dir.....Max Mott
Chief Engineer.....Roger V. Hively

KLLL—Lubbock—1953

Frequency: 1460 Kc.....Power 1000 Watts d.
Owned-Oper. By..R. B. McAllister, G. F. Mapes
Address.....2001 Great Plains Life Bldg.
Tel.: PE 3-1911.....KBS-MBS
Representative .....Indie
Pres., Gen. Manager.....R. B. McAlister
Station Manager.....E. E. Mark
Comm. Mgr.....Lowell Cato
Sales Prom. Mgr.....Wendell Bagwell
Chief Eng.....Alvis Woolam

KRBA—Lufkin—1938

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Darrell E. Yates
Address .....Lufkin
Tel.: Lufkin .....KBS
Representative.....Continental Radio Sales
Owner, Prom. Mgr.....Darrel E. Yates

KTRE—Lufkin—1947

Frequency: 1420 Kc.....Power: 1000 Watts
Owned-Operated By..Forest Capitol Bcstg. Co.
Address .....P. O. Box 701
Tel.: NE 4-7771.....MBS
Rep.....Venard, Rintoul & McConnell, Melville
President.....R. W. Wortham, Jr.
Gen., Sta. Mgr.....Richman G. Lewin
Comm., Sales Prom. Mgr....Royce Christenson
Program Director.....Mark Kennedy
Publicity Director.....Veta Rowin
Chief Engineer.....Fred C. Hill

KMLW—Marlin—1953

Frequency: 1010 Kc.....Power: 250 W., d.
Owned.....M-L Radio, Inc.
Address.....P. O. Box 335
Tel.: WE 6-2551.....Independent
Pres. Gen. Mgr.....L. F. Leurig
Sales Prom. Mgr.....Steve Davison
Chief Engineer.....Jay Navarro

KADO—Marshall—1957

Frequency: 1410 Kc.....Power: 500 W., d.
Owned-Operated By....Marshall Bcstg. Corp.
Address .....Box 961
Tel.: WE 5-6789.....Independent
Station Representative .....Weed
President .....William Sinkin
General Manager.....Harvey J. Tate
Commercial Mgr.....Thomas K. Hewlett
Program Director.....Gene Marshall
Chief Engineer.....Len Collins

KMHT—Marshall—1947

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By..Harrison Cty. Bcstg. Co.
Address..408 Marshall National Bank Building
Tel.: WE 5-7826.....KBS
Station Rep.....Sears & Ayer; Melville
President.....E. W. Mahone, Jr.
Gen., Sta. Mgr.....H. A. Bridge, Jr.
Comm. Mgr.....Vinson Stevens
Sales Prom. Mgr., Pub. Dir.....Jo Ann Bridge
Prog. Dir.....Sam Stringfellow
Chief Engineer.....Pete Talmadge

KIRT—McAllen-Mission—1957

Frequency: 1580 Kc.....Power: 1 Kw., d.
Owned.....Pool Bcstg. Co.
Address.....Box 708 (Mission)
Tel.: JU 5-1629.....KBS
Representative .....Melville
Gen. Mgr.....Robert F. Pool
Comm. Mgr.....Jim Chandler

KRIO—McAllen—1947

Frequency: 910 Kc.....Power: 1000 Watts
Owned-Oper. By.....Valley Bdcstng Co.
Business Address.....500 E. Beaumont St.
Tel.: MU 6-5454.....MBS
Station Representative.....Weed; Best
President.....Gene L. Cagle
General Manager.....“Chuck” McKasson
Sales Promotion Manager.....Charlie Morril
Program Director.....Ed Lionel

KCMR—McCamey—1954

Frequency: 1450 Kc.....Power: 250 Watts

Owned By.....The Stuart Co.
Address .....Box 1175
Tel.: OL 2-4693.....KBS
Representative .....Hil F. Best
Gen., Comm. Mgr.....Donald Boston
Sta. Manager.....Buz Hudsins
Prog. Dir., Chief Eng.....Claud Barnett

KMAE—McKinney—1946

Frequency: 1600 Kc.....Power: 1000 Watts d.
Owned.....McKinney Air Enterprises, Inc.
Bus.-Studio Address.....218 E. Virginia St.
Tel.: LI 2-2651.....Independent
Owner.....George W. Smith, Jr.
Comm. Manager.....Melvin Belew
Prog. Dir.....Mrs. Denise Smith

KBUS—Mexia—1956

Frequency: 1590 Kc.....Power: 500 Watts, d.
Owned.....Bi-Stone Broadcasting Company
Business Address.....P.O. Box 227
Tel.: GYpsy 6-3874.....KBS
Pres., Ch. Eng.....J. B. McNutt, Jr.
Station Manager.....Ralph Weedon

KCRS—Midland—1935

Freq.: 550 Kc...Power: 5 Kw. d., 1 Kw. n.
Owned .....Midland Bcstg.
Business-Studio Address.....Box 1072
Tel.: MU 2-4383.....ABC
Station Representative .....Avery-Knodel
President .....Wendell Mayes
General Manager.....Wendell Mayes, Jr.
Commercial Manager.....Jerry Hahn
Program Director.....Dean Orton
Chief Engineer.....Tom Yates

KJBC—Midland—1950

Frequency: 1150 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Jack Cecil
Address.....S. Lamesa Rd.
Tel.: MU 4-5152.....KBS
Pres., Gen. Mgr., Chief Engr.....Jack Cecil
Commercial Manager....William Keith Ward
Sales Prom. Mgr.....Naomi Boswell
Program Director.....Steve Drummond
Publicity Director.....Mildred Thomason

KWEL—Midland—1957

Frequency: 1600 Kc.....Power: 1 Kw., d.
Owned By.....Durwood Johnson
Address.....Petroleum Life Bldg.
Tel.: MU 2-4331.....Independent
President .....Durwood Johnson
Commercial Manager.....Bill Hight
Program Director.....John Alan Wolfe
Chief Engineer.....Jerry White

KORC—Mineral Wells—1946

Frequency: 1140 Kc.....Power: 250 Watts d.
Owned-Operated By.....Action Bcstg.
Business Address.....P.O. Box 31
Tel.: FA 5-3384.....KBS
Representative .....Melville
Gen., Sta. Mgr.....Bill Stinson
Comm. Mgr., Prog. Dir.....John Slaughter
Chief Engineer.....William McCreary

KVKM—Monahans—1947

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Monahans Bcstrs., Inc.
Address .....Box 1118
Tel.: WI 3-4347.....MBS-KBS
Station Rep.....Melville; Everett-McKinney
Pres., Gen. Manager.....J. R. Rucker
Sta. Manager.....Ken Welch
Sales Prom. Mgr .....Bill Mitchell
Program Director.....Jean Welch

KIMP—Mount Pleasant—1948

Frequency: 960 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Mt. Pleasant Bcstg. Co.
Business Address.....Box 990
Tel.: PA 4-4726.....KBS
Pres., Sta. Mgr.....Winston O. Ward
Commercial Manager.....Charles Monk
Program Director.....Bobby Howell
Chief Engineer.....Clarence C. Taylor

KZOL—Muleshoe—1958

Frequency: 1570 Kc.....Power: 250 Watts d.
Owned By .....Partnership
Business Address.....P.O. Box 1295
Tel.: 3050 .....KBS
Gen., Sta. Mgr.....Theodore Rozzell
Program Director.....Eddy Rutledge
Sales Prom. Mgr.....Jimmy Self
Publicity Director.....Jimmy Rozzell
Chief Engineer.....Bill McDonnel

KOSF—Nacogdoches—1947

Frequency: 1230 Kc.....Power: 250 Watts
Owned By.....J. C. Stallings
Address.....300 E. Main St.
Tel.: 4-4633 .....ABC-KBS
President ..... Kelly Bell
Gen., Sta. Mgr., Pub. Dir.....J. C. Stallings
Comm. Mgr., Program Dir.....R. C. Atherton
Chief Engineer.....Frank Murray

KSFA—Nacogdoches—1947

Frequency: 860 Kc.....Power: 1000 Watts d.
Owned-Oper. By ...Nacogdoches Br. Co., Inc.
Address.....2107 North St.
Tel.: LO 4-3723.....Independent
Station Representative .....Dore
Pres., Gen. Manager.....Wilbur C. Fouts
Sales Promotion Manager..Sarah Jane Moon
Program Director.....Diana Fouts
Chief Engineer.....Royce Smith

KGNB—New Braunfels—1950

Frequency: 1420 Kc.....Power: 1000 Watts d.
Owned.....Radio Sta. KGNB
Address .....184 Castell
Tel.: MA 5-3443.....KBS
Newspaper Affiliation .....Herald
Gen., Comm. Mgr.....F. T. Wilson
Chief Eng.....Bob Stewart

KECK—Odessa—1946

Freq.: 920 Kc.....Power: 1 Kw. d., 500 W. n.
Owned-Operated By..Ector County Bcstg. Co.
Business Address.....120 W. 3d
Tel.: FE 2-5791.....Independent
Representative .....Forjoe
General Manager.....Ben Nedow
Comm. Manager.....Roy Elsner
Program Director.....Mike Edwards

KOSA—Odessa—1947

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....Odessa Bcstg. Corp.
Business Address.....Box 2529
Tel.: FE 2-4301.....CBS
Representative .....Bolling
President, Gen. Mgr.....Cecil L. Trigg
Station Manager.....David G. Scribner
Commercial Manager.....Brunell Harvey
Sales Prom. Mgr.....Lou Lindsey
Program Director.....Don Kirkpatrick
Chief Engineer.....James Simpson

KOYL—Odessa—1957

Frequency: 1310 Kc.....Power: 500 Watts, d.
Owned By.....Mid-Cities Bcstg. Co.
Business Address.....P. O. Box 2228
Tel.: Emerson 6-2801.....Independent
Station Rep.....Rambeau, Vance, Hopple
Gen. Mgr. Ch. Eng.....Edward L. Roskelley
Commercial Manager.....James B. Miller
Program Director.....Johnny F. Salisbury

KRIG—Odessa—1946

Frequency: 1410 Kc.....Power: 1000 Watts
Owned-Oper. By.....Radio Odessa, Inc.
Address .....Box 231
Tel.: FEderal 2-6871.....NBC
Station Representative .....Melville
Pres., Gen. Mgr.....Carl S. Goodwin
Station Manager.....B. M. LaRue
Commercial Manager.....L. C. Boone
Program Director.....Jim Simon
Chief Engineer.....William R. Mettler

KOGT—Orange—1947

Frequency: 1600 Kc.....Power: 1000 Watts
Owned-Oper. By....Sabine Area Brcstg. Corp.
Address .....Orange
Tel.: TU 3-4381.....KBS
Station Representative.....Best; Weed
President .....M. L. Jacobs
Exec. V.P., Gen. Manager.....Ed Lovelace
Comm. Mgr.....John Derrick
Chief Engineer.....Hulan Smith

KNET—Palestine—1936

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By....Palestine Bcstg. Corp.
Business Address.....Box 649
Tel.: 6077 .....KBS
Pres., Gen., Sta. Mgr.....Allen E. Vinson
Comm., Mgr.....Milton M. Evans
Sales Promotion Manager....Austin Hotchkiss
Program Director.....Marvin Crain
Publicity Director.....Tad Dunbar, Jr.
Chief Engineer.....James K. Richardson

KHHH—Pampa—1951

Frequency: 1230 Kc.....Power: 250 Watts
Owned By.....Garrison-Huntley Enterprises
Address.....P. O. Box 1779
Tel.: MO 4-2551.....KBS
Station Representative .....Melville
Gen., Comm. Mgr.....Bob Garrison
Station Manager.....Hank Huntley
Sales Promotion Manager.....Helen Doyle
Program Director.....Pat Winegeart
Publicity Director.....Jack Scott
Chief Engineer.....Joe Anthony

KPDN—Pampa—1936

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Top O' Texas Bcstg. Co.
Address .....Hughes Bldg.
Tel.: MO 4-7461.....MBS
Station Rep. .....Best
Gen., Comm. Mgr.....Coy Palmer
Sta. Mgr., Prog. Dir.....Warren Hasse
Chief Engineer.....Dennis Dehn

KFTV—Paris—1950

Frequency: 1250 Kc.....Power: 500 Watts d.
Owned-Operated By....Lamar Bcstg. Co., Inc.
Business Address...210 1st Natl. Bank Bldg.
Tel.: SU 4-6676.....KBS
Pres., Gen. Mgr.....James F. Hendrix

POPULAR Music

650

on your radio

KRCT PASADENA, TEXAS

Sales Prom., Prog. Dir.....Thomas D. Seay
Publicity Director.....Pee Wee Reid
Chief Engineer.....Ross Babigan

KPLT—Paris—1936

Frequency: 1490 Kc.....Power: 250 Watts
Owned By.....Ron Litteral
Address .....Box 235
Tel.: SU 4-3311.....Independent
Representative.....John E. Pearson
President, Gen., Sta. Mgr.....Fred Kincaid
Comm. Mgr.....Willard Marshall
Program Director.....John Kunsak
Publicity Director.....Margie Lou Hubbard
Chief Engineer.....Jeff Methven

KLVL—Pasadena—1950

Freq.: 1480 Kc.....Power: 1 Kw. d., 500 W. n.
Owned-Oper. By.....Felix H. Morales
Address.....1811 Pasadena Blvd.
Representative....Oakes, National Time Sales
General Manager.....Felix H. Morales
Sales Manager.....Johnny P. Hernandez
Program Director.....Joe Martinez Morales

KRCT—Pasadena—1947

Frequency: 650 Kc.....Power: 250 Watts d.
Address .....Box 1009
Station Rep. .....Bernard
V. P., General Manager.....J. H. Touchstone
Comm. Mgr.....George I. Weinman, Jr.

KIUN—Pecos—1935

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....KIUN, Inc.
Business Address .....Pecos
Tel.: 5-2497 .....NBC
Newspaper Affiliation .....Enterprise
Representative .....Hil F. Best
President .....Barney Hubbs
Gen., Sales Prom. Mgr.....Bill Hubbs
Station Manager.....David Martin
Commercial Manager.....Lynn Garrett
Prog. Dir., Ch. Engr.....Harry Boehnemann

KEYE—Perryton—1948

Frequency: 1400 Kc.....Power: 250 Watts
Owned.....Great Plains Bcstg. Co.
Address.....P. O. Box 917
Tel.: 5771 .....MBS
President .....Carl Ellis
Gen., Sta. Mgr.....Irving R. Buchanan
Comm. Mgr.....G. K. Rupprecht
Program Director.....Kenneth Roller
Chief Engineer.....Don Smith

KVOP—Plainview—1944

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....KVOP, Inc.
Address.....1100 W. 24th St.
Tel.: 4-2771 .....MBS-KBS
Gen., Sta. Manager.....Kermit Ashby
Comm. Manager.....Tut Tawwater

KBOP—Pleasanton—1951

Frequency: 1380 Kc.....Power: 1000 Watts d.
Owned-Oper. By...Atascosa Broadcasting Co.
Address.....P. O. Box 247
Tel.: LOcust 9-4871.....KBS
Station Rep.....Natl. Radio Reps.
Pres., Gen. Mgr.....Ben L. Parker
Comm., Prom. Mgr.....Tom Everit
Program Director.....Jimmie Ray
Publicity Director.....Mary E. Parker
Chief Eng.....Mona Parker

KOLE—Port Arthur—1947

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Port Arthur Bcstg. Co.
Address .....Box 1126
Tel.: YU 2-9436.....Independent
General Manager.....Socs Vratis
Sales Manager.....Bob Tucker

KPAC—Port Arthur—1934

Freq... 1250 Kc.....Power: 5 Kw. d, 1 Kw. n.
Owned-Oper. By.....Port Arthur College
Business Address.....1515 Lakeshore Dr.
Tel.: YU 5-7458.....MBS
Representative .....Pearson
President.....W. M. Monroe
Sales Manager.....George Crouchet, Jr.
Pub., Program Director.....Corinne Enos
Chief Engineer.....Charles Segrest

KPOS—Post—1955

Frequency: 1370 Kc.....Power: 500 Wts. d.
Owned By.....Maples-McAlister Bcstg. Co.
Address.....201 East Main St.
Tel.: 550 .....KBS
Gen. Comm. Mgr.....H. J. Porter
Chief Engineer.....H. Callaway

KOLJ—Quanoh—1952

Frequency: 1150 Kc.....Power: 500 Watts d.
Owned-Operated By.....Orville L. Jenkins
Address .....Quanoh
Tel.: MO 3-2572.....KBS
Station Rep. .....Best
Owner.....Orville L. Jenkins

KSOX—Raymondville—1957

Frequency: 1240 Kc.....Power: 250 Watts
Owned.....Hicks & Stewart
Address .....Box 1238
Tel.: MU 9-3333.....Independent
Gen. Mgr.....James Parr
Prog. Dir.....Bob Dodson

KFRD—Rosenberg—1948

Frequency: 980 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Fort Bend Bcstg. Co.
Business Address.....1501 Radio Lane
Tel.: NO 2-3776.....Independent
General Manager.....Jim Hairgrove

KTLU—Rusk—1955

Frequency: 1580 Kc.....Power: 500 W., d.
Owned.....E. H. Whitehead
Business Address .....Rusk
Tel.: MUtual 3-2259.....Independent
Newspaper Affiliation .....Cherokeean
Pres., Gen. Mgr.....E. H. Whitehead
Comm. Mgr., Prog. Dir.....Jim Carroll
Chief Engineer.....George E. Gunter

KGKL—San Angelo—1928

Freq.: 960 Kc.....Power: 5 Kw. d., 1 Kw. n.
Owned.....Angelo Bcstg. Tcstg.
Business-Studio Address.....Box 1878
Tel.: 6151 .....ABC
Representative.....John E. Pearson
Pres., Gen. Mgr.....Lewis O. Seibert
Commercial Manager.....Tom Mullins
Program Director.....Charles Gibson
Chief Engineer.....Bill Poteet

KTXL—San Angelo—1947

Frequency: 1340 Kc.....Power: 250 Watts
Owned.....San Angelo Bcstg. Co.
Address .....Box 52
Tel.: 3131 .....MBS-KBS
Representative .....Indie
General Manager.....Neil R. Baird

KWFR—San Angelo—1954

Frequency: 1260 Kc.....Power: 1000 Watts d.
Owned-Oper. By..Solar Broadcasting Co., Inc.
Address.....421 W. 26th St.
Tel.: 2-3388 .....MBS
Station Representative.....Clark; Weed
President.....Arthur Foster
Gen., Sta. Mgr.....Walton Foster
Commercial Manager.....Richard Dean
Sales Prom., Prog. Dir.....Ray Bankston
Chief Engineer.....R. L. Smith

KPEP—San Angelo—1953

Frequency: 1420 Kc....Power: 1000 Watts, d.
Owned.....D. P. Pinkston
Address .....Box 1350
Tel.: 8168 .....Independent
Representative.....Broadcast Time Sales
General Manager.....Joe Treadway
Comm., Sales Prom. Mgr.....Richard Dean
Chief Engineer.....Jerry Jackson

KCOR—San Antonio—1946

Freq.: 1350 Kc. ....Power: 5 Kw. d., 1 Kw. n.
Owned .....KCOR, Inc.
Address.....111 Martinez St.
Tel.: CA 5-2751.....Independent
Rep. .....O'Connell
President.....Raoul A. Cortez, Sr.
General Mgr.....Nathan Safir
Station Mgr.....Emilio Nicolas
Sls. Prom. Mgr.....Raoul A. Cortez, Jr.
Commercial Manager.....Ben Tamborello
Program Dir.....Guillermo Lozano
Publicity Dir.....William Lamar
Chief Engineer.....Marvin Fiedler

KENS—San Antonio—1926

Freq.: 680 Kc.....Power: 50 Kw. d., 10 Kw. n.
Owned-Oper. By.....Express Publishing Co.
Business-Studio Address.....Ave. E & 4th St.
Tel.: CA 5-7411.....CBS
Newspaper Affil.....Express, News
Representative.Peters, Griffin, Woodward, Inc.
President.....Frank Huntress, Jr.
Commercial Mgr.....Albert D. Johnson
Manager .....Herb Carl
Sales Prom. Pub. Dir.....Ken McClure
Chief Engineer.....William J. Jackson

KARS—San Antonio—1953

Frequency: 1250 Kc.....Power: 500 Watts d.
Owned-Oper. By.....Leal Bcstg. Co., Inc.
Address.....501 W. Quincy
Tel.: CA 7-6373.....Independent
V.P., Gen. Mgr.....Les Miller
Commercial Mgr.....Don Mitchell
Asst. Gen. Manager.....Harold Carr
Program Director.....R. Chavez

KITE—San Antonio—1947

Frequency: 930 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Radio Station KITE
Business-Studio Address....310 Transit Tower
Tel.: CA 6-0335.....Independent
Representative ..... Avery-Knodel
Pres., Gen. Mgr.....Charles W. Balthrope
Manager .....Ed Winton
Station Mgr.....Kelly Wofford
Prog. Mgr.....Stanley Nelson
Chief Engineer.....John Stercovich

KIWW—San Antonio—1948

Frequency: 1540 Kc.....Power: 250 Watts d.
Owned-Oper. By.....Radio KIWW, Inc.
Address.....518 W. Houston St.
Tel.: CA 6-5254.....Independent
Station Rep...Natl. Time Sales; Oakes; Harry
President .....Robert N. Pinkerton
General Manager.....W. M. (Bill) Simpson
Prog. Dir.....Juan Gattas
Chief Eng.....William Ellis

KONO—San Antonio—1927

Frequency: 860 Kc.....Power: 5000 d., 1000 n.
Owned-Operated By.....Mission Bdcstg. Co.
Address.....317 Arden Grove
Tel.: CA 6-5171.....Independent
Representative.....H-R, Clarke-Brown
Pres., Owner .....Eugene J. Roth
General Manager.....James M. Brown
Sta. Mgr., Pub. Dir.....Jack Roth
Commercial Manager.....Bob Roth
Sales Promotion Manager.....Bill Miles
Program Director.....Jerry Miller
Dir. Engineering.....George Ing
Chief Engineer.....Bill Kiley

KAKI—San Antonio—1922

Frequency: 550 Kc.....Power: 5000 Watts
Owned-Oper. By.....Sunshine Bcstg. Co.
Business-Studio Address.....1130 Broadway

Tel.: CA 7-1251.....Independent
Representative .....Blair
Chairman of the Board.....B. R. McLendon
President.....Gordon B. McLendon
General Manager.....Jack Fiedler
Commercial Manager.....Jim Hamby
Program Director.....Larry Fischer

KMAC—San Antonio—1926

Frequency: 630 Kc.....Power: 5,000 Watts
Owned-Oper. By.....Howard W. Davis
Address.....KMAC Bldg.
Tel.: CA 3-6211.....ABC-MBS
Pres., Gen., Sta. Mgr.....Howard W. Davis
Program Director.....A. S. (Tony) Bessan
Sales Prom. Mgr.....M. G. McWhorter
Pub. Dir.....Ginger Hunt
Chief Eng.....Al Knight

WOAI—San Antonio—1922

Frequency: 1200 Kc.; Power: 50,000 Watts d.,n.
Owned-Oper. By....Southland Industries, Inc.
Address .....1031 Navarro St.
Tel.: CA 7-4221.....NBC
Representative .....Edward Petry & Co., Inc.
Chairman of the Board.....Hugh Halff, Jr.
Pres., Gen. Mgr.....James M. Gaines
Sta. Manager.....Rex Preis
Sales Prom. Mgr.....Bill N. Yancy
Program Manager.....Barclay Russell
Publicity Director .....Imogene Stanley
Chief Engineer .....Charles L. Jeffers

KCNY—San Marcos—1948

Frequency: 1470 Kc.....Power: 250 Watts d.
Owned-Oper. By.....Central Brcstg. Co.
Address .....Box 32
Tel.: EX 2-3545.....KBS
Representative.....Hil F. Best
President.....Dr. Forest L. Whan
Gen., Sta. Mgr.....William Veidt
Sales Prom., Prog. Dir.....Clyde Butler
Publicity Director.....Jerri Veidt
Chief Engineer.....Don Whan

KBAL—San Saba—1956

Frequency: 1410 Kc.....Power: 500 Watts d.
Owned By.....San Saba City Bdcstg. Co.
Address.....P. O. Box 209
Tel.: 166.....KBS
Gen. Comm. Mgr.....H. A. Stephens
Chief Engineer.....J. Morgan

KWED—Seguin—1948

Frequency: 1580 Kc. ...Power: 1000 Watts d.
Owned-Oper. By.....Seguin Bdcstg. Co.
Business-Studio Address.....609 E. Court St.
Tel.: FR 9-2234.....Independent
Representative .....Hil F. Best
President, Gen. Mgr.....Garfield Kiel
Com., Sta. Mgr., Prom. Mgr.....Stan McKenzie
Prog. Dir.....Henry Lehnhoff

KSML—Seminole—1955

Frequency: 1250 Kc.....Power: 1000 Watts d

KMAC KISS-FM

31 YEARS OF SERVICE

SAN ANTONIO'S

BIG INDEPENDENT

HOWARD W. DAVIS

Owner

Owned-Oper. By.....Seminole Bcstrs.
Address.....402 South Main St.
Tel.: Seminole.....KBS
Owner .....Marshall Formby
General Manager.....Hal Blymiller

KSEY—Seymour—1950

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....W. C. Moss, Jr.
Address .....Lubbock Hy.
Tel.: Seymour.....KBS
Station Manager.....W. C. Moss, Jr.

KEVA—Shamrock—1948

Frequency: 1580 Kc.....Power: 250 Watts d.
Owned-Oper. By....Shamrock Tex. Bcstg. Co.
Address .....Box 21
Tel.: 620 .....KBS
Gen., Sta. Mgr.....Merita Bumpers
Commercial Manager.....Charles Gibson
Chief Engineer.....Robert G. Pennington

KRRV—Sherman-Denison 1936

Frequency: 910 Kc.....Power: 1000 Watts
Owned-Oper. By.Red River Valley Bcstg. Corp.
Address..Box 94 (Denison), Box 665 (Sherman)
Tel.: 201 (Sherman).....MBS
Representative .....Pearson
General Manager.....Tom E. Spellman

KTXO—Sherman—1947

Frequency: 1500 Kc.....Power: 250 Watts d.
Owned-Operated By...O'Connor Bcstg. Corp.
Business Address.....Hwy. 75 North
Tel.: TWinbrook 2-8188.....Independent
Station Rep.....Bogner & Martin
President.....K. M. Fisher
Gen., Sta. Mgr.....Harry O'Connor
Commercial Manager.....Ray Lewis
Program Director.....Dick Carr
Chief Engineer.....Raymond Tucker

KANN—Sinton-Corpus Christi 1954

Frequency: 1590 Kc.....Power: 1 Kw. d.
Owned.....San Patricio Bcstg. Co.
Business Address.....Box 1366, Sinton
Tel.: TU 4-1590.....Independent
Station Representative .....Melville
Pres., Gen. Mgr.....Tom C. Fleet, Jr.
Commercial Manager.....Fred E. Mayhew
Prog. Dir., Ch. Engr.....Ernie Wood

KSNY—Snyder—1949

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Snyder Bdcstg. Co.
Address .....Box 1468
Tel.: HI 3-9322.....MBS-KBS
Station Rep. .....Continental
President.....Mrs. Flora Hughes
Gen. Sta. Mgr.....Mel Z. Gilbert
Commercial Mgr.....Frank Taylor
Program Dir.....Mrs. Jewell Sumerlin
Chief Engineer.....Coy Thompson

KDWT—Stamford—1946

Frequency: 1400 Kc.....Power: 250 Watts
Owned.....David W. Ratliff
Address .....Box 1123
Tel.: PR 3-3401.....MBS-KBS
Pres., Gen., Sta. Mgr.....David Ratliff
Comm., Sales Prom. Mgr.....Phil Keener
Chief Engineer.....Charles Fade

KSTV—Stephenville—1947

Frequency: 1510 Kc.....Power: 250 Watts d.
Owned .....Dixie Bcstrs.
Address.....P. O. Box 102
Tel.: LI 3141.....KBS
Representative .....Bea
Comm. Mgr.....Mel Bennet

KSST—Sulphur Springs—1947

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By....Hopkins County Bcstg. Co.
Business Address.....Radio Road
Tel.: TU 5-3111.....KBS
Station Representative .....Melville
Pres., Gen., Sta. Mgr.....William E. Bradford
Comm. Mgr.....Clovis Pinion
Sales Prom. Mgr.....Buddy Funderburk
Program Director.....Mrs. Sandra Branch
Publicity Director.....Margaret Thomas
Chief Engineer.....Bill Bradford

KXOX—Sweetwater—1939

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By .....KXOX
Business Address.....Hwy. 70 N.; Box 570
Tel.: BElmont 4-4655.....KBS
Station Representative .....Melville
President .....F. L. Ledbetter
Gen. Mgr.....Myrl Stein
Comm. Manager.....Elwood Fritsch
Program Director.....Maxine Stein
Chief Engineer.....Walter D. Tabler

KTAE—Taylor—1948

Frequency: 1260 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....KTAE, Inc.
Business Address.....121 E. 2nd St.
Tel.: EL 2-3631.....KBS
Representative .....Clarke Brown
General Manager.....Gillis Conoley
Prog. Dir.....Fred Switser
Commercial Manager.....John Webby
Chief Engineer.....Robert Sitman

KTEM—Temple—1936

Frequency: 1400 Kc.....Power: 250 Watts
Owned.....Bell Broadcasting Co., Inc.
Address.....17 South Third
Tel.: PR 3-5252.....Independent
Newspaper Affiliation.....Daily Telegram
Representative .....Clarke Brown
President .....Frank W. Mayborn
General Manager.....Harry O'Connor

Program Director .....Tom Matts
Chief Engineer.....Edwin Roberts

KTER—Terrell—1950

Frequency: 1570 Kc.....Power: 250 Watts d.
Owned-Oper. By.....Terrell Bcstg. Corp.
Bus. Address....Walnut & State Sts.; Box 431
Tel.: JOrdan 3-4497.....Independent
Pres., Gen. Mgr.....Paul A. Wnorowski
Sales Prom., Prog. Dir.....Fred Wnorowski
Chief Engineer.....Martin Pitts

KCMC—Texarkana—1932

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....KCMC, Inc.
Business-Studio Address.....317 Pine St.
Representative .....Venard, Melville
General Manager.....Frank O. Myers
Chief Engineer.....Harvey Robertson

KTFS—Texarkana—1947

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....KTFS, Inc.
Business-Studio Address....4305 N. State Line
Tel.: 3-5123 .....KBS
Reps. .....Walker
Pres., Gen. Manager.....R. S. Bieloh
Commercial Mgr.....Lynn Brentley
Program Director.....Jim Waites
Promotion Manager.....John Isbell
Chief Engineer.....J. H. Crawford

KTLW—Texas City—1947

Frequency: 920 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Texas City Bcstg. Ser.
Business-Studio Address.....Show Boat Bldg.
Tel.: Texas City.....KBS
Sta. Rep. .....Best
Station Mgr.....Roy E. Hanson
Comm. Mgr.....Robert E. Tisdale

KTUE—Tulia—1954

Frequency: 1260 Kc.....Power: 1 Kw. d.
Owned-Operated By.....KTUE Bcstg. Co.
Address.....110 N. Armstrong
Tel.: Tulia.....KBS
Representative .....Best
Owners.....Clint and Marshall Formby
Manager.....D. L. McKinney

KDOK—Tyler—1956

Frequency: 1330 Kc.....Power: 1000 Watts d.
Owned-Operated By.....KDOK Bcstg. Co.
Address.....808 Peoples Bank Building
Tel.: LYric 3-2519.....Independent
Station Representative.....Devney; Weed
President, General Manager..Dana W. Adams
Commercial Manager.....Sam Matthews
Sales Promotion Manager.....Lynn Williams
Program Director.....Rusty Reynolds
Publicity Director.....Bill Atkins
Chief Engineer.....Robie Morgan

KGKB—Tyler—1930

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Ron Litteral Ent.
Address.....Kilgore Hghwy
Tel.: LY 2-3873.....Independent
Representative .....Reilly; Brown
Pres. Gen. Mgr.....Ron Litteral
Station Mgr.....Ed Smith
Program Dir.....Tig Williford
Chief Engineer.....Frank Bonner

KTBB—Tyler—1947

Freq.: 600 Kc.....Power: 1000 Watts
Owned-Operated By....Blackstone Bcstg. Co.
Business-Studio Address.....Blackstone Hotel
Tel.: LYric 4-7278.....ABC
News. Affil.....Courier Times Telegraph
Representative .....Venard, Melville
President.....Mrs. C. N. Clyde
Gen., Sta. Mgr.....M. Danbom
Prog. Dir. .....Don Tausch
Publicity Director.....David Bothwell
Chief Engineer.....R. A. Wileman

KZEY—Tyler—1958

Frequency: 690 Kc.....Power: 250 Watts, d
Owned By.....E. E. McLemore
Address.....Lake Park Drive
Tel.: LYric 3-1744.....Independent
General Mgr.....R. T. Gibson
Commercial Mgr.....M. Hinds
Program Dir.....J. Dixon
Promotion Mgr.....P. Thornton
Chief Engineer.....L. Thigpen

KVOU—Uvalde—1947

Frequency: 1400 Kc.....Power: 250 Watts
Owned.....E. J. & W. J. Harpole
Bus. Address....1400 Batesville Rd.; Box 758
Tel.: BR 8-4555.....KBS
Gen. Mgr. .....Edward J. Harpole
Station Manager.....Ed Williams
Commercial Manager.....Bill Woods
Program Director.....George Cooper
Chief Engineer.....William Hensarling, Jr.

KVWC—Vernon—1939

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Johnson-Garrison Co.
Address .....1813½ Wilbarger
Tel.: Vernon.....KBS
Representative .....Clark, Melville
President .....Bobo Johnson
General Manager.....Joe Garrison
Commercial Manager.....Aubrey Rummel

KNAL—Victoria—1949

Frequency: 1410 Kc.....Power: 500 Watts
Owned-Operated By.....Victoria Bcstg. Co.
Address .....Box 718
Tel.: HI 3-9176.....Independent
Representative.....Hil F. Best
President.....A. B. Alkek
General Manager.....James A. Traber
Commercial Manager.....Bob Tharp
Sales Promotion Manager...Vernon Townsend
Program Director.....Bob Nance
Chief Engineer.....Douglas E. Smith

KVIC—Victoria—1939

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....KVIC Bcstg. Co.
Address.....Victoria Bank & Trust Bldg.
Tel.: HIlcrest 3-9171.....MBS-KBS
President.....J. G. Long
General Mgr.....Harry L. Becker
Business Mgr.....Wilburn Jackson
Commercial Mgr.....Dick Weaver
Program Dir.....Gene Feathers
Chief Engineer.....Victor Boldt

KWTX—Waco—1946

Frequency: 1230 Kc....Power: 250 Watts, d.
Owned-Operated By.....KWTX Bcstg. Co.
Business-Studio Address.....P. O. Box 3128
Tel.: PL 6-4451.....MBS
Representative .....Raymer
President.....W. W. Namaan
Gen. Mgr.....M. N. Bostick
Station Manager.....Chuck Hinkle
Commercial Manager.....Mack Brinegar
Sales Promotion Manager.....Oma Owens
Prog. Dir.....Frank Fallon
Publicity Director.....Chuck Hardin
Chief Engineer.....William Moore

WACO—Waco—1922

Frequency: 1460 Kc.....Power: 1000 Watts
Owned-Operated By.....Waco Bcstg. Co.
Business Address.....3620 Franklin Ave.
Tel.: PL 2-6571.....ABC
Representative.....Weed, Brown
President .....Wendell Mayes
V. P., Gen. Mgr.....R. Lee Glasgow
Commercial Manager.....Wes Ninemise
Program Director.....Tom Dyeas
Chief Engineer.....Jack Vinson

KBEC—Waxahachie—1955

Frequency: 1390 Kc.....Power: 500 W., d
Owned-Operated By..Richard Tuck Enterprises
Address .....Box 731
Tel.: WE 7-2710.....KBS
Representative ..... Melville
Pres., Gen. Mgr.....Richard Tuck
Commercial Manager.....Leon Joslin

KZEE—Weatherford—1956

Frequency: 1220 Kc.....Power: 250 W., d.
Owned.....G-M Bcstg. Co.
Address .....Box 306
President.....R. Thomas Gibson
Sta. Mgr.....Gene Stanley

KRGV—Weslaco—1927

Frequency: 1290 Kc.....Power: 5000 Watts
Owned-Operated By.....L B J Company
Business Address.....309 S. Missouri Ave.
Tel.: WO 8-3131.....NBC
Representative .....Raymer
Pres., Gen. Mgr.....J. C. Kellam
Station Manager.....Charles L. Brooks
Sales Prom. Mgr., Pub. Dir.....Hank Page
Program Director.....Dallas Wales
Chief Engineer.....Lewis Hartwig

KSYD—Wichita Falls—1947

Freq.: 990 Kc.....Power: 10 Kw. d., 1 Kw. n.
Owned-Oper. By.....Grayson Enterprises
Address.....825 Indiana Ave.
Tel.: 723-0791.....Independent
Rep.....Venard, Rintoul & McConnell
President.....Sydney A. Grayson
General Mgr.....Earl Burnam
Program Dir.....Jim Chase
Publicity Dir.....Billie Foreman
Chief Engineer.....Herb Wiley

KTRN—Wichita Falls—1948

Freq. 1290 Kc.....Power: 5 Kw. d., 1 Kw. n.
Owned-Operated By.....Texoma Bcstg. Co.
Address.....917½ Scott St.
Tel.: 322-5214.....Independent
Representative .....Bolling
Pres. Gen. Mgr.....Boyd Kelley
Commercial Mgr.....Roger Stoner
Program, Pub. Dir.....Bill Gordon
Chief Engineer.....Robert A. Harmon

KWFT—Wichita Falls—1939

Frequency: 620 Kc.....Power: 5000 Watts
Owned.....North Texas Radio, Inc.
Address .....P. O. Box 420
Tel.: 72-3-4181 .....CBS
Representative .....H-R
Pres., Gen. Mgr.....Ben Ludy
Commercial Manager.....A. L. Pierce
Prog. Dir.....Homer Cunningham
Publicity Director.....Mrs. Owanah Shelton
Chief Engineer.....Melvin O. Harrison

Pop.: 861,000
Families: 239,000
Radio Homes: 232,000

Utah

Stations in State: 26
TV Homes: 206,000
TV Stations: 5

KBUH—Brigham City—1948

Frequency: 800 Kc.....Power: 250 Watts d.
Owned.....Ravella M. Bone
Business Address.....948 W. Forrest St.
Tel.: 948.....KBS
Gen. Mgr., Ch. Eng.....Wade M. Ebeling
Sta., Comm. Mgr.....Arthur Fishler
Program Director.....Dorothy Knudson
Publicity Director.....Gary Evans

KSUB—Cedar City—1937

Frequency: 590 Kc.....Power: 1000 Watts
Owned-Oper. By.....So. Utah Bcstg. Co.
Business Address.....Box 811

Tel.: 590 ..... CBS
Station Representative ..... Raymer
President ..... Samuel B. Nissley
General Manager ..... Louis T. Sayre
Commercial Manager ..... Walter V. Lowe
Prog. Dir. ..... Donald Cartwright
Chief Engineer ..... Richard Gunn

KBBC—Centerville—1957

Frequency: 1600 Kc. ..... Power: 1 Kw.,d
Owned By ..... Davis Bcstg. Co.
Address ..... P.O. Box 44, Bountiful, Utah
Tel.: AXtell 5-5551 ..... Independent
President ..... J. F. Pingree
General Manager ..... H. W. Pingree
Program Director ..... M. Bailey
Chief Engineer ..... Ed McCleery

KLGN—Logan—1954

Frequency: 1390 Kc. ..... Power: 1,000 Watts d.
Owned-Oper. By ..... KLGN Radio, Inc.
Business Address ..... RR #1 Box 231
Tel.: 2600 ..... Independent
Station Representative ..... Hopewell
President ..... F. G. Ziser
Station Manager ..... Bruce R. Hymas
Commercial Manager ..... Dee F. Jensen
Program Director ..... Larry Hunsaker
Chief Engineer ..... O. C. Haycock

KVNU—Logan—1938

Frequency: 610 Kc. ..... Power: 1000 Watts
Owned-Oper. By ..... Cache Valley Bcstg. Co.
Business Address .. 1393 N. Main St.; Box 269
Tel.: 1400 ..... MBS-KBS
Representative ..... Avery-Knodel
President ..... Herschel Bullen
Gen., Sta. Mgr. ..... Reed Bullen
Commercial Manager ..... W. W. Kirkland
Program Director ..... Reid Andreasen
Chief Engineer ..... W. W. Jones

KURA—Moab—1957

Frequency: 1450 Kc. ..... Power: 250 Watts
Owned By ..... MOAB Bcstg. Corp.
Address ..... P.O. Box 368
Tel.: ALpine 3-5001 ..... MBS
Pres. Gen. Mgr. ..... Forrest L. Simpson
Station Mgr. ..... Mrs. Ellen Brock
Program Dir. ..... Lester M. Erbes
Sales Prom. Mgr. ..... Richard S. McDonald
Chief Engineer ..... Calvin H. Widows

KMUR—Murray—1948

Frequency: 1230 Kc. ..... Power: 250 Watts
Owned-Oper. By ..... KMUR, Inc.
Address ..... 4646 S. State St.
Tel.: AM 6-4419 ..... Independent
President ..... O. J. Wilkinson
V.P. Gen. Mgr. ..... George I. Norman, Jr.
Asst. Mgr. ..... Bennie L. Williams
Program Dir. ..... Ted Thomas
Publicity Dir. ..... Pat Denner
Chief Engineer ..... James Gamble

KLO—Ogden—1924

Frequency: 1430 Kc. ..... Power: 5000 Watts
Owned-Operated By ..... Interstate Corp.
Bus. Ad. ..... Hotel Ben Lamond, 7th Floor
Tel.: EXport 4-5721 ..... Independent
Representative ..... Avery-Knodel
President ..... Edris Glassman
Gen. Mgr. ..... Cecil Heitel
Sta., Sales Prom. Mgr. ..... Kim Ward
Commercial Manager ..... Len Allen
Prog. Dir. ..... Rex Wallgren
Chief Eng. ..... Wayne Moss

KKOG—Ogden—1956

Frequency: 730 Kc. ..... Power: 1000 Watts d.
Owned-Oper. By ..... KOPP, Inc.
Address ..... W. 12th St.
Tel.: EX 4-3476 ..... KBS
Station Representative ..... Radio TV Rep.
President ..... William Lindsay
Station Manager ..... Robert K. Hansen
Commercial Manager ..... Roger D. Thomsen
Chief Engineer ..... Hirshel Urie

KVOG—Ogden—1948

Frequency: 1490 Kc. ..... Power: 250 Watts
Owned-Oper. By ..... United Bcstg. Co.
Business Address ..... 1538 Gibson Ave.
Tel.: EX 2-7535 ..... Independent
Representative ..... Webb
Pres., Gen. Mgr. ..... Arch G. Webb
Comm. Mgr. ..... D. B. Affleck
Program Director ..... Jay Livingood
Chief Engineer ..... Carl Ruthstrom

KOAL—Price—1936

Frequency: 1230 Kc. ..... Power: 250 Watts
Owned-Oper. By ..... Eastern Utah Bcstg. Co.
Address ..... Price
Tel.: ME 7-0407 ..... MBS-KBS
Representative ..... Avery-Knodel
Commercial Manager ..... Jack Richards

KEYY—Provo—1949

Frequency: 1450 Kc. ..... Power: 250 Watts
Owned-Oper. By ..... Mid Utah Bcstg. Co.
Business Address ..... 307 S. 16th West
Tel.: FR 3-2174 ..... KBS
President ..... D. Spencer Grow
Gen. Mgr. ..... E. A. Niehay
Station Manager ..... Joe Meier
Program Director ..... Hal Parkes
Chief Engineer ..... J. Lovell Killpack, Jr.

KIXX—Provo—1947

Frequency: 1400 Kc. ..... Power: 250 Watts
Owned-Oper. By .. Central Utah Bcstg. Co. Inc.
Address ..... P. O. Box 550
Tel.: FR 3-3336 ..... ABC
Representative ..... Hollingbery, Webb
Pres., Comm. Mgr. ..... F. A. Van Wagenen
Gen., Sta. Mgr. ..... H. E. Van Wagenen
Chief Engineer ..... F. O. Boyer

KOVO—Provo—1939

Freq.: 960 Kc. ..... Power: 5 Kw., d.; 1 Kw. n.
Owned-Operated By ..... KOVO Bcstg. Co.
Business Address ..... Box 99

Tel.: FRanklin 3-8550.....MBS
Station Representative .....Avery-Knodel
President.....Ashley L. Robison
Gen. Mgr.....Glenn Shaw
Comm. Mgr.....L. H. Curtis
Sales Promotion Manager.....Jim May
Program Director.....Don Spainhower
Publicity Director.....Devern Perry
Chief Engineer.....Leland Davies

KSVC—Richfield—1947

Freq.: 980 Kc.....Power: 5000 Wts. d., 1000 n.
Owned-Operated By..Sevier Valley Bcstg. Co.
Tel.: TW 6-4457.....Independent
Representative .....Avery-Knodel
President .....Homer Bandley
Gen., Comm. Mgr.....Arthur Tucker
Prog. Dir., Ch. Engr.....Bill King

KDXU—St. George—1957

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....St. George Bcstg. Co.
Business Address.....P.O. Box 488
Tel.: ORchard 3-3579.....KBS
Gen., Comm. Mgr.....Roy C. Winkelmann
Program Director.....Ellen Winkelman
Chief Engineer.....Wendell Motter

KALL—Salt Lake City—1945

Frequency: 910 Kc.....Power: 1000 Watts
Owned-Oper. By.....Salt Lake City Bcstg. Co.
Business-Studio Address.....146 S. Main St.
Tel.: EM 4-3561.....MBS
Newspaper Affil....Ogden Standard-Examiner
Representative.....Avery-Knodel, Inc.
Pres., Gen. Mgr.....George C. Hatch
Sta., Comm. Mgr.....Homer K. Peterson
Sales Manager.....Roger Barkley
Program Director.....Bob Whitney
Publicity Director.....Dick Broun
Chief Engineer .....W. D'Orr Cozzens

KDYL—Salt Lake City—1922

Frequency: 1320 Kc.....Power: 5000 Watts
Owned ....Intermountain Bcstg & Telev. Corp.
Bus.-Studio Address.....130 Social Hall Ave.
Tel.: DA 2-5681.....NBC
Representative .....Katz
President, Gen. Mgr.....G. Bennett Larson
Sta. Comm. Mgr.....Del Leeson
Program Dir.....Ed Kemp
Sales Prom. Publicity.....Edward T. Himstreet
Chief Engineer.....A. L. Gunderson

KNAK—Salt Lake City—1945

Freq.: 1280 Kc.....Power: 5 Kw. d., 500 W. n.
Owned.....Granite District Radio Bcstg. Co.
Business-Studio Address.....1042 So. 6th W.
Tel.: EM 4-3685.....Independent
Representative .....Forjoe
President, Chief Eng.....Howard D. Johnson
Gen., Comm. Mgr.....William Wright
Program Director .....Mildred Baker

KSL—Salt Lake City—1922

Frequency: 1160 Kc.....Power: 50,000 Watts
Owned-Oper. By..Radio Service Corp. of Utah
Bus.-Studio Address.....145 Social Hall Ave.
Tel.: EL 5-4641.....CBS
Representative.....CBS Radio Spot Sales
President.....J. Reuben Clark
Exec. V.P.....Jay W. Wright
Commercial Manager.....Joseph A. Kjar
Pub. Dir.....Robert O. Pusey
Prom. Manager.....Robert G. Murdock
Chief Engineer.....Vincent Clayton

KSOP—Salt Lake City—1955

Frequency: 1370 Kc.....Power: 1 Kw., d.
Owned-Oper. By.....Seagull Broadcasting Co.
Address.....1300 West 2320 South
Tel.: HU 4-4435.....KBS
Representative.....Oaks & Assoc., Bernard
Gen. Comm. Mgr.....M. H. Hilton
Sta. Mgr.....Sam Moll
Program Director.....Gart Wheeler
Chief Engineer.....Lyle Wahlquist

KLUB—Salt Lake City—1938

Frequency: 570 Kc.....Power: 5000 Watts
Owned-Oper. By.....KLUB Bcstg. Co.
Business-Studio Address..165 Social Hall Ave.
Tel.: EL 9-7794.....ABC
Representative .....Hollingbery
President, General Mgr.....Frank C. Carman
Commercial Mgr., Prom. Mgr....Allan Thomas
Program Dir.....Paul Droubay
Chief Eng.....Delbert Williams

you can't **"BUCK"** *it!*

In the Salt Lake Market

SURVEYS PROVE

KSOP offers you more!
Costs less per thousand listeners.

GET THE FACTS!

NEW COMBINATION
LOCAL — NATIONAL
RATE CARD

Contact
Harlan G. Oakes & Associates, West Coast and Texas. Charles Bernard all other areas.

KSOP

Utah's Only Country and Western Music Station

KWHO—Salt Lake City—1955

Frequency: 860 Kc.....Power: 1 Kw., d.
Owned-Operated By.....Reese C. Anderson
Address.....510 E. Second South
Tel.: DA 2-5819.....Independent
Station Representative .....Grant
Pres., Gen. Mgr.....Reese C. Anderson
Prog. Dir.....Cherie Johnsen
Chief Engineer.....Marvin C. Zitting

KWIC—Salt Lake City—1957

Frequency: 1570 Kc.....Power: 500 Watts d.
Owned By.....Sugarhouse Broadcasting Co.
Business Address.....1247 Wilmington Ave.
Tel.: HUnter 4-8791.....Independent
Partners.....Dale R. & Marvin R. Curtis
Gen., Sta. Mgr.....Thomas M. Ivory
Comm. Sale Prom. Mgr.....Starley D. Bush
Program Director.....Gerald G. Steorts
Chief Engineer.....Kay D. Turner

KTUT—Tooele City—1956

Frequency: 990 Kc.....Power: 1 Kw., d.
Owned.....Tooele County Radio & TV Bcstg
Business Address.....P.O. Box 449
Tel.: 990 .....KBS
President .....Sam Gillette
Gen., Sta. Mgr.....George L. Smith
Program Director.....F. William Houghtaling
Chief Engineer.....Eric Munro

KVEL—Vernal—1947

Frequency: 1250 Kc.....Power: 1 Kw., d.
Owned-Oper. By.....Uintah Bcstg. Co.
Address .....120 E. Main St.
Tel.: 494 .....KBS
Manager.....Lee Walker

Pop.: 390,000
Families: 113,000
Radio Homes: 109,000

Vermont

Stations in State: 14
TV Homes: 96,000
TV Stations: 1

WBTN—Bennington—1953

Frequency: 1370 Kc.....Power: 500 Watts d.
Owned-Oper. By.....Catamount Bcstrs. Inc.
Business Address....U. S. Rt. 7, Harwood Hill
Tel.: 6321 .....Independent
Station Representative.....Devney; Kirby
Pres., Ch. Engr.....J. Gordon Keyworth
Station Manager.....Mrs. J. Gordon Keyworth
Commercial Manager.....Roy M. Andersen

WTSA—Brattleboro—1950

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By....Tri-State Area-Bcstg. Corp.
Address.....Box 819
Tel.: AL 4-4567.....Independent
Station Representative .....Walker-Rawalt
President .....Theodore Feinstein
Gen., Sta., Comm. Mgr.....Phillips Terhune
Program Director.....Edwin Ellis
Chief Engineer.....Edward Somes

WCAX—Burlington—1931

Frequency: 620 Kc.....Power: 5000 Watts
Owned-Oper. By.....WCAX Radio, Inc.
Business Address.....100 Market Sq., S.
Tel.: UN 2-5761.....CBS
Representative .....Weed
President, Sta. Mgr.....C. P. Hasbrook
Gen. Mgr.....Stuart T. Martin
Comm., Sales Prom. Mgr.....John W. Millar
Program Director.....William C. Dow
Publicity Director.....Charles S. Lewis
Chief Engineer.....James W. Tierney

WDOT—Burlington—1954

Frequency: 1400 Kc.....Power: 250 Watts
Owned .....WDOT, Corp.
Address.....109 S. Winooski Ave.
Station Representatives..... Walker
President, Gen., Sta.....Val Carter
Comm. Mgr., Prom. Mgr.....V. J. D'Acuti
Chief Engineer.....Glendon Fleury

WJOY—Burlington—1946

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....Vermont Bcstg. Corp.
Bus.-Studio-Transmitter Location..633 Main St.
Tel.: UN 4-5774.....ABC
Representative.Everett-McKinney, Kettel Carter
President.....David W. Howe
Gen., Sta. Mgr.....Frank Balch
Program Director.....Dean Slack
Publicity Director.....Robert Leavitt
Chief Eng.....Don Wheatley

WSKI—Montpelier—1947

Frequency: 1240 Kc.....Power: 250 Watts
Owned By.....Green Mt. Bcstg. Co.
Bus. Address.....Union Mutual Bldg.
Tel.: CApitol 3-5275.....ABC
Station Representative .....Walker-Rawalt
President .....Eben Parsons
Gen., Sta. Mgr.....Daniel B. Ruggles III
Program Director.....Robert Bannon
Chief Eng.....Gerald Marcott

WIKE—Newport—1952

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By..Memphremagog Bcstg. Co.
Business Address.....Box 711
Tel.: 832 .....Independent
Sta. Rep.....Devney; Foster, Creed; Potts
President .....E. Dean Finney
Gen. Mgr., Ch. Eng.....Donald A. Thurston

WHWB—Rutland—1949

Frequency: 1000 Kc.....Power: 1000 Watts
Owned...Central Vermont Broadcasting Corp.
Address .....Box 591

Tel.: PR 3-3200.....Independent
Representative ..... Gill-Perna
General Manager.....John H. Bennett
Commercial Manager.....Francis McCormack
Chief Engineer.....Clair Castor

WSYB—Rutland—1930

Frequency: 1380 Kc..Power: 5 Kw. d., 1 Kw. n.
Owned-Oper. By.....Philip Weiss Music Co.
Bus.-Studio Address.....35 Washington St.
Tel.: PR 3-8140.....KBS-MBS
Representative .....McGillvra
Gen., Comm. Manager.... .....Philip Weiss
Business Manager.....J. H. Weiss

WWSR—St. Albans—1941

Frequency: 1420 Kc.....Power: 1 Kw., d.
Owned.....Vermont Radio Corp.
Address.....75 North Main Street
Tel.: LAkeview 4-2157.....Independent
Station Representative .....Walker-Rawalt
Pres., Gen. Mgr.....Lloyd E. Squier
Sta., Comm. Mgr.....Cecil S. Fahl
Chief Engineer.....Ted Boisvert

WTWN—St. Johnsbury—1949

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By....Twin State Bcstrs. Inc.
Address .....Concord Ave.
Tel.: PI 8-2344.....Independent
Station Rep.....Devney: Foster, Creed
Pres., Gen. Mgr.....E. Dean Finney
Commercial Manager.....John Byrne
Program Director.....Stanley Douglas
Ch. Eng.....Ken Lare

WCRF—Springfield—1954

Frequency: 1480 Kc.....Power: 1 Kw., d.
Owned-Operated By..Conn. Valley Bcstg. Co.
Address.....106 Park St.
Tel.: TUrner 5-4555.....Independent
Station Rep.....Walker-Rawalt
President, Gen. Mgr.....Carlo F. Zezza
Commercial Manager..Edwin A. Pancoast, Jr.
Program Director.....John F. McPadden
Chief Eng.....D. W. Churchill

WDEV—Waterbury—1931

Freq.: 550 Kc....Power: 5000 Wts. d., 1000 n.
Owned-Oper. By.....Lloyd E. Squier
Address.....9 Stowe St.
Tel.: CH 4-7321.....MBS
Station Rep...Everett-McKinney; Kettell-Carter
General Manager.....Lloyd E. Squier
Comm. Mgr., Pgm. Dir.....Craig S. Parker
Chief Engineer.....Warren Chase

Pop.: 3,897,000
Families: 1,009,000
Radio Homes: 959,000

Virginia

Stations in State: 93
TV Homes: 787,000
TV Stations: 15

WBBI—Abingdon—1956

Frequency: 1230 Kc.....Power: 250 Watts
Owned By.....Burley Bcstg. Inc.
Address.....P. O. Box 509
Tel.: MArket 8-2147.....Independent
President.....Nelson T. Barker
Gen. Comm. Mgr.....L. M. Seamon
Program Director.....P. Doran
Promotion Mgr.....S. Thacker

WPIK—Alexandria—1945

Frequency: 730 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Potomac Bcstg. Corp.
Address.....Virginia Theatre Bldg.
Tel.: OV 3-3000.....Independent
President.....Carl L. Lindberg
V.P., Gen. Mgr.....Howard B. Hayes
Commercial Manager.....John C. Moran
Program Director.....Bill Smith
Ch. Eng.....Charles E. Roudabush

WARL—Arlington—1946

Frequency: 780 Kc.....Power: 1000 W., d.
Owned....Northern Virginia Broadcasters, Inc.
Address.....5232 Lee Highway
Tel.: KE 6-9000.....Independent
Station Representative .....Webb
President .....Cy Blumenthal
Gen., Comm. Mgr.....Ray Armand
Program Director.....Warren M. Brill
Publicity Director.....John T. Cassidy
Chief Engineer.....James Petty

WEAM—Arlington—1947

Frequency: 1390 Kc.....Power: 5000 Watts
Owned-Oper. By..Arlington-Dairfax Bcstg. Co.
Business Address.....1515 N. Courthouse Rd.
Tel.: JA 7-7100.....Independent
Rep.....Bcst. Time Sales
President.....Harold H. Thoms
General Manager.....Kenneth L. Wood
Publicity Director.....Phyllis Van Alstine
Chief Engineer.....James Self

WBLT—Bedford—1950

Frequency: 1350 Kc.....Power: 1 Kw. d.
Owned-Oper. By.....Bedford Bcstg. Corp.
Address.....P. O. Box 406
Tel.: 8245 .....Independent
Pres., Gen., Sta. Mgr.....J. E. Synan
Commercial Manager.....Douglas B. Catlin
Program Director.....Robert A. Scott, Jr.
Chief Engineer.....J. P. Loughlin

WLSD—Big Stone Gap—1953

Frequency: 1220 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Gap Bcstg. Co.
Business Address.....Box 224
Tel.: 960 .....Independent
Sta., Comm. Mgr.....W. H. Wren
Sales Prom. Mgr., Prog. Dir.....Jean Hensley
Chief Engineer.....Gene Hopkins

WKLV—Blackstone—1947

Frequency: 1440 Kc.....Power: 5 Kw., d.
Owned-Oper. By.....Blackstone Bdcstg. Corp.
Address .....Drawer 192
Tel.: 478 .....MBS-KBS
Representative .....Hopewell
President, Gen. Mgr.....H. L. Umstead
Prog. Dir.....Johnny Clement

WCYB—Bristol—1946

Frequency: 690 Kc.....Power: 10,000 Watts d.
Owned-Oper. By....Appalachian Bcstg. Corp.
Address.....P. O. Box 1009
Station Rep. .....Weed
President, Gen. Mgr.....Robert H. Smith
Tel.: NOrth 9-4161.....ABC
V.P. Gen. Sales Mgr.....Fey Rogers
Program, Publicity Dir.....R. H. Smith, Jr.
Operations Mgr.....Basil Saffer
Chief Engineer.....R. V. Robinson

WFHG—Bristol—1946

Freq.: 980 Kc.....Power: 5 Kw., d.; 1 Kw., n.
Owned-Oper. By.....Bristol Bcstg. Co.
Address .....Valley Drive
Tel.: 3620 .....MBS-KBS
Station Rep. .....Walker
Pres.....W. C. Nininger
Gen., Sta. Mgr.....W. L. Nininger
Comm. Mgr., Sales Prom. Mgr.....Jack Martin
Chief Eng.....John Hughlett, Jr.

WCHV—Charlottesville—1933

Frequency: 1260 Kc..Power: 5 Kw. d., 1 Kw. n.
Owned-Operated By.....Barham & Barham
Bus.-Studio-Transmitter Address..Rose Hill Dr.
Tel.: 2-5121 .....ABC-MBS
Representative .....Clark
Owner.....Charles Barham, Jr.
Gen., Sta., Comm. Mgr.....Robert C. Walker
Sales Prom., Pub. Dir.....Charles Smith, Jr.
Program Director.....R. G. Sketchbey
Chief Engineer.....Dan Spitzer

WELK—Charlottesville—1957

Frequency: 1010 Kc.....Power: 1 Kw., d.
Owned .....WELK
Address .....Harris Rd.
Tel.: 2-8080 .....Independent
President .....Lawrence Kennedy

WINA—Charlottesville—1949

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By..Charlottesville Bcstg. Corp.
Address .....P. O. Box 1230
Tel.: 2-6177 .....ABC-KBS
Station Representative.....Walker
Pres., Gen. Mgr.....Donald G. Heyne
Comm. Mgr.....Thomas M. Behrendt
Prog. Dir.....Edward Desmond

WBCR—Christianburg—1954

Frequency: 1260 Kc...Power: 1000 Watts d.
Owned-Oper. By.....Montgomery Bcstg. Co.
Address.....P. O. Box 96
Tel.: EV 2-4063.....KBS
Representative .....Indie Sales
President.....Dr. Vernon H. Baker
Gen., Comm. Mgr., Sta. Mgr...Durwood Powell

WCFV—Clifton Forge—1950

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....James R. Reese, Jr.
Address .....Box 48
Tel.: 2147 .....Independent
General Manager.....Claude F. Jones
Comm. Mgr.....T. V. Stevens

WKEY—Covington—1941

Frequency: 1340 Kc.....Power: 250 Watts
Owned.....Earl M. Key
Business Address.....Lexington & 3rd St.
Tel.: 8351 .....ABC-KBS
Representative .....Devney
Pres., Gen. Mgr.....Earl M. Key
Comm., Prom. Mgr., Pub. Dir..Kenneth L. Bryant
Program Director.....John L. Davis
Chief Engineer.....Donnell D. Dickson, Jr.

WSVS—Crewe—1946

Frequency: 800 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....So. Virginia Bcstg. Corp.
Business Address.....800 Melody Lane
Tel.: 7811 .....Independent
President .....Calvin S. Willis
Gen. Manager.....Freeman H. Stewart
Comm., Sales Prom. Mgr....Harold F. Payne
Prog. Director.....Tom Roland
Chief Engineer.....C. E. Wilson

WCVA—Culpeper—1949

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Culpeper Bcstg. Co.
Business Address.....Radio Lane; Box 672
Tel.: 8338 .....KBS-MBS
Representative .....Indie
President.....Leonard T. Preston
Gen., Sta. Mgr.....John T. Rogers
Comm., Sales Prom. Mgr.....Tucker Butler
Program Director.....Ed Gambos
Publicity Director.....Ann W. Rogers
Chief Engineer.....Gil Gildermann

WBTM—Danville—1930

Freq.: 1330 Kc.....Power: 5 Kw. d., 1 Kw. n.
Owned-Operated By....Piedmont Bcstg. Corp.
Bus.-Studio Address.....710 Grove St.
Tel.: SW 3-4411.....ABC
Representative .....Gill-Perna
President.....W. E. Gardner, Jr.
Manager .....Milton Adams
Comm., Sales Prom. Mgr.....Eddie Allgood
Program Director.....Jim Crawford
Chief Eng., Asst. Mgr.....L. C. Motley

WILA—Danville—1957

Frequency: 1580 Kc.....Power: 500 Watts
Owned By.....WILA, Inc.

Business Address.....905 Main St.
Tel.: SW 2-2133.....Independent
Station Representative.....Clayton; Walker
President.....S. L. Goodman
Gen., Sta. Mgr.....James C. Clark
Comm. Sales Prom. Mgr.....George Lund
Program, Publicity Dir.....Earl Stogner
Chief Engineer.....Bill Purcell

WDVA—Danville—1947

Freq.: 1250 Kc.....Power: 5 Kw. d., 1 Kw. n.
Owned-Oper. By....Va.-Carolina Bcstg. Corp.
Address ..... Lexington Ave.
Tel.: SW 2-9311.....MBS
Representative ..... Robert S. Keller
Pres., Gen. Mgr.....Emerson J. Pryor
Commercial Mgr.....Stover Morris, Jr.
Sales Prom. Mgr.....Jeff Waugh
Program Director.....Richard Campbell
Chief Engineer.....Howard Clendenen

WEVA—Emporia—1952

Frequency: 860 Kc.....Power: 1000 Watts, d.
Owned.....Stone Broadcasting Co p.
Bus. Ad.....Wash. St. & Fla. Ave.; Box 792
Tel.: 2133 .....KBS
Pres., Gen., Sta. Mgr.....Maxey E. Stone
Comm., Sales Prom. Mgr.....Sallie J. Whitlock
Program Dir.....Will Stone
Publicity Director.....Dick Phillips
Chief Engineer.....Elton A. Short

WFCR—Fairfax—1955

Freq.: 1310 Kc....Power: 1000 Wts. d., 500 n.
Owned.....OK Broadcasting Corp.
Address.....2nd & Oak Sts.
Tel.: CR 3-4000.....Independent
Representative.....Hil F. Best
President .....George Oleson
General Manager.....Arthur Kellar
Sales Promotion Manager.....Jim Larkin
Program Director.....Jules Henry
Chief Engineer.....Joe Terrien

WFAX—Falls Church—1948

Frequency: 1220 Kc.....Power: 1 Kw., d.
Owned-Operated By.....Lamar A. Newcomb
Address .....Tower Square
Tel.: JE 2-1220.....KBS
General Manager.....Lamar A. Newcomb
Comm. Sales Prom. Mgr.....Howard Gordon
Program, Pub. Dir.....Genevieve Newcomb
Chief Engineer.....Richard J. Fanning

WFLO—Farmville—1947

Frequency: 870 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Colonial Bcstg. Co.
Business Address.....Farmville, Va.
Tel.: 870 .....Independent
General Manager.....Carla B. Keys
Station Manager.....John D. Wilson

WYSR—Franklin—1956

Frequency: 1250 Kc.....Power: 1 Kw., d.
Address.....104 E. Fourth Ave.
Tel.: LO 2-3135.....KBS

V. P., Gen. Mgr.....Howard H. Keller
Sales Mgr.....A. L. Drew

WFVA—Fredericksburg—1939

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By..Fredericksburg Bcstg. Corp.
Business Address.....P. O. Drawer 269
Tel.: ESsex 3-7721.....ABC-KBS
Station Representative .....Forjoe
Exec. Vice-Pres.....Marion Park Lewis
Gen., Sta., Comm. Mgr., Ch. Eng...J. C. Morgan
Sls. Prom. Mgr.....Jack H. Tucker
Prog., Pub. Dir.....Arch Harrison

WFTR—Front Royal—1948

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Sky—Park Bcstg. Corp.
Address.....P. O. Box 192
Tel.: 750 .....KBS-MBS
General Manager.....Kenneth Gordon

WBOB—Galax—1947

Frequency: 1360 Kc....Power: 1000 Watts, d.
Owned...Carroll-Grayson Broadcasting Corp.
Address.....Poplar Knob Road
Tel.: BE 6-2921.....KBS
Representative.....Continental Radio Sales
President.....Robert V. Morris
Gen., Sta. Mgr.....Joe P. Crockett
Comm., Prom. Mgr.....Brice Parks
Program Dir.....Muriel M. Bell
Publicity Dir.....Marquerite Vass
Chief Engineer.....Edward Boyer

WDDY—Gloucester—1957

Frequency: 1420 Kc.....Power: 1 Kw., d.
Owned-Operated By.....Cape Radio, Inc.
Business Address.....P.O. Box 673
Tel.: OXford 3-4302.....KBS
Representative .....Best
Pres., Gen. Mgr.....Arthur Lazarow
Asst. Station Manager.....Joan R. Lazarow
Commercial Manager.....Larry O'Toole
Ch. Eng.....Kenneth S. Bradby

WMNA—Gretna—1956

Frequency: 730 Kc.....Power: 1 Kw., d.
Owned.....Central Virginia Bcstg. Co.
Address .....Box 730
Tel.: Gretna.....KBS
V.P., Gen. Mgr.....G. W. Sandefur
Adv. Mgr.....R. C. Vi

WNRG—Grundy—1955

Frequency: 1250 Kc.....Power: 1 Kw., d.
Owned-Oper. By.....Va.-Ky. Bcstg. Co., Inc.
Address .....Box 245
News Service .....UP
President.....H. G. Dotson
Gen., Mgr., Chef Eng., Sta. Mgr....D. B. Jordan
Asst. Mgr.....Aubry Garber

WVEC—Hampton—1948

Frequency: 1490 Kc.....Power: 250 Watts d.
Owned-Operated By.....Peninsula Bcstg. Co.
Studio-Trans. Address.....1930 Pembroke

Tel.: 6332 ..... NBC
Representative ..... Avery-Knodel
Pres., Gen. Mgr. ..... Thomas P. Chisman
V.P. & Dir. Sls. ..... Harrol A. Brauer, Jr.
Sales Promotion Manager .. Beverly W. Avery
Program Director ..... Jerry Sandford
Oper. Mgr. ..... L. W. Kliewer
Chief Engineer ..... William C. King, Jr.

WHBG—Harrisonburg—1956

Frequency: 1360 Kc. ..... Power: 5 Kw. d.
Owned By ..... Radio Harrisonburg, Inc.
Address ..... 75 East Market St.
Tel.: 4-7394 ..... Independent
Representative ..... Pearson
Sta. Mgr. ..... Larry O'Toole

WSVA—Harrisonburg—1935

Frequency: 550 Kc. .. Power: 5 Kw. d., 1 Kw. n.
Owned .. Shenandoah Valley Broadcasting, Inc.
Address ..... Rawley Pike
Tel.: 4-4431 ..... NBC
Rep. ..... Peters, Griffin, Woodward, Inc.
Pres., Gen. Mgr. ..... Hamilton Shea
Comm. Mgr. ..... Richard Johnson
Prom. Mgr., Pub. Director .... Andy McCaskey
Program Director ..... James MacNeil
Chief Engineer ..... J. MacFoley
Owners of WGR, Buffalo, N. Y.

WHAP—Hopewell—1948

Frequency: 1340 Kc. ..... Power: 250 Watts
Owned-Operated By .. The Hopewell Bcstg. Co.
Bus. Address .. City Point Rd. & Old River Rd.
Tel.: CEdar 9-7301 ..... KBS
Pres. ..... C. S. Willis
Sta. Mgr. ..... William R. Craig
Commercial Manager ..... Mary Bogaerde
Sales Prom. Mgr. ..... Robert B. Alvis
Publicity Director ..... Robert B. Peterson
Chief Engineer ..... Everett Wilson

WAGE—Leesburg—1958

Frequency: 1290 Kc. ..... Power: 1000 Watts
Owned By ..... Marion P. Lewis
Business Address ..... Leesburg
Tel.: SPring 7-1290 ..... Independent
Station Representative ..... Forjoe
Gen., Sta. Mgr. ..... Wallace L. Hankin
Commercial Manager ..... Edwin Meyer
Program Director ..... Edward Ivory
Chief Engineer ..... John Gill

WREL—Lexington—1948

Frequency: 1450 Kc. ..... Power: 250 Watts
Owned-Operated By .... Rockbridge Bcstg. Co.
Tel.: Lexington ..... KBS
Representative ..... Indie Sales
Gen., Comm. Manager ..... Milton B. Henson
Program Director ..... Joseph E. Lynn, Jr.

WBRG—Lynchburg—1956

Frequency: 1050 Kc. ..... Power: 1 Kw., d.
Owned ..... Harry A. Epperson, Sr.
Address ..... Box 1079
Tel.: VIctor 6-6541 ..... KBS
Representative ..... Thomas F. Clark
Gen., Comm. Mgr. ..... Tom Buckley
Sales Promotion Manager ... Donald W. Jarvis
Prog., Pub. Dir. ..... Mrs. Eddie M. Raymond
Chief Engineer ..... Frank K. Keller

WLVA—Lynchburg—1930

Frequency: 590 Kc. ..... Power: 1000 Watts
Owned-Oper. By ..... Lynchburg Bcstg. Corp.
Address ..... 2320 Langhorne Rd.
Tel.: VIctor 5-1242 ..... ABC
Representative ..... George P. Hollingbery
Pres., Gen. Mgr. ..... Philip P. Allen
Comm., Sales Prom. Mgr. .. Thomas L. Turner
Prog., Pub. Dir. ..... Warren Uttal
Chief Engineer ..... John T. Orth

WWOD—Lynchburg—1948

Freq.: 1390 Kc. .... Power: 5 Kw. d., 1 Kw. n.
Owned ... Lynchburg Independent Bcstrs., Inc.
Address ..... P. O. Box 1300
Tel.: LY 2-3441 ..... MBS
Representative ..... Walker
Pres. ..... Cy N. Bahakel
Sta. Mgr., Chief Eng. ..... F. J. Pinkerton
General Manager ..... Henry Hughes

WPRW—Manassas—1957

Frequency: 1460 Kc. ..... Power: 500 W., d.
Owned ..... Prince William Bcstg. Corp.
Address ..... Box 151
Tel.: EMpire 8-3108 ..... Independent
Station Representative ..... Devney
Pres., Gen. Mgr. ..... Harold H. Hersch
Sta., Comm. Mgr. ..... Woody Merchant
Prog., Pub. Dir. ..... C. A. Sinclair III
Chief Engineer ..... Craig Stone

WMEV—Marion—1948

Frequency: 1010 Kc. ..... Power: 1000 Watts d.
Owned-Oper. By . Mountain Empire Bcstg. Corp.
Address ..... P. O. Box 470
Tel.: ST 3-9001 ..... ABC-KBS
Representative ..... Indie Sales
Pres., Gen., Mgr. ..... Robert C. Wolfenden
Program Dir. ..... Mrs. R. C. Wolfenden
Chief Engineer ..... Edward Surface

WHEE—Martinsville—1954

Frequency: 1370 Kc. .... Power: 1000 Watts, d.
Owned-Oper. By ... Patrick Henry Bcstg. Corp.
Business Address ..... P.O. Drawer 552
Tel.: ME 2-9811 ..... Independent
Pres., Sta., Gen. Mgr. ..... John W. Shultz
Comm. Mgr. ..... Charles F. Adams
Sales Prom. Mgr., Pub. Dir. ... T. W. Patterson
Program Director ..... Mrs. Grace P. Uram
Chief Engineer ..... T. E. Tatum

WMVA—Martinsville—1941

Frequency: 1450 Kc. ..... Power: 250 Watts
Owned-Oper. By .. Martinsville Bcstg. Co., Inc.
Address ..... Chatham Heights
Tel.: MErcury 2-2152 ..... NBC-KBS
Representative ..... Bob Dore
Exec. V.P. & Gen. Mgr. ... Maynard E. Dillaber
Commercial Manager ..... Jack Bouldin

WSIG—Mount Jackson—1953

Frequency: 790 Kc.....Power: 1 Kw. d.
Owned By.....WSIG, Inc.
Address .....WSIG Bldg.
Tel.: GRanite 7-3128.....KBS
Station Rep. .....Forjoe
President.....Marion P. Lewis
Gen. Comm. Mgr.....Philip J. Potter
Sales Promotion Mgr.....Melvin C. Bakner
Chief Engineer.....John Gill

WNRV—Narrows—1952

Frequency: 990 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Giles Bcstg. Co.
Address .....Route 100
Tel.: PA 6-2211.....Independent
Representative .....Hopewell
President.....H. J. Romanus
General Manager.....John E. Holland II
Commercial Manager.....L. P. Williams
Chief Engineer.....Washington Elitchko

WYOU—Newport News—1947

Frequency: 1270 Kc.....Power: 1000 Watts d.
Owned-Oper. By..United Bcstg. Co. of E. Va.
Business Address.....114 24th St.
Tel.: CHestnut 7-6664.....Independent
Station Representative..Dora-Clayton; Devney
Pres., Gen. Mgr.....Richard Eaton
Station Manager.....Joseph Gathings
Sales Prom. Mgr., Pub. Dir.....Pearl Harris
Program Director.....Al Clarke
Chief Engineer.....Ernest C. Hooper

WGH—Norfolk-Newport News 1928

Frequency: 1310 Kc.....Power: 5000 Watts
Owned-Oper. By..Hampton Roads Bcstg. Corp.
Bus. Ad...739 Boush, Norfolk; Box 98 Newport
Tel.: Norfolk: MAdison 2-3353...Independent
News. Affil.....Daily Press, Times-Herald
Station Representative .....Blair
President .....Capt. W. R. Van Buren
Gen. Manager, V.P.....Edward E. Bishop
Station Manager.....Dan E. Hydrick
Commercial Manager.....Sid Oman
Sls. Prom. Mgr.....Ambert Dail
Program Director.....Allan McLelan
Publicity Directors.....B. Walker, P. Day
Chief Engineer.....George Sokol

WCMS—Norfolk—1954

Frequency: 1050 Kc.....Power: 1000 W. d.
Owned-Oper. By...WCMS Radio Norfolk, Inc.
Address .....Helena Building
Tel.: MA 5-0525.....Independent
Station Representative.....Grant Webb
Pres., Gen. Mgr.....Roy La Merg
Commercial Manager.....Al Lynn
Program Director.....Joe Huppel
Publicity Director.....Lon Backmon
Chief Engineer.....Tom Conrad

WLOW—Norfolk—1946

Frequency: 1400 Kc....Power: 280 Watts d.
Owned By.....WCMS Radio Norfolk, Inc.
Bus.-Studio Addr.....731 Boush St.
Tel.: MAdison 7-5677.....MBS
Station Representative .....Headley-Reed
General Manager.....Michael Henry
Commercial Manager.....Paul Enright
Sales Prom. Mgr.....Mrs. Diane Creef
Prog. Dir.....Bruce M. Miller
Chief Engineer.....Joe Barlow

WNOR—Norfolk—1949

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....Norfolk Bcstg. Co.
Address.....1019 Boissevain Ave.
Tel.: MAdison 2-7071.....Independent
Representative ..... Weed
President.....Louis H. Peterson
Gen., Sta. Mgr.....Earl Harper
Commercial Manager.....Jack Harris
Sales Prom. Mgr., Prog. Dir...Bill Montgomery
Publicity Director.....Bob Story
Chief Engineer.....George Hillier

WRAP—Norfolk—1952

Frequency: 850 Kc.....Power: 5000 Watts, d
Owned-Operated By.....Rollins Bcstg., Inc.
Address.....300 Portlock Bldg.
Tel.: MA 7-8307.....Independent
Representative .....Rollins
President.....O. Wayne Rollins
V.P. Gen. Mgr.....Paul von Hagel
Commercial Mgr.....Kush Walters
Program Dir.....Sid Woods
Publicity Dir.....Leola Dyson
Chief Eng.....Glen Frazier

WTAR—Norfolk—1923

Frequency: 790 Kc.....Power: 5000 Watts
Owned-Oper. By.....WTAR Radio Corp.
Bus.-Studio Address.....720 Boush St.
Tel.: MA 5-6711.....CBS
News Affil.....Norfolk Newspapers, Inc.
Representative .....Edward Petry
Pres., Gen. Mgr.....Campbell Arnoux
V.P., Operations.....John C. Peffer
V.P., Sales.....Robert M. Lambe
Station Manager.....Ray Turner
Commercial Manager....Harry W. Moore, Jr.
Sales Promotion Manager.....Hal Powell
Prog. Dir.....William Johnson
Publicity Director.....Joel Carlson
Chief Eng.....R. L. Lindell

WNVA—Norton—1946

Frequency: 1350 Kc.....Power: 5000 Watts
Owned .....Radio-Wise, Inc.
Address .....Progress Bldg.
Tel.: 700 .....KBS
President.....R. B. Helms
Gen. Mgr.....Jack Helms
Comm. Mgr.....Jack Darnell
Chief Engineer.....Gene Tommerdahl

WJMA—Orange—1949

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Charlotesville Bcstg. Co.
Address .....Box 271
Tel.: 7263 .....KBS
President.....Donald G. Heyne
Commercial Manager...John C. Mahaney, Jr.
Chief Engineer.....E. V. Bossieux, Jr.

WPVA—Petersburg—1955

Frequency: 1280 Kc....Power: 5000 Watts d.
Owned-Operated By....Harry A. Epperson, Jr.
Business Address.....Box 87
Tel.: RE 2-3478.....KBS
Representative.....Thomas F. Clark
Pres., Sta. Mgr.....Harry E. Epperson, Jr.
Commercial Manager.....Ray Frazier
Sales Promotion Manager.....Bill Belton
Program Director.....Olive P. Epperson
Publicity Director.....Betty Smith
Chief Engineer.....John Dicks

WSSV—Petersburg—1946

Frequency: 1240 Kc.....Power: 250 Watts
Owned By.....Petersburg Bcstg Co., Inc.
Business-Studio Address.....112 W. Tabb St.
Tel.: RE 3-4567.....MBS
Representative.....Grant Webb
Pres., Gen. Mgr.....Roger A. Beane
Comm. Sales Prom. Mgr.....Cy Newman
Program Director.....Betty Nunnally
Publicity Director.....John Stevens
Chief Engineer.....Jerome Dvorachek

WAVY—Portsmouth—1941

Frequency: 1350 Kc.....Power: 5000 Watts
Owned-Oper. By....Tidewater Teleradio, Inc.
Address.....709 Boush St., Norfolk
Tel.: MA 7-2345.....NBC
Representative .....H-R Reps., Inc.
President.....J. Glen Taylor
Gen., Sta. Mgr.....Edward G. Sheridan
Sales Manager.....Edward J. Hennessy
Program Director.....Lee Allan
Prom., Pub. Dir.....Macey Schaffer
Chief Engineer.....William Manrov

WPUV—Pulaski—1946

Frequency: 1580 Kc.....Power: 5000 Watts, d.
Owned-Oper. By.....WPUV, Inc.
Business Address.....Dora Hi-Way
Tel.: 3-3931 .....KBS
Pres., Ch. Eng.....John A. Columbus
Comm. Mgr., Pub. Dir.....Larry Schoenfeld

WRAD—Radford—1950

Frequency: 1460 Kc. Power: 5 Kw. d., 500 W. n.
Owned-Oper. By.....WRAD Bcstg.
Address.....Radford & Christiansburg
Tel.: 2461 .....Independent
Representative ..... Robert S. Keller, Inc.
President.....Dr. Perry E. Gresham
Manager .....Dave Milligan

WRIC—Richlands—1951

Frequency: 540 Kc.....Power: 1000 Watts d.
Owned-Oper. By...Clinch Valley Bcstg. Corp.
Address.....P. O. Box 218
Tel.: Wo 1-4066.....KBS
Station Rep.....Rambeau, Vance, Hopple
President.....J. Powell Royall
Gen., Sta. Mgr.....J. H. Lee
Prog., Pub. Dir.....Shirley A. Lee
Chief Engineer.....Earl Graham

WANT—Richmond—1951

Frequency: 990 Kc.....Power: 1000 Watts, d.
Owned.....United Broadcasting Co.
Address.....513 East Main Street
Tel.: Milton 3-8368.....Independent
Reps....Oakes; Dora-Clayton; Whittig; Devney
President .....Richard Eaton
General Manager, Chief Eng.....S. J. Bell
Commercial Manager.....Robert M. Benson
Program Director.....Wilbur D. Lewis

WEZL—Richmond—1958

Freqpency' 1590 Kc.....Power: 5 Kw, d.
Owned By.....WEZL, Inc.
Address.....305 W. Grace St.
Tel.: Milton 4-4577.....Independent
Station Rep.....Radio-TV Rep
President.....W. E. Benns, Jr.
General Manager.....William J. Page
Promotion Manager.....J. Canyon

WLLY—Richmond—1955

Frequency: 1320 Kc.....Power: 1000 Watts, d.
Owned .....WLLY, Inc.
Address .....Broad-Grace Arcade
Tel.: MI 9-1223.....Independent
Station Representative .....Masla
Pres., Gen. Mgr.....Louis Adelman
Commercial Manager.....Charles M. Quillian
Program Dir.....Gene Creasy
Chief Engineer.....Kenneth Shelton

WMBG—Richmond—1926

Frequency: 1380 Kc.....Power: 5000 Watts
Owned-Oper. By.....Havens & Martin, Inc.
Bus.-Studio Address.....3301 W. Broad St.,
Tel.: EL 5-8611.....ABC
Representative .....Bolling Co.
Pres., Gen., Sta. Mgr.....Wilbur M. Havens
Commerical Mgr.....Walter A. Bowry, Jr.
Sales Prom. Mgr., Pub. Dir.....W. J. Filer
Prog. Dir.....Frank Wilson
Chief Engineer.....James Kyle

WRNL—Richmond—1937

Frequency: 910 Kc.....Power: 5000 Watts
Owned-Oper. By..Richmond Newspapers, Inc.
Business-Studio Address.....111 N. Fourth St.
Tel.: Milton 3-3436.....MBS
Newspaper Affil..News Leader; Times Dispatch
Representative.....Edward Petry
President.....D. Tennant Bryan
Gen. Station Mgr.....E. S. Whitlock

Sales Manager.....Frank Soden
Prog. Dir.....William Morrison
Pub., Prom. Director.....Mrs. Jane Creasy
Chief Engineer.....E. V. Wolstenholme

WLEE—Richmond—1945

Frequency: 1480 Kc.....Power: 5000 Watts
Owned-Operated By.....Lee Bcstg. Corp.
Business-Studio Address..6200 W. Broad St. Rd.
Tel.: ATlantic 8-2835.....NBC
Representative .....Brown, McGavern
President.....Thomas Tinsley
Gen. Mgr.....H. L. Hudson
Commercial Mgr.....Don P. Lee
Sales Prom. Mgr.....Thomas J. McCollum, Jr.
Program Director.....Robert Gilmore
Chief Engineer.....Thomas J. Kita

WRVA—Richmond—1932

Frequency: 1140 Kc.....Power: 50,000 Watts
Owned-Oper. By.....Larus & Brother Co.
Business Address.....22nd & Cary Sts.
Tel.: Milton 3-3511.....CBS
Representative .....CBS Radio Spot Sales
General Manager.....John B. Tansey
Sales Manager.....Harold Barre
Promotion Manager.....Irby N. Hollans, Jr.
Program Manager.....Raymond L. Kennedy
Production Manager .....Harold Phillips
Pub. Rel. Mgr.....W. R. Bishop
Gen., Comm. Mgr.....David M. Wilburn

WXGI—Richmond—1947

Frequency: 950 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Radio Virginia, Inc.
Bus.-Studio Address...300 German School Rd.
Tel.: BE 3-7666.....Independent
Station Representative .....Webb
President.....Douglas H. Robertson
Gen. Comm. Mgr.....David M. Wilburn
Chief Engineer.....Charles Charnesky

WDBJ—Roanoke—1924

Frequency: 960 Kc.....Power: 5000 Watts
Owned-Oper. By.....Times-World Corp.
Address.....201 Campbell Ave., S.W.
Tel.: DI 3-8031.....CBS
News. Affil.....Times, World News
Representative.Peters, Griffin, Woodward, Inc.
President .....M. W. Armistead, III
V.P., Managing Dir.....Ray P. Jordan
Sta., Comm. Mgr.....Frank E. Koehler
Sales Prom., Pub. Dir.....Katherine Griffey
Program Director.....J. Dexter Mills
Chief Engineer.....J. Robert Crowley

WHYE—Roanoke—1957

Frequency: 910 Kc.....Power: 1 Kw., d.
Owned.....Jefferson Bcstg. Corp.
Business Address.....American Theater Bldg.
Tel.: DIamond 5-0988.....KBS
Sta. Rep.....O'Connell; Reilley; Brown
President.....Sherwood J. Tarlow
Exec. V.P., Gen. Mgr.....Allan W. Roberts
Commercial Manager.....Nick Bell
Sales Prom. Mgr.....Jim Gearheart

1ST IN RICHMOND!!!

LISTENERS

PULSE — Jan-Feb. 1959

MERCHANDISING

Drug
Grocery
Community Club Awards

PROMOTIONS

WLEE expositions
Model Homes
Mobile Studios
Newsliners
European Trips
Prize Contests

1480 WLEE 1480

President — TOM TINSLEY
Vice President — IRVIN G. ABELOFF
General Manager — HARVEY HUDSON

National Representatives
Select Station Representatives — New York
McGavren-Quinn — Chicago, Detroit, Los Angeles, San Francisco
Clarke Brown Company — Dallas, Houston, New Orleans, Atlanta

Program Director.....Glen C. Lewis
Publicity Director.....Jim Mac
Chief Engineer.....Ray Mills

WRIS—Roanoke—1953

Frequency: 1410 Kc.....Power: 5000 Watts d.
Owned.....Roanoke Independent Bcstrs. Inc.
Address .....Box 702
Tel.: 2-3131 .....Independent
Representative .....Walker
General Mgr. .....Cy Bahakel
Asst. Gen. Mgr.....Frank Tirico

WROV—Roanoke—1946

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....WROV Bcstrs., Inc.
Bus.-Studio Address...15th & Cleveland Ave.
Tel.: DI 3-4444.....ABC
Representative .....Burn-Smith
Pres., Gen. Mgr.....Burton L. Levine
Commercial Manager.....T. M. Aheron
Pub. Dir.....Barbara Felton
Chief Engineer.....A. T. Beckley

WSLS—Roanoke—1940

Frequency: 610 Kc...Power: 5 Kw. d, 1 Kw. n.
Owned.....Shenandoah Life Stations, Inc.
Business-Studio Address.....Radio-TV Center
Tel.: DI 4-0226.....NBC
Representative .....John Blair
President.....Blake T. Newton, Jr.
Exec. Vice President.....James H. Moore
Station Mgr.....Horace Fitzpatrick
Commercial Mgr.....A. S. Trevilian, Jr.
Sls. Prom. Dir.....C. R. Garrison
Asst. Oper. Mgr.....G. W. Chernault, Jr.
Asst. Mgr. for Eng.....J. P. Briggs

WYTI—Rocky Mount—1956

Frequency: 1570 Kc....Power: 1000 Watts d.
Owned .....WYTI, Inc.
Business Address.....P.O. Drawer 471
Tel.: HU 3-9955.....KBS
Station Representative .....Best
President.....S. L. Goodman
General Manager.....Lester L. Williams
Commercial Manager.....William E. Jefferson
Program Director.....Fred W. Vopper
Chief Engineer.....William A. Farley

WBLU—Salem—1956

Frequency: 1480 Kc.....Power: 1 Kw., d.
Owned By.....Salem Bcstg. Co.
Address.....P. O. Box 408
Tel.: DUpont 9-5443.....Independent
Gen. Mgr., Ch. Eng.....M. C. Bowers, Jr.
Commercial Mgr.....R. Bentley

WHLF—South Boston—1947

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Halifax Bcstg. Co.
Address .....Webster St
Tel.: 2-9988 .....ABC-KBS
Gen., Comm. Mgr.....John L. Cole, Jr.
Sta. Mgr.....H. Preston Young, Jr.
Chief Engineer.....Arthur A. Moran, Jr.

WJWS—South Hill—1953

Frequency: 1370 Kc.....Power: 1000 Watts d.
Owned-Operated By....Old Belt Bcstg. Corp.
Address.....P. O. Box 216
Tel.: HI 7-4007.....Independent
President.....C. D. Pennington, Jr.
Gen., Sta., Comm. Mgr.....W. Hofler
Sales Prom. Mgr., Prog. Dir....A. W. Walthall
Chief Engineer.....Charles E. Brown

WAFC—Staunton—1954

Frequency: 900 Kc.....Power: 1 Kw. d.
Owned.....Am. Home Bcstg. Corp.
Address.....P. O. Box 448
Tel.: TU 6-0100.....Independent
Station Rep. .....Clark
Pres., Gen. Mgr.....Lloyd Gochenour
Chief Engineer.....Glenn Thomas

WTON—Staunton—1946

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Charles P. Blackley
Business-Studio Address.....Morrison Bldg.
Tel.: TU 6-6666.....ABC
Pres., Gen. Mgr.....Charles P. Blackley
Sta., Comm. Mgr.....Charles E. Seebeck
Program Director..... Ray H. Honaker, Jr.
Chief Engineer.....Rex C. Houser

WLPM—Suffolk—1940

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Suffolk Bcstg. Corp.
Business Address.....Radio Bldg.; Box 626
Tel.: 2394.....MBS-KBS
Pres., General Mgr.....Fred L. Hart
Comm. Mgr.....L. Earl Hundley
Prog. Dir.....Ted Potter
Chief Eng.....Veryl W. Rupp

WESR—Tasley—1957

Frequency: 1330 Kc.....Power: 1 Kw.
Owned.....Accomack-Northampton Bcstg. Co.
Address .....Box 1330
Tel.: SU 7-3200.....KBS
President.....Vernon H. Baker
Gen. Mgr.....Brooks Russell
Ch. Eng.....Glenn Kellam

WBOF—Virginia Beach—1954

Frequency: 1600 Kc.....Power: 1 Kw. d.
Owned.....Va. Beach Bcstg. Corp.
Business Address.....Box 536
Tel.: GArden 8-3434.....KBS
Station Representative .....Best
Pres., Gen. Mgr.....Leo Hoarty
Sta. Mgr., Prog. Dir.....Bob Gheza
Comm. Mgr.....Ron Philips
Sales Promotion Manager.....Bill Rhyne
Publicity Director.....Joe Burton
Chief Engineer.....Jack Garrison

WNNT—Warsaw—1949

Frequency: 690 Kc.....Power: 250 Watts d.
Owned. .....Grayson Headley
Address .....Warsaw
Tel.: ED 3-6900.....KBS
Pres., Gen. Mgr.....Grayson Headley
Commercial Mgr.....Ruth R. Rouzie
Sales Prom. Mgr.....Bill Allison
Prog. Dir.....Chris Naumann
Chief Engineer.....W. Dean Loudy

WEER—Warrenton—1957

Frequency: 1570 Kc.....Power: 500 W., d.
Owned.....Radio Associates, Inc.
Business Address.....Box 817
Tel.: 1500 .....KBS
Representative .....Best
President .....George Oleson
Gen. Mgr.....Arthur Kellar
Sales Prom. Manager.....Donald W. Herman
Chief Engineer.....Joe Terrien

WKTF—Warrenton—1957

Frequency: 1420 Kc.....Power: 5000 Watts
Owned By.....WKFT, Inc.
Business Address.....Warren Green Hotel
Tel.: 1420 .....Independent
Station Representative .....Weed
President .....Harry Wismer
Gen., Sta. Mgr.....Bob Greiner
Commercial Manager.....Ed Falls
Program Director.....Jack Heaton
Chief Engineer.....Albert Moore

WAYB—Waynesboro—1947

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By....Waynesboro Bcstg. Corp.
Business Address.....526 W. Main St.
Tel.: WH 3-6066.....MBS-KBS
Rep. .....Donald Cooke
Pres., Gen., Sta. Mgr.....N. Wilbur Kidd
Comm., Sales Prom. Mgr.....Al Charles
Prog. Dir.....Gene Daugherty
Chief Engineer.....William T. Gabbert

WINC—Winchester—1941

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Marion P. Lewis
Business Address.....Kerr St.
Tel.: MOhawk 2-4855.....ABC-KBS
Station Representative .....Forjoe
President.....Marion P. Lewis
Program Director.....Gordon Walsh
Publicity Director.....Roy Nester
Sta. Mgr., Chief Engineer.....Phil Whitney

WYVE—Wytheville—1949

Frequency: 1280 Kc.....Power: 1000 Watts d.
Owned-Oper. By....Wythe County Bcstg. Co.
Address.....195 S. 1st St.
Tel.: CApitol 8-3185.....KBS
General Manager.....Arthur M. Gates
Commercial Manager.....Edward A. Zuber
Program Director.....Frank Fox Lindamood
Chief Engineer.....W. Jack Fleming

Pop.: 2,872,000
Families: 886,000
Radio Homes: 866,000

Washington

Stations in State: 80
TV Homes: 716,000
TV Stations: 14

KBKW—Aberdeen—1949

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....KBKW, Inc.
Address.....701 E. Heron St.
Tel.: 1015 .....Independent
Station Rep.....Devney; Feltis; Jacobson
President .....Archie Taft, Jr.
Gen., Sta. Mgr.....Mahlon R. Taft
Program Director.....Dale Gunderson
Publicity Director.....Fred Marinacci
Chief Engineer.....Bob Smading

KXRO—Aberdeen—1927

Frequency: 1320 Kc.....Power: 1000 Watts
Owned-Oper. By .....KXRO, Inc.
Address .....207½ E. Market St.
Tel.: AB 4098.....MBS-KBS
Rep.....Walker, Ayres, Art Moore
President.....Harry R. Spence
General Manager.....Fred G. Goddard
Comm. Mgr. .....Roy Johnson
Sales Prom. Manager.....Monte Cook
Chief Engineer.....Robert J. McNamara

KAGT—Anacortes—1956

Frequency: 1340 Kc.....Power: 250 Watts
Owned.....Fidalgo Brcstg. Inc.
Address.....2920 Commercial Ave.
Tel.: CY 4-2345.....KBS
Representative .....Art Moore
Pres., Gen. Mgr.....James C. Frits
Chief Engineer.....Donald Knuteson

KASY—Auburn—1958

Frequency: 1220 Kc.....Power: 250 Watts, .d
Owned By.....Auburn Broadcasters, Inc.
Address.....122 S. Division St.
Tel.: TEmple 3-5220.....Independent
Station Representative.....Feltis
President .....Edward Garre
Co-Owner, Prom. Mgr.....Johnny Mowbray
Program Director.....Brian Calkins
Chief Engineer.....Charles Cook

KFKF—Bellevue—1958

Frequency: 1330 Kc.....Power: 1 Kw., d.
Owned .....Bellevue Bcstrs.
Business Address.....Pacific Natl. Bank Bldg.
Tel.: GLencourt 4-1330.....Independent
President .....Kemper Freeman
Station Manager.....Bill Coben
Program Director.....Dick Stokke
Chief Engineer.....Jim McGavick

KENY—Bellingham—1958

Frequency: 930 Kc.....Power: 1000 Watts d.
Owned By.....Whatcom County Bcstg. Inc.
Business Address.....220-A Unity St.
Tel.: REgent 3-2410.....Independent
Station Representative .....Grant
Pres., Gen., Sta. Mgr.....Tom Haveman
Commercial Manager.....Edgar Marroy
Program Director.....Clayton Holm
Sales Prom., Pub. Dir.....James Bailey

KPUG—Bellingham—1947

Frequency: 1170 Kc.....Power: 1000 Watts
Owned-Operated By.....KPUG, Inc.
Business Address.....2340 E. Sunset Dr.
Tel.: REgent 4-1170.....MBS
Newspaper Affil.....Othello (Wa.) Outlook
Station Representative .....Pearson
President .....Jessica L. Longston
Ex. V.P.....Robert E. Pollock
Gen. Manager.....John DiMeo
Comm. Mgr.....Oscar Lundgren
Sls. Prom. Mgr.....James Tincker
Program Director.....William Anderson
Publicity Director.....Bernie Veleke
Chief Engineer.....Donald E. Pinney

KVOS—Bellingham—1927

Frequency: 790 Kc.....Power: 1000 Watts
Owned-Operated By.....KVOS, Inc.
Bus.-Studio Address.....1155 Ellis St.
Tel.: 790 .....ABN
Representative.....Forjoe, Art Moore
President .....Rogan Jones
Gen. Mgr.....Hamilton Brosious
Prog. Dir.....John Sherman
Nat. Sales Manager.....Fred Elsethagen

KBRO—Bremerton—1947

Frequency: 1490 Kc.....Power: 250 Watts
Owned .....Bruce Bartley
Business Address.....205 Washington Ave.
Tel.: ESsex 7-3995.....Independent
Station Representative.....Feltis; Palmer
General Manager.....Linc Perry
Office Manager.....Shirley Seid
Sales Prom. Mgr.....Bruce Perry
Program Director.....Bill Luckhurst
Chief Engineer.....Bob Adams

KPVA—Camas—1956

Frequency: 1480 Kc.....Power: 1 Kw., d.
Owned By....William B. & Cathryn C. Murphy
Address.....714 NE 4th
Tel.: 6431 .....Independent
Representatives.....Art Moore, Best
President. Gen. Mgr.....Wm. B. Murphy
Station Mgr.....Cathryn Murphy
Sales Prom. Mgr.....Clarence Hagerty
Assistant Mgr.....Sandy Rhodes
Asst. Ch. Eng.....Vincent N. Ast.

KELA—Centralia-Chehalis 1937

Frequency: 1470 Kc..Power: 5 Kw. d., 1 Kw. n.
Owned-Oper. By.....Central Bcstg. Corp.
Business Address.....P.O. Box 720, Centralia
Tel.: PE 6-3321.....MBS
Rep..Walker, O'Connell, McGavren, Art Moore
President.....J. Elroy McCaw
Gen., Sta. Mgr.....Joe Chytil
Sales Prom. Mgr.....Marty O'Toole
Program Director.....Donald Younghans
Publicity Director.....Bryon Johnson
Chief Engineer.....Bob De Lapp

KITI—Chehalis-Centralia—1954

Frequency: 1420 Kc.....Power: 1 Kw. d.
Owned-Operated By.....KITI Corp.
Address.....804 Market St.
Tel.: SH 8-3379.....Independent
Representative .....Feltis, Grant
Pres., Gen. Mgr.....Donald F. Whitman
Sta., Comm. Mgr.....Phil Roewe
Chief Engineer.....Harold C. Singleton

KOZI—Chelan—1957

Frequency: 1220 Kc.....Power: 1 Kw., d.
Owned.....Lake Chelan Bcstg. Corp.
Address .....Morse Bldg.
Tel.: 440 .....Independent
Representative .....McGillvra
Pres., Gen. Mgr.....Stuart S. Maus
Program Director.....Marjorie Grill
Chief Engineer.....Dean Rhodes

KCLX—Colfax—1950

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Adrian De Vries
Address .....Box 710
Tel.: EXbrook 7-3441.....KBS
Station Representative .....Best
Owner, Gen., Sta. Mgr.....Adrian De Vries
Program Director.....Betty DeVries
Chief Engineer.....E. O. McVay

KCVL—Colville—1955

Frequency: 1270 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Colville Bcstg. Co.
Bus. Address....Mantz & Ricky Rd.; Box 208
Tel.: MU 4-6481.....KBS
Station Representative.....Continental; Moore
Pres., Ch. Eng.....Merle B. Peterson
Commercial Manager.....Peggy J. Hull

KGDN—Edmonds—1954

Frequency: 630 Kc.....Power: 1000 Watts
Owned.....King's Garden, Inc.
Address.....190th & Fremont
Tel.: LI 3131.....Independent
President .....A. B. Martin
Manager.....A. Orville Helgeson
Program Director.....Gerald Swanson
Chief Eng.....Walter Jamison

KXLE—Ellensburg—1946

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By..Central Washington Bcstrs.
Bus. Add. Trans. Loc.....Box 600

Tel.: Ellensburg .....KBS
Representative .....McGillvra
President.....Goodwin Chase, Jr.
Gen., Sta. Manager.....Joe Kendall
Commercial Manager.....Bill Hanning
Sls. Prom. Mgr.....Bill Allen
Publicity Director.....Ron Forsell
Chief Engineer.....Robert I. Sampson

KULE—Ephrata—1949

Frequency: 730 Kc.....Power: 1000 Watts
Owned By.....Coulee Bcstg. Corp.
Tel.: SK 4-4686.....Independent
President.....Donald R. Berry
Gen., Sta., Comm., Prom. Mgr.....Bob Moore
Program Director.....Dorothy McCue
Chief Engineer.....Len Brown

KRKO—Everett—1920

Frequency: 1380 Kc. .....Power: 1000 Watts
Address.....P. O. Box 916
Tel.: ALpine 9-1144.....Independent
Station Representative.....Devney; Moore
Pres., Gen. Mgr.....W. R. Taft
Sales Manager.....Tom Kelley
Chief Engineer.....Dave Foley

KQTY—Everett—1957

Frequency: 1230 Kc.....Power: 250 W.
Owned.....W. Nelskog, P. Crain, A. Baker
Address .....3021 Rockefeller
Tel.: CE 6111.....Independent
Representative .....Grant
President .....Wally Nelskog
Gen. Mgr.....Paul Crain
Sta. Mgr.....Earle Gerdon
Prog. Dir.....Ray Courtmanch

KFDR—Grand Coulee—1950

Frequency: 1360 Kc.....Power: 1000 Watts
Owned-Oper. By.....Ralph A. Nachtmann
Address .....Box 395
Tel.: 140 .....Independent
Representative.....Best, Art Moore
General Manager.....R. A. Nachtmann
Program Director.....Alcuin Theisen
Chief Engineer.....Frank Van Hemert

KLOG—Kelso—1949

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....KLOG, Inc.
Address .....P. O. Box 90
Tel.: EX 3-4900.....Independent
Station Rep.....Moore; Walker-Rawalt; Oakes
President .....J. J. Flanigan
Gen., Sta. Mgr.....John F. Carlson
Commercial Manager.....Warren Peterson
Program Director.....Robert Van Roy
Chief Engineer.....Robert Meers

KEPR—Kennewick—1949

Frequency: 610.....Power: 5000 Watts
Owned-Oper. By .....KWIE, Inc.
Address .....11 S. Cascade St.
Tel.: JU 2-5151.....CBS
Representative.....Art Moore, Robert Meeker
President.....Thomas C. Bostic
Sta., Comm. Mgr.....Monte Strohl
Program Director.....Bill Moody

KNBX—Kirkland—1947

Frequency: 1050 Kc.....Power: 1 Kw. d.
Owned-Oper. By.....Eastside Bdcstg. Co.
Business Address.....Civic Center; Box 338
Tel.: VAndyke 2-1201.....KBS
Representative .....Art Moore
General Manager.....G. A. Wilson
Program Director.....R. Anita Busek
Chief Engineer.....A. W. Lehnhoff

KFHA—Lakewood—1959

Frequency: 1480 Kc.....Power: 1000 Watts
Owned By.....Ferguson & Hall
Address.....KFHA, Tacoma 99
Tel.: JUniper 8-1811.....Independent
Partner.....Adlai C. Ferguson, Jr.
Partner, Gen. Mgr.....Robert E. Hall
Program Director.....Greg Martin
Chief Engineer.....Herman Hughes

KBAM—Longview—1955

Frequency: 1220 Kc.....Power: 1000 Watts d.
Owned-Operated By.....K-BAM Bcstg. Co.
Business Address...1451 Alaska St.; Box 31
Tel.: HA 3-1210.....Independent
Station Rep.....Holman; Grant; Wagner
President.....Paul D. Wickre
Gen., Sta. Mgr.....William Hoftyzer
Commercial Manager.....Al Weeks
Program Director.....Charles Nelson
Chief Engineer.....Byron Swanson

KEDO—Longview—1938

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Triad Bcstg. Corp.
Address.....P. O. Box 779
Tel.: HA 5-1500.....MBS
Representative .....Feltis; Pearson
Pres., Gen. Mgr.....William Boeing, Jr.
Comm. Prog. Mgr.....Don L. Veith
Chief Engineer.....Mac Davis

KSEM—Moses Lake—1947

Freq.: 1470 Kc.....Power: 5 Kw., d.; 1 Kw., n.
Owned-Operated By.....KSEM, Inc.
Business Address.....Box 276
Tel.: RO 5-3441.....KBS
Station Representative.....Day; O'Connell
President.....Jessica L. Longston
Gen. Manager.....John R. DiMeo
Station Manager.....Roy Robinson
Commercial Manager.....Gene Wagner
Sales Promotion Manager.....Bill Berry
Program Director.....Neil Burmester
Chief Engineer.....Ken Hansen

KWIQ—Moses Lake—1956

Frequency: 1260 Kc....Power: 1000 Watts, d.
Owned.....Central Basin Broadcasting Co.
Business Address.....815 W. Broadway
Tel.: ROckwell 5-7843.....Independent
Station Representative.....Weed; Moore
President .....Tomas Bostic
General Manager.....James Schroeder
Commercial Manager.....Ed Dahlin

Sales Promotion Manager.....Jack Dillon
Program Director.....Francis King
Publicity Director.....Ed Morrissey
Chief Engineer.....Howard Hammond

KBRC—Mount Vernon—1946

Freq.: 1430 Kc.....Power: 5 Kw., D; 1 Kw., N
Owned-Operated By.....Beckley Radio Co.
Bus.-Studio Address.....P.O. Box 240
Tel.: GArfield 4-2430.....Independent
Representative .....Art Moore
Pres., Gen., Sta. Mgr.....Leo H. Beckley
Comm.-Sales, Prom. Mgr.....Ted Frayling
Prog., Pub. Director.....Glenn Brooke
Chief Engineer .....Burt McAllister

KGY—Olympia—1922

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By .....Tom Olsen
Address Trans. Loca.....P. O. Box 710
Tel.: WHitehall 3-1240.....MBS-KBS
Representative.....Art Moore, Walker
Pres., Gen. Mgr.....Tom Olsen
Sta., Comm. Mgr.....Herb Anderson
Program, Ch. Eng.....Don Jones
Publicity Director.....Robert Cummings

KITN—Olympia—1956

Frequency: 1440 Kc.....Power: 500 Watts d.
Owned .....KITN Corp.
Address.....610 Columbia Street
Tel.: FL 7-7718.....Independent
Representative .....Feltis, Grant
Pres., Gen. Mgr.....D. Whitman
Chief Engineer.....Harold C. Singleton

KOMW—Omak—1947

Frequency: 680 Kc.....Power: 1000 Watts d.
Owned-Operated By.....KOMW, Inc.
Business-Studio Address.....Box 151
Tel.: 20 .....Independent
Representative .....Feltis; Ayres
President.....R. L. McNett
General Manager .....Dean Nichols
Comm. Mgr.....Jerry Weaver
Program Director.....Mrs. Betty Uht

KRSC—Othello—1958

Frequency: 1450 Kc.....Power: 100 Watts
Owned By.....Othello Radio
Address .....Othello
Tel.: Othello .....KBS
General Mgr.....R. E. Pollock
Station Mgr.....C. Sheppard
Chief Engineer.....W. Dru

KORD—Pasco—1956

Frequency: 910 Kc.....Power: 1 Kw., d.
Owned .....Music Bcstrs.
Address .....Box 485
Tel.: LI 7-9791.....Independent
Representative.....W. S. Grant
Gen. Mgr.....Wally Reid

KPKW—Pasco—1945

Frequency: 1340 Kc.....Power: 250 Watts
Owned By.....Hill & Wages
Address .....Pasco
Tel.: Pasco .....KBS
Representative .....Feltis
Pres., Gen. Mgr.....V. B. Kenworthy
Comm. Mgr.....Shirley Wallen
Prog. Dir., Chief Engineer.....Robert Rockne

KONP—Port Angeles—1945

Frequency: 1450 Kc.....Power: 250 Watts
Owned.....Radio Pacific Inc.
Address.....313 West First Street
Tel.: GL 7-4200.....KBS
Newspaper Affiliation.....Evening News
Representative .....Art Moore
President .....Charles Webster
Gen. Mgr.....George Buck
Sta. Mgr., Prog. Dir.....Jack Keith Proctor
Sales Promotion Manager.....Robert French
Publicity Director.....Rachel Gallegher
Chief Engineer.....Frederick F. Fields

KARY—Prosser—1956

Frequency: 1310 Kc.....Power: 1 Kw., d.
Owned By.....Prosser-Grandview Bcsts.
Address.....P. O. Box 1310
Tel.: YUkon 4-7310.....KBS
Station Rep. .....Best
President .....Ray Rockstrom
General Mgr.....J. L. Quinn
Comm. Prom. Mgr.....R. Wilson
Chief Engineer.....D. Trostel

KOFE—Pullman—1950

Frequency: 1150 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Bayton & Hicks
Address.....Pullman-Colfax Hy.
Tel.: 1-5251 .....Independent
Representative ..... Ayres, Best
Station Mgr. .....J. Ronald Bayton
Promotion Mgr.....B. J. Bayton

KAYE—Puyallup—1951

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Henry Perozzo
Address.....P. O. Box 271
Tel.: THornwall 5-1711.....KBS
Station Representative .....Moore
Gen. Mgr., Ch. Eng.....Henry Perozzo
Commercial Manager.....Marvin A. Young
Program Director.....Janet Lee Kelly

KPOR—Quincy—1957

Frequency: 1370 Kc.....Power: 1 Kw., d.
Owned.....Quincy Valley Bcstrs.
Address .....1st & B St.
Tel.: SUnset 7-6731.....Independent
Pres., Gen. Mgr.....Donald R. Nelson
Chief Engineer.....Jerry Leathers

KAPA—Raymond—1950

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Seattle Musicasters
Address .....P. O. Box 626
Tel.: 1010 .....KBS
Station Rep.....Moore; Walker; Continental
Sta. Mgr.....R. E. Claunch
Comm. Mgr.....J. W. Reavley
Chief Engineer .....Robert Sheetz

KLAN—Renton—1946

Frequency: 910 Kc.....Power: 1000 Watts
Owned-Oper. By.....Seattle Musicasters
Address Trans. Loca.....615 Third Ave.
Tel.: ALpine 5-8245.....Independent
President.....Ralph J. Sander, Jr.
General Manager.....Chas. E. Sullivan

KALE—Richland—1950

Frequency: 960 Kc.....Power: 1000 Watts
Owned-Oper. By.....KALE, Inc.
Address.....P. O. Box 367
Tel.: 4-3180 .....Independent
Representative .....Walker
President.....R. S. McCaw
Gen., Comm. Mgr.....Don Huber

KAYO—Seattle—1926

Freq.: 1150 Kc.....Power: 5 Kw. d., 1 Kw. d.
Owned-Operated By...Wash. Telecasters, Inc.
Add., Trans. Loca.....2939 Fourth Ave. So.
Tel.: MAin 3-2480.....Independent
Station Representative .....Young
President.....Jessica L. Longston
Gen. Mgr.....R. E. Pollock
Sta. Mgr.....Jim Hamstreet
Comm. Mgr.....Gilbert C. Bond
Prog. Dir.....Ted Bell
Chief Engineer.....Verle Jones

KING—Seattle—1927

Frequency: 1090 Kc.....Power: 50,000 Watts
Owned-Oper. By.....KING Bcstg. Co.
Address.....320 Aurora Ave.
Tel.: MUtual 2-3555.....ABC-NBC
Station Rep. .....Blair
Pres., Gen. Mgr.....Mrs. A. Scott Bullitt
V.P. Business.....Henry B. Owen
Station Mgr..... .. ..Gibbs Lincoln
Program Mgr.....Jack Link
Pub. & Prom. Mgr.....Mel Anderson
Chief Engineer.....A. A. Shultz

KIRO—Seattle—1927

Frequency: 710 Kc.....Power: 50,000 Watts
Owned-Oper. By.....Queen City Bcstg. Co.
Bus.-Studio Address...1530 Queen Anne Ave.
Tel.: AL 9800.....CBS
Representative.Peters, Griffin, Woodward, Inc.
President .....Saul Haas
Comm. Manager.....William F. Tucker
Station Manager.....Lincoln W. Miller
Program Director.....Clair Weidenaar

KJR—Seattle—1923

Frequency: 950 Kc. .....Power: 5000 Watts
Owned-Oper....Mt. Rainier Radio & TV Bcstg.
Business-Studio Address....2600 26 Ave. S.W.
Tel.: HO 5100.....Independent
Representative.Branham, McGavren, Jacobson
Pres., Gen Mgr.....Lester M. Smith
Commercial Manager....Gaylen S. Blackford
Pgm. Director.....Homer Pope
Chief Engineer.....George Newton

"The Album Sound"
(the ones who buy!)
MUSIC FOR ADULTS AND MATURE YOUNG PEOPLE
KTIX SEATTLE
5000 WATTS — TOP OF YOUR DIAL

KOL—Seattle—1922

Frequency: 1300 Kc.....Power: 5000 Watts
Owned-Oper. By.....Seattle Bcstg. Co.
Bus.-Studio Address.....1100 W. Florida St.
Tel.: MA 2-2312.....Independent
Representative .....Bolling
President.....Marie S. Taft
Gen., Sta. Mgr.....Archie Taft, Jr.
Commercial Manager.....W. L. Simpson
Program Director.....Howard Hall
Publicity Director.....Robert Ward
Chief Engineer.....Dallas Barnard

KOMO—Seattle—1926

Frequency: 1000 Kc.....Power: 50,000 Watts
Owned-Oper. By....Fisher's Blend Station, Inc.
Bus.-Studio Address.....100 4th Ave. No.
Tel.: MA 4-6000.....NBC
Representative .....NBC Spot Sales
President.....O. W. Fisher
Gen. Mgr., Exec. V. P.....W. W. Warren
Comm. Manager.....James McLoughlin
Station Manager.....Maitland Jordan
Sls. Prom. Mgr.....Bob Ryan
Program Manager.....F. J. Patterson
Pub. Rel. Mgr.....Margaret Frey
Chief Engineer.....C. E. Miller

KTIX—Seattle—1956

Frequency: 1590 Kc.....Power: 5000 Watts
Owned-Operated By.....KTIX, Inc.
Business Address...101 Bellevue Ave. North
Tel.: EAst 3-1590.....Independent
Station Representative.....Webb, Lucas
Pres., Gen. Mgr.....Hugh Ben LaRue
Comm. Mgr.....Bill Rickard
Publicity Director.....Doris Holman
Chief Engineer.....Jack Hemingway

KTW—Seattle—1920

Frequency: 1250 Kc.....Power: 1000 Watts
Owned.....The First Presbyterian Church
Business Address.....710 Madison
Tel.: MUtual 2-1250.....Independent
Station Representative .....Pickens
Gen., Sta. Mgr.....Don J. Bevilacqua
Comm., Sales Prom. Mgr...George W. Boucher
Program Director.....William McMillen
Ch. Eng.....James S. Ross

KVI—Seattle—1926

Frequency: 570 Kc.....Power: 5000 Watts
Owned-Oper. By..Puget Sound Bcstg. Co., Inc.
Bus. Address.....Camlin Hotel, 1619 9th Ave.
Tel.: MAin 4-4848.....MBS
Representative.....H-R Reps.
President, Gen. Mgr.....Mrs. Vernice Irwin
Commercial Mgr.....Earl T. Irwin
Program Dir.....Harry Long
Chief Engineer.....D. M. McDonough

KXA—Seattle—1926

Frequency: 770 Kc.....Power: 1000 Watts d.
Owned-Operated By.....KXA, Inc.
Bus.-Studio Address.....320 Second Ave., W.
Tel.: AL 8600.....Independent
Representative .....Meeker
President.....Wesley I. Dumm
Comm. Mgr.....G. A. Wellington
Gen. Mgr., Chief Eng.....John Dubuque

KGA—Spokane—1926

Frequency: 1510 Kc.....Power: 50,000 Watts
Owned-Oper. By....Bankers Life & Casualty
Bus.-Studio Address....Moran Prairie, Box 141
Tel.: KE 4-0631.....ABC
Representative...Everett-McKinney, O'Connell
General Manager.....Len Greenword
Managing Director.....John P. Cannaven, Jr.

KHQ—Spokane—1922

Frequency: 590 Kc.....Power: 5000 Watts
Owned-Operated By.....KHQ, Inc.
Bus.-Studio Address...700 Radio Central Bldg.
Tel.: MA 4-5131.....NBC
Representative .....Katz
Pres., Gen. Sta. Mgr.....Richard O. Dunning
Comm. Mgr.....William Merrill
Prog. Dir.....John Fahey
Sls. Prom., Pub. Dir.....Rex Gerlach
Chief Engineer.....Dee Waymire

KNEW—Spokane—1947

Frequency: 790 Kc. .....Power: 5000 Watts
Owned-Operated By...Seattle-Portland Radio
Business Address.....P.O. Box 8033
Tel.: KE 4-9363.....Independent
Station Representative .....McGavren-Quinn
General Manager.....Lester M. Smith
Program Director.....Bill Gratton
Chief Engineer.....Vince Hoffant

KPEG—Spokane—1957

Frequency: 1380 Kc.....Power: 5 Kw. d.
Owned .....Bellevue Bcstrs.
Bus. Ad.....1527 W. 2nd Ave.; Box 838
Tel.: MAdison 4-0454.....Independent
President.....H. Kemper Freeman
Gen. Mgr., Ch. Engr.....Larry Lester
Program Director...Mrs. Frances M. St. Dennis

KREM—Spokane—1947

Freq.: 970 Kc.....Power: 5 Kw. d., 1 Kw. n.
Owned-Operated By.....KREM Bcstg. Co.
Address.....4103 South Regal
Tel.: KE 4-0466.....Independent
Representative ..... Forjoe
Pres., Gen. Mgr.....Louis Wasmer
Sta., Comm. Mgr.....Robert Temple
Sales Prom. Mgr., Pub. Dir.....Ted Richeson
Program Director.....E. A. Moseley
Chief Engineer.....Hommer W. Mead

KLYK—Spokane—1921

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....KLYK, Inc.
Address, Trans. Loca.....Realty Bldg.
Tel.: RIverside 7-8033.....MBS
Station Representative .....Moore

President .....Harold Lampel
Gen., Comm. Mgr.....William B. Murphy
Sales Promotion Manager....Cathryn Murphy
Program Director.....Glenn Huston
Publicity Director.....Hal Thomas
Chief Engineer.....Ryder Chronic

KXLY—Spokane—1922

Frequency: 920 Kc.....Power: 5,000 Watts
Owned-Oper. By.....No. Pacific Radio Corp.
Address .....W. 315 Sprague Ave.
Tel.: MA 4-1218.....CBS
Station Rep.....Avery-Knodel; Day; Jacobson
Pres. .....Norman Alexander
General Manager.....James R. Agostino
Station Manager.....George Anthony

KZUN—Spokane—1955

Frequency: 630 Kc.....Power: 500 Watts, d.
Owned.....Voice of Spokane Valley
Address .....Box 123
Tel.: WA 4-2400.....Independent
Representative.....W. S. Grant
General Manager.....Robert L. Swartz
Co-Manager.....Arthur R. MacKelvie
Sales Manager.....Richard White

KREW—Sunnyside—1950

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....Cole E. Wylie
Business Adress.....Box 209
Tel.: TEmple 7-2277.....Independent
Representative .....Tracy Moore
Pres., Gen. Mgr.....Cole E. Wylie
Sta., Comm. Mgr.....Don G. Bennett
Program Director.....Jean Runyan
Chief Engineer.....John Berg

KMO—Tacoma—1926

Frequency: 1360 Kc.....Power: 5 Kw.
Owned.....Tacoma Radio Corp.
Address.....P. O. Box 1651
Tel.: WA 2-8733.....Independent
Station Representative...Avery-Knodel; Moore
Pres., Gen. Sta. Mgr.....J. Archie Morton
Prom., Pub. Dir.....Win McCracken
Chief Engineer.....Duane White

KTAC—Tacoma—1942

Frequency: 850 Kc.....Power: 1000 Watts
Owned-Operated By.....Tacoma Bcstrs., Inc.
Address .....Winthrop Hotel
Tel.: BR 2-2241.....Independent
Representative.....Gill-Perna, Scott; Feltis
President, Gen. Mgr.....Jerry Geehan
Assistant Manager.....John Condon
Prog. Dir., Pub. Dir.....Dick Weeks
Chief Engineer.....R. C. Velo

KTNT—Tacoma—1952

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Tribune Publ. Co.
Address.....So. 11th & Grant Sts.
Tel.: FU 3-2561.....Independent
Newspaper Affil. .....News Tribune

Representative .....Weed
Station Manager.....Max H. Bice
Commercial Mgr.....John Upham
Sales Prom. Mgr.....Robert Lyte
Program Director..... Don St. Thomas
Chief Engineer.....Max H. Bice

KENE—Toppenish—1954

Frequency: 1490 Kc.....Power: 250 Watts
Owned.....Radio Broadcasters Inc.
Address.....P. O. Box 350
Tel.: TO 5-7272.....KBS
Representative .....Hil F. Best
President .....Jack R. Woodroofe
Gen., Sta. Manager.....Robert A. Sumbardo
Program Director.....Don Downing
Chief Engineer.....Charles Peterson

KKEY—Vancouver—1954

Frequency: 1150 Kc.....Power: 1,000 Watts d.
Owned-Oper. By.....Western Bcstg. Co.
Address.....5500 Fourth Plain Road
Tel.: OX 3-2565.....KBS
Representative .....Bernard
President.....Ralph C. Weagant
General Mgr.....Ernest Crater
Commercial Mgr.....Al Picinni
Program Dir.....Ken Debord
Chief Engineer.....Bryce Howard

KVAN—Vancouver—1939

Frequency: 910 Kc.....Power: 1000 Watts
Owned-Oper. By.....KVAN, Inc.
Studio Address .....707 Main St.
Newspaper Affil.....Coos Bay Times
Representative.....Grant Webb, Tracy Moore
President.....Sheldon F. Sackett
General Mgr.....Larry H. Lau
Station Mgr.....James Gunn
Nat. Sales Mgr.....Isabelle Hoyt
Chief Engineer.....Leo Erickson

KHIT—Walla Walla—1956

Frequency: 1320 Kc.....Power: 1000 Watts d.
Owned By.....Leader Broadcasting Co.
Business Address.....Denny Bldg.
Tel.: JAckson 5-1390.....Independent
Station Representative.....Grant; Feltus.
Pres., Gen., Sta. Mgr.....Arch Le Roux
Program Director.....Herb Kennedy
Chief Engineer.....Less Ashworth

KTEL—Walla Walla—1946

Frequency: 1490 Kc. .....Power: 250 Watts
Owned-Oper. By ....Walla Walla Bdcstg. Co.
Address .....Box 1028
Tel.: JAckson 5-4103.....ABC-KBS
Sta. Rep.....Rambeau, Vance, Hopple; Cox
Pres., Gen. Mgr.....Jack Keating
Sales Prom. Mgr., Prog. Dir...Adaline Bussard
Chief Engineer.....Beven Roth

KUJ—Walla Walla—1929

Freq.: 1420 Kc....Power: 5000 Wts. d., 1000 n.
Owned-Operated By.....KUJ, Inc.
Business Address.....Route 2

Tel.: JA 9-1230 ..... Independent
Representative ..... Forjoe, Art Moore
President, Gen. Mgr. ..... H. E. Studebaker
Comm. Mgr. ..... Norval Armes
Sales Prom. Mgr., Prog. Dir. ..... Ken Brooks
Chief Eng. ..... Glenn Dubbe

KPQ—Wenatchee—1929

Frequency: 560 Kc. ..... Power: 5000 Watts
Owned-Oper. By ..... Wescoast Bcstg. Co., Inc.
Bus.-Studio Address ..... 32 N. Mission
Phone: NO 3-5121 ..... News Service: UP
Representative ..... Forjoe
Pres., Sta., Gen. Mgr. ..... James W. Wallace
V. P., Comm. Mgr. ..... Pat O'Halloran
Program Director ..... Marc Bowman
Chief Engineer ..... Doug Whipple

KMEL—Wenatchee—1948

Frequency: 1340 Kc. ..... Power: 250 Watts
Owned-Oper. By .... Wenatchee Broadcasters
Address ..... P. O. Box 1510
Tel.: NO 2-7135 ..... MBS
Representatives ..... McGillvra, Feltis, Cox
Co-Owners ..... S. Maus, M. Sorley
Sales Manager ..... Mark Sorley

KUEN—Wenatchee—1956

Frequency: 900 Kc. ..... Power: 500 Watts d.
Owned ..... Queens Bcstg. Co.
Address ..... 209 Orondo Ave.
Tel.: NOrmandy 3-5186 ..... KBS
Station Representative ..... Grant; Feltis
Gen., Sta. Mgr. ..... Dale R. Woods
Comm. Mgr. ..... W. G. Cannon
Sales Prom. Mgr. ..... James Johnson
Prog. Dir. ..... William Moeller
Chief Engineer ..... George Frese

KIMA—Yakima—1944

Frequency: 1460 Kc. ..... Power: 5000 Watts
Owned-Oper. By ..... Cascade Bdcstg. Co.
Address ..... P. O. Box 702
Tel.: GLencourt 2-9111 ..... ABC-CBS-NBC
Rep. ..... Weed & Co., Art Moore
President ..... A. W. Talbot
Gen. Manager ..... Thomas C. Bostic
Station Mgr. ..... W. B. Hansen
Sales Manager ..... Gene Grischow
Program Director ..... Rex Heninger
Chief Engineer ..... Dovel DeVon

KIT—Yakima—1929

Freq.: 1280 Kc. ..... Power: 5 Kw. d., 1 Kw. n.
Owned-Operated By ..... KIT, Inc.
Bus. Ad. ..... 414½ E. Yakima Ave.; Box 1222
Tel.: GL 7-8115 ..... Independent
Station Representative ..... McGavren-Quinn
President ..... Carl E. Haymond
Gen., Sta. Mgr. ..... Jack H. Goetz
Prog. Dir. ..... John Puckett
Publicity Director ..... Pete Wick
Chief Engineer ..... Dave Hubert

KUTI—Yakima—1954

Frequency: 980 Kc. ..... Power: 1000 Watts d.
Owned-Oper. By ..... H. A. Roddick
Address ..... 316 Butterfield Rd.
Tel.: CH 8-0980 ..... Independent
Station Representative ..... Forjoe; Day
Pres., Gen. Mgr. ..... H. A. Roddick
Commercial Manager ..... Jack McMahan
Sales Promotion Manager ..... Bill Bainter
Program Director ..... Kay Arnold
Chief Engineer ..... Lee Hurley

KLOQ—Yakima—1947

Freq.: 1390 Kc. ..... Power: 1 Kw. d., 500 W. n.
Owned By ..... Shela & Durham
Address ..... P. O. Box 172
Tel.: GL 2-7143 ..... MBS
Representative ..... Headley-Reed, Walker
Gen., Sta., Comm. Mgr. ..... Warren J. Durham

Pop.: 2,095,000
Families: 563,000
Radio Homes: 537,000

West Virginia

Stations in State: 48
TV Homes: 416,000
TV Stations: 11

WJLS—Beckley—1939

Freq.: 560 Kc. ..... Power: 5 Kw. d., 500 W. n.
Owned-Oper. By ..... Joe L. Smith, Jr., Inc.
Bus.-Studio Address ..... WJLS Building
Tel.: CL 3-7311 ..... CBS
Representative ..... Burke—Stuart
President, Gen. Mgr. ..... Joe L. Smith, Jr.

WWNR—Beckley—1947

Freq.: 620 Kc. ..... Power: 1 Kw. d., 500 W. n.
Owned-Operated By ..... Rahall Bcstg. Co.
Address ..... 1708 Harper Road
Tel.: CL 3-8309 ..... Independent
Representative ..... Weed
President ..... N. Joe Rahall
Gen., Sta. Mgr. ..... R. H. Booth
Comm. Mgr. ..... Margaret A. Jenkins
Sls. Prom. Mgr. ..... Paul Harless
Prog. Dir. ..... William G. Dancy
Publicity Dir. ..... Robert Harvit
Chief Eng. ..... Anthony P. Gonzalez
Owners of: WKAP, Allentown, Pa.; WNAR, Norristown, Pa.; WFEA, Manchester, N. H.; WTSP, St. Petersburg, Fla.

(See Page 584)

WCST—Berkeley Springs—1958

Frequency: 1010 Kc. ..... Power: 250 Watts d.
Owned By ... Berkeley Springs Radio St. Corp.
Business Address ..... Berkeley Springs
Tel.: 771 ..... Independent
Gen., Sta. Mgr. ..... Thomas Butscher
Commercial Manager ..... James Merrill
Program Director ..... Kenneth Robertson
Chief Engineer ..... Gary Daniels

WHIS—Bluefield—1929

Freq.: 1440 Kc....Power: 5 Kw., d.: 500 W., n.
Owned-Oper. By....Daily Telegraph Prtg. Co.
Business Address.....Municipal Bldg.; Box 10
Tel.: DA 7-7115.....NBC
Newspaper Affil...Telegraph; News Observer
Representative .....Katz
Pres., Gen. Mgr.....Hugh Ike Shott
Sta. Mgr.....Melvin Barnett
Commercial Manager.....George Hendricks
Pub. Director.....Janie Marie Lambert
Chief Engineer.....P. T. Flanagan

WKOY—Bluefield—1948

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By .....WKOY, Inc.
Address .....Box 248
Tel.: DA 7-6124.....MBS
Rep.....Devney & Co., Holman, Dora-Clayton
Pres., Gen. Mgr., Comm. Mgr. .J. Lindsley Alley
Sta. Mgr., Prog. Dir.....Ed Erb

WCAW—Charleston—1946

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Capitol Bcstg. Corp.
Address.....Kanawha Hotel Bldg.
Tel.: DI 3-7503.....Independent
Representative .....Dore
President.....E. M. Johnson
General Mgr.....A. J. Files
Comm. Mgr.....Elaine Johnson
Program Dir.....Al Walker
Sales Prom. Mgr.....Gloria Best
Publicity Dir.....Adele Durr
Chief Engineer .....Frank Allender

WCHS—Charleston—1927

Frequency: 580 Kc.....Power: 5000 Watts
Owned-Oper. By .....The Tierney Co.
Address.....1111 Virginia St.
Tel.: DI 2-8131.....CBS
Representative .....Branham
President .....Hawthorne T. Battle
V.P., Gen. Mgr.....John T. Gelder, Jr.
Station Manager.....Robert M. Sinclair
Commercial Manager.....Carl Cook
Sales Prom., Pub. Dir.....Harry Brawley
Program Director .....Joe Farris
Chief Engineer.....William E. Doxon

WHMS—Charleston—1939

Frequency: 1490 Kc.....Power: 250 W.
Owned.....Charleston Bcstg. Co.
Business Address.....315 Professional Bldg.
Tel.: DI 3-9544.....ABC
Station Representative.....Stars Natl.; Ayers
President.....Joseph L. Brechner
General Manager.....Norman L. Posen
Commercial Manager.....Carl B. Margin
Sales Promotion Manager.....Jean Jespersen
Program Director.....Bill Miller
Chief Engineer.....Vernon Hutchinson

WKAZ—Charleston—1957

Frequency: 950 Kc...Power: 5 Kw., d; 1 Kw. n.
Owned By....Kanawha Valley Bcstg Co., Inc.
Address.....210 Dickinson St.
Tel.: DIckens 3-7541.....NBC
Station Rep. .....Katz
President.....Lawrence H. Rogers, II
General Mgr.....Tom J. Murray
Comm., Program Dir.....Don O. Hays
Sales, Prom. Mgr.....Jack Williams
Publicity Dir.....Nell McMillan Frazier
Chief Engineer.....William Ford

WTIP—Charleston—1946

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By....Chemical City Bcstg. Co.
Bus. Address....Capitol & Fife Sts.; Box 3032
Tel.: DIckens 2-3166.....MBS-KBS
Station Rep.....Rambeau, Vance, Hopple
Pres., Ch. Eng.....Gus Zaharis
General Manager.....Mel S. Burka
Commercial Manager.....Bud A. Burka
Sales Promotion Manager.....Bob Bower
Prog., Pub. Dir.....Fred Grifiith

WBOY—Clarksburg—1937

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....WSTV, Inc.
Business Address.....912 W. Pike St.
Tel.: MA 4-7571.....NBC
Representative .....Branham
President .....Jack Berkman
Gen. Mgr.....George H. Clinton
Sta., Comm. Mgr.....Anthony Corvello
Prom. Mgr., Pub. Dir.....Carl Loose
Program Director.....Robert Toothman
Chief Engineer.....V. G. Brooks

WHAR—Clarksburg—1947

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Harrison Corp.
Address Trans. Loca.....1200 E. Pike St.
Tel.: MAin 3-1171.....ABC-MBS-KBS
Rep. .....Burn-Smith
Pres., Sta. Mgr.....Mason C. Deaver
General Manager.....Charles Gaylord
Commercial Manager.....F. T. Gregg
Sales Promotion Manager..Jennings Randolph
Program Director.....Paul Ellison
Chief Engineer.....Beryle Snyder

WPDX—Clarksburg—1947

Frequency: 750 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Clarksburg Bcstg. Corp.
Business-Studio Address.....339 W. Main St.
Tel.: MA 4-6425.....Independent
Station Representative .....Pearson
Gen., Comm. Mgr.....Joseph M. Larosa
Sta. Mgr., Prog. Dir.....Dewitt H. Wyatt
Chief Engineer.....Robert D. Hough

WDNE—Elkins—1948

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....Maria Bcstg. Corp.
Address .....Davis & Wash. Sts.
Tel.: Elkins .....KBS
Pres., Gen. Mgr.....John Carr
Vice-Pres.....Howard A. Donahoe
Program Director.....John O'Brien
Comm. Manager.....Grady F. Guye

WMMN—Fairmont—1928

Frequency: 920 Kc.....Power: 5000 Watts
Owned-Oper. By.....Peoples Bcstg. Co.
Business Address.....246 N. High St.
Tel.: 3100 .....CBS
Representative .....Hollingbery
President.....Murray D. Lincoln
General Manager.....Herbert E. Evans
Program Director.....Frank Lee
Chief Engineer.....Harry W. Jackson

WTCS—Fairmont—1947

Frequency: 1490 Kc.....Power: 250 Watts
Owned.....Fairmont Broadcasting Co.
Address .....Box 1549
Tel.: 5000 .....ABN-KBS
Representative .....Gill-Perna, Keystone
President .....Paul Pitrolo
V.P., Gen. Mgr.....Nick Fantasia
Comm. Mgr.....Nuna Fabre, Jr.
Program Director.....Josephine Trotta
Chief Engineer.....Richard L. McBride

WELD—Fisher—1956

Frequency: 690 Kc.....Power: 500 W., d.
Owned-Oper. By.....Marion P. Lewis
Address .....Fisher
Tel.: LE 8-6062.....ABC
President.....Marian Park Lewis
Station Manager.....Kimberley Johnson
Program Director.....G. Gust Boyd, Jr.

WVVW—Grafton-Fairmont 1947

Frequency: 1260 Kc.....Power: 1 Kw. d.
Owned.....Beacom Bcstg. Enterprises
Address.....400 Quincy Street
Tel.: GR 2000.....MBS
Representative .....Gill-Perna, Inc.
President.....J. Patrick Beacom
Sta. Mgr.....Robert B. Frazier
Comm. Mgr.....William Cotrell

WHTN—Huntington—1947

Frequency: 800 Kc.....Power: 1000 Watts d.
Owned-Oper.....Cowles Bcstg. Co.
Business-Studio Address.....625 Fourth Ave.
Tel.: JA 5-7661.....MBS
Rep. .....Meeker
General Manager.....Robert R. Tincher

WPLH—Huntington—1946

Frequency: 1470 Kc.....Power: 5000 Watts, d.
Owned-Oper. By.....The Tierney Co.
Business Address.....1046½ Third Ave.
Tel.: JA 3-3421.....MBS
Representative .....Branham
President.....Hawthorne D. Battle
V.P., Gen. Mgr.....Jack Gelder
Station Mgr.....James F. McDonald, Jr.
Chief Engineer.....Louis Rowan

WSAZ—Huntington—1923

Freq.: 930 Kc.....Power: 5 Kw. d., 1 Kw. n.
Owned-Operated By.....WSAZ, Inc.
Business-Studio Address.....301 Ninth St.
Tel.: JA 3-8401.....NBC
Newspaper Affil.....Huntington Pub. Co.
Representative .....Katz
President.....Lawrence H. Rogers
Station Manager.....George Andrick
Sales Promotion Manager..George Greenwood
Program Director.....C. Bosworth Johnson
Chief Engineer.....Carroll Kessell

WKYR—Keyser—1953

Freq.: 1270 Kc.....Power: 5000 Kw. d.
Owned ..... WKYR Inc.
Business Adress.....P.O. Box 231
Tel.: SUnset 8-3211.....KBS
Station Rep.....Burn-Smith
President .....Walter Patterson
Gen., Comm. Mgr.....William W. Robinson
Publicity Director.....Jack R. Husson
Chief Engineer.....Lee Bruner

WLOG—Logan—1940

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By...C. H. Frey, R. O. Greever
Address.....445 Stratton St.
Tel.: 540 .....MBS
Newspaper Affil. ..... Banner
Partner.....Clarence H. Frey
Partner.....Robert O. Greever
Comm. Mgr.....C. H. Murphey
Program Director.....Lucille Gallion
Chief Engineer.....Lewis H. Frye

WVOW—Logan—1952

Freq.: 1290 Kc.....Power: 5 Kw. d., 1 Kw. n.
Owned-Operated By.....Logan Bcstg. Co.
Address .....Box 1921
Tel.: 2358 .....KBS
General Manager.....William P. Becker
Commercial Manager.....Martha J. Becker
Program Director.....Audie Albright
Chief Engineer.....John Lamont

WEPM—Martinsburg—1946

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Martinsburg Bcstg. Co.
Business Address.....Peoples Trust Co. Bldg.
Tel.: AM 3-5252.....CBS
Representative .....McGillvra
Co-Owner, Gen. Mgr.....C. Leslie Golliday
Program Director.....John E. Taylor
Sta., Comm. Manager.....George N. O'Brien
Chief Engineer.....Sheridan Campbell

WHJC—Matewan—1951

Frequency: 1360 Kc.....Power: 1000 Watts d.
Owned-Operated By...Three States Bcstg. Co.
Tel.: 4771 .....KBS
Representative .....Continental
President, Gen. Mgr. .....Fred Morningstar

WMON—Montgomery—1946

Frequency: 1340 Kc.....Power: 250 Watts
Owned.....Fayette Associates, Inc.
Address.....1028 First Ave.

Tel.: HI 2-4620 ..... MBS
President ..... Arnold M. Vickers
Station Manager ..... Robert L. Marsh
Program Director ..... Richard A. Rhodes
Chief Engineer ..... J. C. Craver

WAJR—Morgantown—1941

Freq.: 1440 Kc.. Power: 5 Kw. d., 500 Watts, n.
Owned-Oper. By ... West Virginia Radio Corp.
Business-Studio Address ..... 446 Spruce St.
Tel.: 9488 ..... NBC
Newspaper Affl... W. Va. Newspaper Pub. Co.
Rep. ..... Tom C. Clark
President ..... Agnes J. Reeves Greer
Gen., Sta. Mgr..... Malcolm A. Campbell. Jr.
Comm., Sales Prom. Mgr..... James Redmond
Program Director ..... Jack Tennant
Chief Engineer ..... Al Novak

WCLG—Morgantown—1954

Frequency: 1300 Kc.... Power: 1000 Watts, d.
Owned ..... Morgantown Broadcasting Co.
Address ..... P. O. Box 885
Tel.: 2-2222 ..... Independent
Station Representative ..... Devney
Pres., Gen. Mgr. ..... C. Leslie Golliday
Sta., Comm. Mgr. ..... Charlie Arnett
Prog. Dir., Ch. Eng. ..... Jim McEweun

WMOD—Moundsville—1950

Frequency: 1370 Kc..... Power: 1000 Watts d.
Owned-Oper. By ..... Taylor & Gall
Address ..... 505 Seventh St.
Tel.: Tilden 5-1230 ..... KBS
Pres., Gen. Mgr. ..... John T. Taylor
Comm., Sales Prom. Mgr. ..... Alice Shein
Program Director ..... Jim Herink
Publicity Director ..... Marlys McCoy
Chief Engineer ..... Felice Regoli

WETZ—New Martinsville 1952

Frequency: 1330 Kc..... Power: 1000 Watts d.
Owned-Oper. By ... Magnolia Broadcasting Co.
Bus. Address .. Radio Park, 3rd St., N.; Box 391
Tel.: GLadstone 5-3030 ..... KBS
Station Representative ..... Johnson
President, Gen. Mgr. ..... Harry G. Bright
Comm. Manager ..... George K. Eubanks
Sales Promotion Manager ..... Don Hartline
Program Director ..... T. L. Anderson
Publicity Director ..... Lorraine Espy
Chief Engineer ..... J. L. Jones

WOAY—Oak Hill—1947

Frequency: 860 Kc..... Power: 10 Kw. d.
Owned-Oper. By ..... Robert R. Thomas, Jr.
Business Address ..... Box 251
Tel.: HO 9-3361 ..... Independent
Representative ..... Pearson
Pres., Gen. Mgr. ..... Robert R. Thomas, Jr.
Commercial Manager ..... A. W. Vickers
Chief Engineer ..... Curtis Horton

WCEF—Parkersburg—1954

Frequency: 1050 Kc..... Power: 1000 Watts
Owned ..... Franklin Broadcasting Co.
Address ..... P. O. Box 228
Tel.: GA 2-1844 ..... KBS
Representative ..... Bcst. Time Sales
Gen. Mgr., Ch. Eng. ..... C. E. Franklin
Commercial Mgr. ..... Mike Morris
Sales Prom. Mgr. ..... Dorothy Leon
Publicity Director ..... Harvey Kaye

WCOM—Parkersburg—1947

Frequency: 1230 Kc..... Power: 250 Watts
Owned-Oper. By ..... Valley Broadcasters Inc.
Address ..... 317 Ninth St.
Tel.: HU 5-4491 ..... ABC
Representative ..... Devney
President ..... Joseph M. Handlan
Gen. Mgr., Ch. Eng. ..... William E. Collins
Commercial Manager ..... A. N. Archer
Program Director ..... John A. See
Sales Prom. Mgr. ..... Lee Hawk

WPAR—Parkersburg—1935

Frequency: 1450 Kc..... Power: 250 Watts
Owned-Oper. By ..... WSTV, Inc.
Business-Studio Address ..... 211 5th St.
Tel.: HUdson 5-5475 ..... CBS
Representative ..... Branham
President ..... Jack N. Berkman
General Manager ..... George H. Clinton
Sta., Comm. Mgr. ..... Bert L. Walter
Prog. Dir. ..... Sherman Grimm
Chief Eng. ..... Vilah G. Brooks

WWYO—Pineville—1949

Frequency: 970 Kc..... Power: 1000 Watts d.
Owned-Oper. By .. Wyoming Bdcstg. Co., Inc.
Address ..... Box 184
Tel.: 2711 ..... Independent
President ..... R. D. Bailey
Gen., Sta., Comm. Mgr. ..... Edward Hawley
Program Director ..... Elaine Taylor
Chief Engineer ..... William D. Stone

WLOH—Princeton—1947

Frequency: 1490 Kc..... Power: 250 Watts
Owned-Oper. By ..... Mountain Bcstg. Co.
Address ..... Princeton, W. Va.
Representative ..... Hopewell
Pres., Sta. Mgr. ..... Robert L. Harrison
Commercial Manager ..... Bill Waldorf
Prog. Dir. ..... Bob Woodburn
Chief Engineer ..... Earl Graham

WMOV—Ravenswood—1957

Frequency: 1360 Kc..... Power: 1000 Watts
Owned By ..... Valley Broadcasters, Inc.
Address ..... Gibbs & Gallatine Sts.
Tel.: BRowning 3-2544 ..... Independent
President ..... Joseph M. Handlan
General Mgr. ..... William Collins
Station Mgr. ..... Lloyd R. Daugherty
Commercial Mgr. ..... A. N. Archer
Program Dir. ..... Bill Watterson
Chief Engineer ..... J. G. Caplinger

WMNF—Richwood—1957

Frequency: 1280 Kc..... Power: 1000 Watts

Owned By.....W. Courtney Evans
Business Address.....P.O. Box 608
Tel.: VIking 6-0411.....Independent
Station Representative..Kentucky Radio Sales
President .....Herman Dotson
Gen., Comm. Mgr.....Art Grunewald
Program Director.....Red Mullens
Chief Engineer.....Ed Travis

WRON—Ronceverte—1947

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Blake Bcstg. Co.
Business Address .....Ronceverte
Tel.: MIdway 5-1327.....KBS
Pres., Gen. Mgr.....James Venable
Commercial Manager.....Hollis L. Imes

WKLC—St. Albans—1956

Frequency: 1300 Kc.....Power: 1 Kw., d.
Business Address.....109 6th Ave.
Tel.: PA 7-1300.....Independent
General Manager.....Raymond I. Kandel
Chief Engineer.....Harry Bowen

WEIR—Weirton—1950

Frequency: 1430 Kc.....Power: 1000 Watts
Owned-Oper. By.....Tri-State Bcstg. Co.
Address.....3992 Main St.
Tel.: 2814 .....NBC
Station Representative .....Weed
President.....Thomas E. Millsop
General Manager.....Edward J. Hirshberg
Station Manager.....Robert E. Badger

WELC—Welch—1950

Frequency: 1150 Kc....Power: 1000 Watts d.
Owned-Oper. By.....Pocahontas Bcstg. Co.
Address .....Box 1032
Tel.: 1140 .....KBS
President, General Manager.....Sam Sidote
Comm., Prom. Mgr.....James French, Jr.
Program Director.....Marilyn Sturgill
Chief Engineer.....Howard R. King

WMCD—Welch—1955

Frequency: 1340 Kc.....Power: 250 Watts
Owned.....Williamson Broadcasting Corp.
Address.....Rhodes Realty Building
President .....Alice Shein
Gen., Sta. Mgr.....John Blair
Chief Engineer.....Clifton Branham

WHAW—Weston—1948

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By...Central W. Va. Serv. Corp.
Address.....P. O. Box 431
Tel.: 1555 .....KBS-MBS

President .....R. H. Ralston
Vice Pres. .....Francis Andrew
Station Manager.....Edwin L. Doyle
Sales Prom. Mgr.....L. C. McMaster
Prog. Dir., Ch. Eng.....D. L. Beard, Jr.

WHLL—Wheeling—1949

Frequency: 1600 Kc.....Power: 5000 Watts d.
Owned-Operated By.....Wheeling Bcstg. Co.
Address .....Box 989
Tel.: CE 3-1300.....Independent
Representative .....Gill-Perna
President .....Kenneth Forney
Gen., Sta. Mgr.....Fred A. Grewe, Jr.
Commercial Mgr.....Jim Smith
Program Dir.....Donn Caldwell
Publicity Dir.....Helen Gaynor
Chief Engineer.....Fred Baker

WKWK—Wheeling—1941

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Community Bcstg., Inc.
Business Address.....16th & Market Sts.
Tel.: CE 2-2250.....ABC
Station Representative .....Walker-Rawalt
Pres., Gen. Manager.....John B. Reynolds
Commercial Manager.....Elsie M. Cook
Sales Prom. Mgr., Pub. Dir.....Charles Brand
Program Director.....Dale M. Schussler
Chief Engineer.....James Jones

WWVA—Wheeling—1926

Frequency: 1170 Kc.....Power: 50,000 Watts
Owned-Oper. By.....Storer Broadcasting Co.
Address.....Hawley Bldg.
Tel.: CEdar 2-1170.....CBS
Newspaper Affiliation.....Miami Beach Sun
Representative .....John Blair
President.....George B. Storer
Gen., Sta. Mgr.....Paul J. Miller
Commercial Manager....Andrew F. Hofmann
Sales Prom. Mgr.....Howard W. Meagle
Program Director.....Paul A. Myers
Publicity Director.....Edward Pollock
Chief Engineer.....Edwin L. Keim

Owners of: WGBS, Miami, Fla.; WJBK, Detroit; WSPD, Toledo; WAGA, Atlanta; WJW, Cleveland; WIBG, Philadelphia.

WBTH—Williamson—1939

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Williamson Bcstg. Corp.
Business Address.....2nd Ave. at Court St.
Tel.: BElmont 5-3600.....MBS
President .....Phil Beinhorn
Gen., Comm. Mgr.....John Blair
Prog., Sales Prom. Dir.....S. Rubenstein
Chief Engineer.....Clifton Branham

Pop.: 4,015,000
Families: 1,156,000
Radio Homes: 1,147,000

Wisconsin

Stations in State: 75
TV Homes: 1,004,000
TV Stations: 16

WATK—Antigo—1947

Frequency: 900 Kc.....Power: 250 Watts d.
Owned-Oper. By.....Antigo Bcstg. Co.
Address .....Journal Bldg.
Tel.: 90 .....Independent
President, Gen. Mgr.....A. F. Berner

WAPL—Appleton—1952

Frequency: 1570 Kw.....Power: 1000 Watts d.
Owned-Oper. By.....WAPL Radio
Address.....Balliet Hotel, 124 W. Wash. St.
Tel.: RE 4-9226.....Independent
Station Representative .....Walker-Rawalt
Pres., General Manager.....Connie Forster
Commercial Manager.....Ray Verstegen
Sales Promotion Manager.....Jerry Luedtke
Program Director.....Val Sherman
Technical Engineer.....Ralph Evans
Chief Engineer.....James Markham

WHBY—Appleton—1924

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....WHBY, Inc.
Bus.-Studio Address.....600 So. Law St.
Tel.: 3-6639 .....MBS-KBS
Gen., Comm. Mgr.....Lewis J. Process
Program Director.....Raymond Brock
Chief Engineer.....George Merkl

WATW—Ashland—1940

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....WATW, Inc.
Business Address.....321 W. 2nd St.
Tel.: MUrdock 2-2727.....KBS
Representative.....Thomas F. Clark
President, Gen. Mgr.....Gene Halker
Comm. Mgr.....J. E. Huber
Sales Prom. Mgr.....Robert Murphy
Program Director.....Arnold Peterson
Chief Engineer.....Russ Johnston

WBEV—Beaver Dam—1950

Frequency: 1430 Kc.....Power: 1000 Watts d.
Owned-Operated By...Beaver Dam Bcstg. Co.
Address.....109½ Front St.
Tel.: TU 5-4442.....Independent
Representative .....Hal Holman
President.....W. E. Walker
General Mgr.....Thomas H. Faile
Business Mgr.....Duane R. Wendt
Chief Engineer.....Kenneth Morgan

WBEL—Beloit—1948

Frequency: 1380 Kc.....Power: 5000 Watts
Owned-Oper. By.....Beloit Bcstrs., Inc.
Business-Studio Address.....430 State St.
Tel.: EMerson 5-5525.....KBS
Representative .....Gill-Perna
President .....Russ Salter
General Mgr.....Robert O. Moran
Sta., Comm. Mgr.....Joe Moen
Program Director.....Bill Greener
Chief Engineer.....Leo Wilson

WGEZ—Beloit—1948

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Beloit Bcstg. Co.
Business-Studio Address.....Hotel Hilton
Tel.: EM 5-8865.....MBS
Rep. ..... Everett-McKinney
President.....Sidney H. Bliss
General Manager.....Vern Williams
Commercial Manager.....Bill Bessaire
Sta. Mgr.....Tom Anderson
Program Director.....Lou Wendlandt
Chief Engineer.....Wayne Clay

WWIS—Black River Falls 1958

Frequency: 1260 Kc.....Power: 1000 Watts d.
Owned By.....Clarkwood Broadcasting Corp.
Business Address.....P.O. Box 32
Tel.: 4645 .....KBS
Station Representative.....Grant Webb
President .....Hartley Samuels
Gen. Mgr., Ch. Eng.....Walter Boller
Program Director.....Arlie Davison

WAXX—Chippewa Falls—1958

Frequency: 1150 Kc.....Power: 5 Kw. d.
Owned .....Radio Chippewa
Address .....Box 41
Tel.: PArk 3-2242.....Independent
Station Representative .....Pearson
General Manager.....Stephen Bellinger
Commercial Manager.....Paul Jones
Station Manager.....Keith Coleman
Program Director.....Don Shafer
Chief Engineer.....Everett Burrows

WBIZ—Eau Claire—1947

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....WBIZ, Inc.
Address.....609 Cameron St.
Tel.: TE 5-5111.....Independent
Representative .....Pearson
President, General Mgr.....Howard G. Bill
Commercial Manager.....Jack Kelly
Chief Eng., Prog. Dir.....Harold Jahnke

WEAU—Eau Claire—1936

Frequency: 790 Kc.....Power: 5000 Watts
Owned-Operated By.....Central Bcstg. Co.
Business-Studio Address..2415 Hastings Way
Tel.: TEmple 2-3474.....NBC
Representative ..... Hollingberry
President .....W. C. Bridges
General Mgr. .....Leo Howard
Commercial Mgr. ..... Norm Haagenson
Chief Engineer.....T. O. Jorgenson

WECL—Eau Claire—1948

Frequency: 1050 Kc.....Power: 1000 Watts d.
Owned...Chippewa Valley Radio & TV Corp.
Business Address.....Rudolph Road
Tel.: TEmple 2-1629.....KBS
Station Representative .....Avery-Knodel
President.....Harry S. Hyett
General Manager.....Robert Nelson
Commercial Manager.....Donald Smith
Program Director.....Steve Henry
Chief Engineer.....Everett Burrows

KFIZ—Fond Du Lac—1922

Frequency: 1450 Kc.....Power: 250 Watts

Owned-Operated By.....KFIZ Bcstg. Co.
Bus.-Studio-Transmitter Address..18 W. First St.
Tel.: WA 1-3770.....MBS
Representative ..... Holman
Exec. Vice Pres.....Emery W. Martin

WBAY—Green Bay—1922

Frequency: 1360 Kc.....Power: 5000 Watts
Owned-Operated By.....Norbertine Fathers
Address .....115 South Jefferson
Tel.: HE 2-3333.....CBS
Representative .....Weed
General Manager.....Haydn R. Evans
Comm. Mgr.....Joseph De Young
Prom. Manager.....Robert Meister
Sta. Mgr., Prog. Dir. .....Rodger Mueller
Chief Engineer.....Wallace Stangel

WDUZ—Green Bay—1947

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Green Bay Bcstg. Co.
Business-Studio Address.....225 N. Adams St.
Tel.: HEmlock 5-5331.....ABC-KBS
Station Representative .....McGavren-Quinn
Pres., Gen. Mgr.....Ben A. Laird
Sta., Prom. Mgr.....Allen H. Embury
Comm. Mgr.....Kenneth Sorensen
Program Director.....Robert Sanders
Chief Engineer.....Clifford Graff

WJPG—Green Bay—1947

Freq.: 1440 Kc.....Power: 5 Kw. d., 500 W. n.
Owned-Oper. By....Green Bay Newspaper Co.
Business Address.....Box 766
Tel.: HE 57575.....Independent
Newspaper Affiliation .....Press-Gazette
Station Representative .....Gill-Perna
Station Manager.....John M. Walter
Commercial Manager.....Glen R. Holznecht
Sales Prom. Mgr.....William McCarthy
Program Director.....Clair Stone
Chief Engineer.....Elmo Reed

WTKM—Hartford—1954

Frequency: 1540 Kc.....Power: 500 Watts d.
Owned-Operated By.Kettle Moraine Bcstg. Co.
Address .....Town of Erin, Hartford
Tel.: 600 .....KBS
General Mgr. .....Walter Zastrow
Station Mgr., Prog. Dir. ..... Don Zastrow
Chief Engineer, Sales Mgr. ... George Dodge

WHSM—Hayward—1957

Frequency: 910 Kc.....Power: 1000 Watts, d.
Owned By.....WJMC, Inc.
Address .....Hayward, Wisc.
Tel.: 303.....MBS-KBS
Station Rep.....Hollingbery
President.....W. C. Bridges
General Mgr.....Russell J. Brown
Station Mgr.....George Palo
Program Dir.....Allen Caraway
Chief Engineer.....Robert P. Kolsky

WCLO—Janesville—1930

Frequency: 1230 Kc.....Power: 250 Watts
Owned.....Southern Wisconsin Radio, Inc.
Business-Studio Address..200 E. Milwaukee St.
Tel.: PL 4-3316.....MBS
Newspaper Affiliation ..... Daily Gazette
Representative .....Everett-McKinney
President.....Sidney H. Bliss
General Manager.....V. W. Williams
Commercial Manager.....Charles W. Bessire
Program Director.....William Gargano
Chief Engineer.....Wayne Clay

WLIP—Kenosha—1947

Frequency: 1050 Kc.....Power: 250 Watts d.
Owned-Oper. By.....Kenosha Bcstg., Inc.
Business Address.....625 57th St.
Tel.: OL 7-6162.....Independent
Representative .....Everett-McKinney
Pres., Gen. Mgr.....William L. Lipman
V.P., Sta. Mgr.....Hugh L. Gately
Chief Engineer.....Casimer Lubinski

WKBH—La Crosse—1923

Frequency: 1410 Kc.....Power: 5000 Watts
Owned-Operated By.....WKBH, Inc.
Business-Studio Address.....141 So. 6th St.
Tel.: 2-4678 .....Independent
Representative .....H-R
President, Station Mgr.....Howard Dahl
Program Director.....Bernelce Callaway
Sales Manager.....Robert Z. Morrison, Jr.
Chief Engineer.....Al Leeman

WKTY—La Crosse—1948

Frequency: 580 Kc.....Power: 1000 Watts
Owned-Oper. By.....Lee & Associates, Inc.
Business-Studio Address.....Box 751
Tel.: 2-6042 .....ABC
Rep. .....Everett-McKinney; Evans
President, Gen. Mgr.....Herbert H. Lee
Prog. Dir.....Marilyn J. Bahwell
Comm. Mgr.....Philip A. Dyer
Publicity Dir.....Charlie Kearns
Chief Engineer.....Phil Vehling

WLCX—La Crosse—1947

Frequency: 1490 Kc.....Power: 250 Watts
Owned.....La Crosse Radio Inc.
Address .....306 Rivoli Bldg.
Tel.: 4-4521 .....KBS
Representative .....Masla
Pres., Gen. Mgr.....Joe Rohrer
Program Dir.....Jean Gitz
Sales Prom., Pub. Dir.....Bob Gaumer

WLDY—Ladysmith—1948

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Flambeau Bcstg. Co.
Address .....Hwy. 8
Tel.: 585 .....MBS-KBS
Representative .....Thomas Clark
President .....Ruth B. Nelson
Sec'y Treas., Gen. Mgr.....Chas. H. Nelson

WIBA—Madison—1925

Frequency: 1310 Kc.....Power: 5000 Watts

Owned-Operated By.....Badger Bcstg. Co.
Business-Studio Address.....3800 Regent St.
Tel.: CE 3-5311.....NBC
News. Affil.....Capital Times, Wis. St. Journ.
Representative .....Avery-Knodel
President.....William T. Evjue
General Manager.....Kenneth F. Schmitt
Commercial Manager.....Howard A. Johnson
Chief Engineer.....Norman Hahn

WISC—Madison—1948

Frequency: 1480 Kc.....Power: 1000 Watts
Owned-Oper. By .....Radio Wisconsin, Inc.
Address.....4801 W. Beltline Hwy.
Tel.: CE 3-9791.....MBS-ABC
Newspaper Affil...Superior Evening Telegram
Representative. Peters, Griffin, Woodward, Inc.
President.....Ralph M. Immell
General Manager .....Ralph O'Connor
Commercial Manager.....Lewis J. Bassett
Prog., Pub. Dir.....Phebe Rogers
Chief Engineer .....Walter Hariu

WKOW—Madison—1948

Freq.: 1070 Kc...Power: 10 Kw. d., 5 Kw. n.
Owned-Oper. By.....Monona Bcstg. Co.
Address.....215 W. Washington Ave.
Tel.: AL 7-2261.....CBS
Representative ..... Headley-Reed
President .....Stewart Watson
General Manager.....Ben Hovel
Station Manager.....Thomas A. Riggs
Prom. Mgr., Pub. Dir.....James Ray Miller
Chief Engineer.....Robert Wickham

WOMT—Manitowoc—1926

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Francis M. Kadow
Business-Studio Address..1118 Washington St.
Tel.: MU 4-6015.....MBS
Representative .....Hal Holman
Station Mgr.....Francis M. Kadow
Commercial Mgr.....Geo H. Erdman
Program Dir.....Ralph Norman
Chief Eng.....H. E. Willis

WCUB—Manitowoc—1951

Frequency: 980 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Business Mgt., Inc.
Address.....2500 N. Mirro Drive
Tel.: MUrray 2-2481.....Independent
Representative .....Radio-TV Reps.
Gen. Mgr.....Christian Schneider
Program Director.....Bob Irish
Publicity Director.....Al McGough
Chief Engineer.....Oren Bushman

WMAM—Marinette—1939

Freq.: 570 Kc.....Power: 250 W. d., 100 W. n.
Owned-Oper. By.....M. & M. Bcstg. Co., Inc.
Bus.-Studio Address .....400 Wells St.
Tel.: RE 5-6631.....NBC
Newspaper Affil.....Superior Wis. Telegram
Station Representative .....Hollingbery
President.....William E. Walker
General Manager.....Joseph D. Mackin
Sta., Comm. Mgr.....John H. Borgen
Program Director.....Howard L. Emich
Publicity Director.....Yvonne Fransee
Chief Engineer.....Al Alexander

WDLB—Marshfield—1946

Frequency: 1450 Kc.....Power: 250 Watts
Owned.....Clarkwood Broadcasting Corp.
Address .....Box 512
Tel.: FUlton 4-2191.....Independent
Representative .....Grant-Webb
President, Gen. Mgr.....Hartley L. Samuels
Station Manager.....John R. Thornton
Program Director.....John Kal
Publicity Director.....Glenn Brown
Chief Engineer.....Richard Hanneman

WIGM—Medford—1941

Frequency: 1490 Kc.....Power: 250 Watts
Owned .....WIGM, Inc.
Business Address.....Box 59
Tel.: 5147 .....KBS
Representative ..... Clark
Pres., Gen. Mgr. .....Paul Allman
Comm., Sales Prom. Mgr.....Joe Dahlvig
Prog., Pub. Dir.....Don Seehafer
Chief Engineer.....Roy Bohnert

WMNE—Menomonie—1951

Frequency: 1360 Kc.....Power: 1 Kw. d.
Owned-Oper. By.....Menomonie Bcstg. Co.
Address .....603½ Broadway
Tel.: 1156 .....KBS
Station Representative .....Hopewell
President.....C. A. Whitford
General Manager.....Don Mortwedt
Sales Promotion Manager.....Thor Edgeberg
Program Director.....LaVern Galton
Chief Engineer.....Joe Dzikonski

WEMP—Milwaukee—1935

Frequency: 1250 Kc.....Power: 5 Kw.
Owned-Oper. By.....Milwaukee Bcstg. Co.
Bus.-Address.....1701 W. Wisconsin Ave.
Tel.: DI 2-4040.....Independent
Representative ..... Headley-Reed
President.....A. M. Spheeris
V.P., Gen. Mgr.....Hugh K. Boice, Jr.
Commercial Manager.....John Gagliano
Publicity Director.....Mary Lou Burg
Program Director.....Tom Shanahan
Chief Engineer.....Rolland Paske

WFOX—Milwaukee—1946

Frequency: 860 Kc.....Power: 250 Watts d.
Owned-Operated By...Wisconsin Bcstrs. Inc.
Address.....208 E. Wisconsin Ave.
Tel.: BRoadway 2-1272.....Independent
Station Representative .....Pearson
Pres., Gen. Mgr.....Howard Miller
Commercial Manager.....Viola E. Wilson
Program Director.....Jim Lewis
Chief Engineer.....Robert Mayer

WISN—Milwaukee—1923

Frequency: 1150 Kc.....Power: 5,000 Watts
Owned-Oper. By.....Hearst Corporation
Address.....759 N. 19th St.
Tel.: Division 2-3000.....ABC
Newspaper Affiliation .....Sentinel
Representative .....Petry
President.....D. L. Provost
Station Manager.....James T. Butler
Commercial Manager.....Herman Schneider
Sales Prom. Mgr.....Arthur H. Barnes
Program Director.....Melvin Quinn
Chief Eng.....Donald Weller

WMIL—Milwaukee—1947

Frequency: 1290 Kc.....Power: 1000 Watts d.
Owned-Oper. By...Cream City Bcstg. Co., Inc.
Bus.-Studio Address..2625 W. Wisconsin Ave.
Tel.: WE 3-1290.....Independent
Station Representative .....Gill-Perna
Pres., Gen. Mgr.....Gene Posner
Station Manager.....Sol Rodoff
Commercial Manager.....Oliver West
Program Director.....Norman Morgraff
Publicity Director.....Jacqueline Kowalski
Chief Engineer.....Gino Monaco

WOKY—Milwaukee—1947

Frequency: 920 Kc.....Power: 1 Kw.
Owned.....Bartell Broadcasters, Inc.
Address .....522 W. Wisc. Ave.
Tel.: BR 1-8480.....Independent
Station Representative .....Young
President.....Gerald A. Bartell
General Mgr.....Mel Bartell
Commercial Manager.....James Jordan
Sales Prom., Pub. Dir.....Miss Edith Hanson
Program Dir. .....J. A. Reddy
Chief Engineer.....Conrad Mangrum

Owners of: WAKE, Atlanta; KCBQ, San Diego, Calif.; WYDE, Birmingham, Ala.; KYA, San Francisco.

WRIT—Milwaukee—1955

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By....Radio Milwaukee, Inc.
Address.....5407 W. Martin Dr.
Tel.: SPring 1-1140.....Independent
Representative .....Eastman
Exec. V.P. & Mgr. Dir.....John F. Box, Jr.
Gen. Mgr.....Bernie Strachota
Program Dir.....Leland C. Rothman
Publicity Dir.....Harriet Baker
Chief Engineer.....Ralph Ingraham

Owners of: WIL, St. Louis; KBOX, Dallas, Texas.

(See Page 622)

WTMJ—Milwaukee—1927

Frequency: 620 Kc.....Power: 5000 Watts
Owned-Oper. By.....The Journal Co.
Business Address.....333 W. State
Tel.: BR 1-6000.....NBC
Newspaper Affil. .....Journal
Representative .....Christal
General Manager.....George Comte
Station Manager.....R. J. Heiss
Sales Mgr.....Joseph Killeen
Prog. Mgr.....Don Loose

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...dominant
in Milwaukee

WRIT
MILWAUKEE, WISCONSIN
JOHN F. BOX, Managing Director

One of the Balaban Stations—in tempo with the times

sold nationally by robert e. eastman & co., inc.
New York, Chicago, San Francisco, Dallas, St. Louis

Mgr., Engineering.....Philip B. Laeser
Prom. Mgr.....R. Bruce Wallace

WEKZ—Monroe—1951

Frequency: 1260 Kc.....Power: 1 Kw. d.
Owned-Operated By..Green County Bcstg. Co.
Business Address.....Schuetze Bldg.
Tel.: 1260 .....Independent
President .....Kenneth Stuart
General Manager..... .....Joseph Urban
Commercial Manager.....Stanley Neuberger
Chief Engineer.....Rex Eyler

WNAM—Neenah—1947

Frequency: 1280 Kc.....Power: 1 Kw.
Owned .....Neenah-Menasha Bcstg. Co.
Address .....Radio Park
Tel.: PA 2-6471.....Independent
Station Rep. .....Everrett-McKinney
V.P., Gen. Mgr.....Don C. Wirth
Commercial Mgr.....Don Harrington
Program Dir.....Tom Collins
Chief Engineer.....Gordon Daily

WCCN—Neillsville—1957

Frequency: 1370 Kc.....Power: 1000 Watts
Owned.....Central Wisconsin Bcstg.
Business Address.....140 W. 5th St.
Tel.: 333 .....Independent
President .....Herman North
Gen., Sta. Mgr.....Howie Sturtz, Jr.
Comm., Sales Prom. Mgr.....Wayne Grap
Prog. Dir., Ch. Eng.....Charles Marvin
Publicity Director.....Robert Lulloff

WOSH—Oshkosh—1941

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Oshkosh Bcstg. Co.
Business Address.....2333 Bowen St.
Tel.: Oshkosh .....KBS
Representative .....Burn-Smith
General Manager.....Wm. L. McDonald

WPFP—Park Falls—1953

Frequency: 1450 Kc.....Power: 250 Watts
Owned.....Northland Bcstg. Co., Inc.
Address .....Hwy. 13
Tel.: 369 .....KBS
Representative ..... Clark
Pres., Gen., Comm. Mgr.....Gordon Schluter

WSWW—Platteville—1955

Frequency: 1590 Kc.....Power: 1 Kw. d.
Owned-Operated By.....Southwest Wisc. Co.
Address .....P. O. Box 1
Tel.: 2775 .....KBS
General, Comm. Mgr.....R. J. Bodden
Chief Engineer.....Lloyd Nowak

WPLY—Plymouth—1954

Frequencies: 1420 Kc...Power: 500 Watts d.
Owned-Oper. By.....WPLY, Inc.
Address ..... Box 222
Tel.: TWinbrook 3-2661.....KBS
President.....R. Bunker Rogoski
Gen., Sta. Mgr.....Dalton C. Hille
Chief Eng.....Chris P. Markworth

WPDR—Portage—1952

Frequency: 1350 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Portage Bcstg. Co.
Address .....Box 142
Tel.: RI 2-2350.....Independent
President.....W. T. Comstock
Manager.....Robert D. Hutchings
Comm. Mgr.....Carol Mork

WIBU—Poynette—1925

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Radio Station WIBU
Bus.-Transmitter Address.....Poynette
Tel.: 98 .....MBS-KBS
Pres., Gen. Mgr.....William C. Forrest
Program Director.....Sarah Forrest
Chief Engineer.....Leonard Doese

WPRE—Prarie Du Chien—1952

Frequency: 980 Kc.....Power: 500 Watts, d.
Owned.....Prarie Bcstg. Co., Inc.
Address .....P. O. Box 36
Tel.: 637 .....Independent
Representative ..... Holman
Gen., Sta. Mgr.....W. C. Schlaugat, Jr.
Comm., Sales Prom. Mgr.....Thomas Multerer

WRAC—Racine—1951

Frequency: 1460 Kc.....Power: 500 Watts d.
Owned-Oper. By.....WRAC, Inc.
Business Address.....423 Main St.
Tel.: ME 2-1627.....Independent
Station Representative .....Devney
Pres., Gen. Mgr.....William J. Priaulx
Comm., Sales Prom. Mgr...Raymond J. Pawzun
Program Director.....Edward J. Ruetz
Chief Engineer.....Ronald Liedick

WRJN—Racine—1926

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Racine Bcstg. Corp.
Business Address.....4201 Victory Ave.
Tel.: ME 4-3311.....ABC
Newspaper Affiliation ..... Journal-Times
Station Representative .....Walker-Rawalt
President.....J. D. McMurray
General Manager.....H. R. LePoidevin
Station Manager .....Harold J. Newcomb
Commercial Manager.....Gerald D. Nelson
Program Director.....Lyman Merens
Publicity Director.....Amelia French
Chief Engineer.....Stanley D. Fisher

WRDB—Reedsburg—1953

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....William C. Forrest
Address.....Box 207, Reedsburg
Tel.: 400 .....MBS, KBS
President.....William C. Forrest
Gen., Sta. Mgr.....Michael J. Flaherty

Commercial Manager.....Lee Olson
Prog. Dir.....Robert Sands
Chief Engineer.....Douglas W. Beaudoin

WOBT—Rhinelander—1947

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Oneida Bcstg. Co.
Business Address.....P.O. Box 498
Tel.: FO 2-6140.....Independent
Station Representative .....Devney
President .....James Cleary
General Manager.....Howard Koenitzer
Chief Engineer.....William Anderson

WJMC—Rice Lake—1939

Frequency: 1240 Kc. .....Power: 250 Watts
Owned-Oper. By .....WJMC, Inc.
Address Trans. Loca.....Box 352
Tel.: 550 .....MBS-KBS
Representative ..... Hollingbery
President .....W. C. Bridges
Station Manager.....Russell J. Brown

WRCO—Richland Center—1949

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Richland Bcstg. Co.
Address.....P. O. Box 192
Tel.: MI 7-2111.....KBS
Pres., Gen. Mgr.....H. D. Pebbles
Comm. Manager.....Gerald W. Cook
Chief Engineer.....Pete Athanas

WCWC—Ripon—1957

Frequency: 1600 Kc.....Power: 5 Kw. d.
Owned.....Central Wisconsin Co., Inc.
Address .....Radio Road
Tel.: BL 818.....Independent
Representative .....Walker
President .....Miriam Monroe
Gen., Sta. Mgr.....Francis J. Stratman
Sales Prom. Mgr.....Roger Westlund
Prog. Dir.....James Densmoor
Publicity Dir.....Henrietta Butzin
Chief Engineer.....Gordon Alsum

WTCH—Shawano—1948

Frequency: 960 Kc.....Power: 1,000 Watts d.
Owner.....Shawano County Leader Pub. Co.
Business-Studio Address..107 E. Green Bay St.
Tel.: 668 .....KBS
Representative ..... Hil F. Best
General Manager.....J. P. Donald
Station Manager.....Ray Gruetzmacher

WHBL—Sheboygan—1926

Freq.: 1330 Kc.....Power: 1 Kw. d., 250 W. n.
Owned-Operated By.....WHBL, Inc.
Bus.-Studio Address.....Box 27
Tel.: GL 8-2107.....ABC
Sta. Rep. .....Burn-Smith
Pres., General Manager.....Paul F. Skinner
Comm. Manager.....Ray Witthuhn
Comm. Traffic Mgr.....Doris Domnie
Chief Engineer.....Christ Bauer

WKTL—Sheboygan—1955

Frequency: 950 Kc.....Power 500 Watts, d.
Owned By.....Central States Bcstg Co.
Address.....507 N. 8th St.
Tel.: GLencourt 7-9481.....Independent
Representative .....Holman
President.....W. E. Walker
General Mgr.....John D. Harvey
Station Mgr.....Peter Murphy
Chief Engineer.....Ray Falle

WCOW—Sparta—1951

Frequency: 1290 Kc.....Power: 1000 Watts
Owned.....Sparta-Tomah Broadcasting Co.
Address.....124½ S. Water Street
Tel.: 3307 .....KBS
Station Rep.....Rambeau, Vance, Hopple
Pres., Gen. Mgr.....John D. Rice
Commercial Manager.....Charles Sullivan
Program Director.....Thomas J. Dorsey
Publicity Director.....Bill S. Lahm
Chief Engineer.....Thomas P. Heffernan

WSPT—Stevens Point—1948

Frequency: 1010 Kc.....Power: 250 Watts d.;
Owned-Oper. By.....Stevens Pt. Bcstg. Co.
Business Address.....414½ Main St.
Tel.: Diamond 4-9778.....KBS
Representative .....Hal Holman
President.....William F. Johns, Sr.
V.P., Gen. Mgr.....Peter A. Barnard
Commercial Manager.....David Silverman
Program Director.....Dick Canney
Chief Engineer.....Don Du Chene

WDOR—Sturgeon Bay—1951

Frequency: 910 Kc.....Power: 500 Watts d.
Owned-Oper. By...Door County Bcstg. Co. Inc.
Address.....15th & Utah St.
Tel.: Pioneer 3-4411.....KBS
Pres., Gen., Comm. Mgr.....Edward Allen, Jr.
Prog., Sales Prom. Mgr.....Dolores Allen
Chief Engineer.....Robert Egeland

WDSM—Superior—1939

Frequency: 710 Kc.....Power: 5000 Watts
Owned-Oper. By.....Northwest Pub., Inc.
Busi. Address..230 E. Superior St., Duluth, Minn.
Tel.: RA 7-8484.....Independent
News. Affil.....Duluth Herald & News Tribune
Representative.Peters, Griffin, Woodward, Inc.
General Manager.....Tom Gavin
Commercial Mgr.....Mike Daley
Program Director.....James T. Payton
Chief Engineer.....George Carlson

WTRW—Two Rivers—1951

Frequency: 1590 Kc.....Power: 1000 W. d.
Owned-Operated By....Two Rivers Bcstg. Co.
Address .....1817 Washington
Tel.: 324 .....KBS
Station Representative .....Webb
Pres., Sales Prom. Mgr.....Ken A. Daum
Gen., Sta. Mgr.....Ray F. Kessenich
Prog. Dir.....Alvin Anderson
Publicity .....Eleanore Daum

WISV—Viroqua—1958

Frequency: 1360 Kc.....Power: 500 Watts d.
Owned By.....Parks Robinson
Business Address.....Box 147
Tel.: 5200 .....Independent
Gen. Mgr., Ch. Eng.....Parks Robinson
Program Director.....Dwain Munyon
Publicity Director.....Dorothy Geddes

WTTN—Watertown—1950

Frequency: 1580 Kc.....Power: 250 Watts d.
Owned-Oper. By.....Watertown Radio, Inc.
Address.....104 W. Main St.
Tel.: 2215 .....KBS
Station Rep. .....Hopewell
Pres., Gen. Mgr.....Carl V. Kolata
Sta. Mgr.....Willard James
Comm. Mgr.....Clifford Scott
Program Dir.....Ernie Siegrist
Chief Engineer.....Richard Haskey

WAUX—Waukesha—1947

Frequency: 1510 Kc.....Power: 250 Watts d.
Owned-Operated By.....Waukesha Bcstg. Co.
Business-Studio Address.....319 W. Main St.
Tel.: LIberty 2-6636.....Independent
Representative .....Holman
Gen. Mgr., Prog. Dir.....Mig Figi
Commercial Manager....Charles E. Williams
Chief Engineer.....Adin Randall

WDUX—Waupaca—1956

Frequency: 800 Kc.....Power: 1000 Watts d.
Owned.....Laird Broadcasting Co.
Address.....204½ S. Main
Tel.: 83 .....KBS
Representative .....Grant Webb
President.....Ben A. Laird
General Mgr.....Garfield L. Fox
Comm. Mgr.....Tom Karavakis

WHVF—Wausau—1953

Freq.: 1230 Kc.....Power: 250 Watts
Owned .....Lakeland Bcstg. Corp.
Address .....1110 Wausau Ave.
Tel.: Wausau .....KBS
President .....Hilding V. Forseen
General Manager.....Harold Golding

WOSA—Wausau—1948

Frequency: 550 Kc.....Power: 5000 Watts
Owned-Operated By.....Alvin E. O'Konski
Address.....4th & Scott Sts.
Tel.: 2-2111 .....ABN-KBS
Rep.....H-R, Bulmer & Johnson
Owner .....Alvin O'Konski
Mgr.....Art N. Lynn
Comm. Mgr.....Dan Turner

WRIG—Wausau—1958

Frequency: 1400 Kc.....Power: 250 Watts
Owned By .....WRIG, Inc.
Address.....529 Third St.
Tel.: 2-1921 .....Independent
President.....Duey Wright, Sr.
General Mgr.....Duey Wright, Jr.
Comm., Sta. Mgr.....Jack Gardiner
Program Dir.....Marv Nelles
Chief Engineer.....Norm Walker

WSAU—Wausau—1937

Frequency: 550 Kc.....Power: 5000 Watts
Owned-Oper. By.....Wisc. Valley TV Corp.
Business Address.....427 4th St.
Tel.: 2-2111 .....NBC
Newspaper Affil.....Record Herald
Representative ..... Meeker
Gen. Mgr.....Richard D. Dudley
Station Manager.....George Bundner
Comemrcial Manager.....James Frey
Sales Prom., Pub. Dir.....Thomas E. Bolger
Prog. Dir.....Don De Byle
Chief Engineer.....Roland W. Richardt

WBKV—West Bend—1950

Frequency: 1470 Kc.....Power: 500 Watts d.
Owned-Oper. By.....West Bend Bcstg. Co.
Business Address.....P.O. Box 60
Tel.: FE 4-2344.....Independent
Representative .....Clark
Pres., Gen. Mgr.....August C. Berkholtz
Station Manager.....Harold H. Berkholtz
Comm. Mgr., Chief Eng.....Paul J. Mueller
Sales Promotion Manager.....Jack Skidmore
Program Director.....Robert Becker

WFHR—Wisconsin Rapids 1940

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By...William F. Huffman Radio
Business Address.....230 First Ave. South
Tel.: 723 .....MBS
Newspaper Affil.....Daily Tribune
Representative .....Devney & Co.
President.....Louise F. Huffman
Gen., Sta. Mgr.....George T. Frechette
Commercial Manager.....L. J. Zurawski
Program Director.....Arnie Strope
Chief Engineer .....Gordon Miller

Pop.: 341,000
Families: 100,000
Radio Homes: 96,000

Wyoming

Stations in State: 22
TV Homes: 54,000
TV Stations: 5

KBBS—Buffalo—1956

Frequency: 1450 Kc.....Power: 250 Watts
Owned.....Northern Wyoming Bcstg. Corp.
Address.....98 S. Main Street
Tel.: MU 4-7169.....KBS
Gen. Mgr.....Jack Rosenthal
Comm. Mgr.....Lance W. Vanderhoef

KATI—Casper—1956

Frequency: 1400 Kc.....Power. 250 Watts
Owned .....KATI Corp.
Address.....P. O. Box 2006
Tel.: 2-2200 .....KBS
Station Representative .....Pearson
Pres., Gen. Mgr.....Kenneth G. Prather
Commercial Manager.....Francis E. Medley
Sales Prom. Mgr.....Misha S. Prather
Program Director.....James Lewis
Chief Engineer.....Joan Cheatham

KSPR—Casper—1930

Freq.: 1470 Kc.....Power: 5 Kw. d., 1 Kw. n.
Owned-Operated By.....Donald L. Hathaway
Business Address.....Box 930
Tel.: 3-5777 .....CBS
Station Representative .....Walker-Rawalt
Gen. Mgr.....Donald L. Hathaway
Chief Eng.....C. L. Brandt

KVOC—Casper—1946

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....KVOC Bcstg. Co.
Bus.-Studio-Transmitter Address.....Box 2090
Tel.: 2-4511 .....ABC-MBS-IMN
Station Representative .....Devney
Sta., Sales Prom. Mgr.....William F. Shutts
Comm. Mgr., Ch. Eng.....Duane W. Simons
Program Director.....Robert P. Turner

KFBC—Cheyenne—1940

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Frontier Bcstg. Co.
Bus.-Studio Address...2923 East Lincoln Way
Tel.: 4-4461 .....ABC-CBS-NBC
Representative .....Avery Knodel
News, Affil.....Wyoming Eagle, State Tribune
President .....Robert S. McCraken
Gen., Sta. Mgr., Chief Eng...William C. Grove
Commercial Manager.....Charles Cahill
Sales Promotion Manager...John J. McKinney
Program Director.....Betty Willis
Publicity Director.....Margaret O'Brien

KVWO—Cheyenne—1952

Frequency: 1370 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Great West Co.
Address .....Box 926
Tel.: 2-6433 .....CBS, KBS
Rep. ..... McGillvra
President.....W. T. Wright
Gen. Mgr.....A. C. Etter
Commercial Mgr.....William T. Brack
Sales Prom. Mgr.....R. Dorr Aubuchon
Program Director.....J. Cameron Shustar
Chief Engineer.....Harold M. Roberts

KODI—Cody—1947

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Park Broadcasters
Address.....P. O. Box 762
Tel.: 1400 .....Independent
Station Representative .....Devney
President.....R. B. Croft
General Manager.....R. B. Beall
Comm. Manager.....W. E. Killmer
Chief Engineer.....Phil Barnhart

KWIV—Douglas—1957

Frequency: 1050 Kc.....Power: 250 Watts d.
Owned By.....Douglas Broadcasting, Inc.
Business Address.....Box 114
Tel.: 800 .....KBS
Pres., Gen. Sta. Mgr.....J. Howard Jones
Chief Engineer.....James R. Wheeler

KLUK—Evanston—1953

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....BBH Enterprises
Address.....P. O. Box 198
Tel.: 700 .....MBS-IMN-KBS
Representative .....Avery-Knodel
President.....M. D. Buchen
General Manager.....Al Pyatt
Chief Engineer.....Harry Albers

KMIL—Gillette—1957

Frequency: 1490 Kc.....Power: 250 Watts
Owned By.....Gillette Bcstg Co.
Address.....405 Lakeside Ave.
Tel.: MUtual 2-4747.....KBS
President .....B. Ostlund
General Mgr.....J. Lambros
Program Dir.....R. Allen
Chief Engineer.....A. D. Gaddis

KOVE—Lander—1948

Frequency: 1330 Kc.....Power: 1000 Watts
Owned-Operated By.....Fremont Bcstg.
Business Address.....P. O. Box 436
Tel.: 488 .....KBS-MBS
Representative .....Continental
Sta., Gen. Mgr.....Dan Breece
Comm. Manager.....Dorothy L. Reed
Sales Prom. Mgr.....James Fitzgerald

KOWB—Laramie—1948

Frequency: 1340 Kc.....Power: 250 Watts
Own.-Oper. By.....Kowboy Bcstg.
Address .....Box 972
Tel.: FRanklin 5-4888.....KBS
Represeantative .....Gill-Perna
President.....John C. Hunter
Gen., Sales Prom. Mgr.....Charles R. Bell
Station Manager.....W. Britt Davis
Program Director.....Robert J. Scott
Commercial Manager.....Colleen Ralston
Publicity Director.....Larry Cobb
Chief Engineer.....Lee Kaser

KASL—Newcastle—1953

Frequency: 1240 Kc.....Power: 250 Watts
Owned .....Northeast Wyoming Bcstrs. Inc.
Address .....Masonic Bldg.
Tel.: SH 6-2721.....KBS
Representative .....Devney
President.....Stella Sue Parrott
Gen., Comm. Mgr.....Roy Marsh
Prog. Dir.....Dorothy Accola
Sales., Prom., Pub. Dir.....Denny Hawkins
Chief Engineer.....Ben Rinehardt

KPOW—Powell—1941

Freq... 1260 Kc.....Power: 5 Kw. d., 1 Kw. n.
Owned-Operated By.....A. J. Meyer
Tel.: 222 .....MBS-KBS
Representative .....Avery-Knodel
President, Sta. Manager.....Al Meyer
Comm. Manager.....K. Meyer
Program Director.....Agnes Fields
Chief Engineer.....J. S. Kilness

KRAL—Rawlins—1947

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Rawlins Bcstg. Co.
Business Address.....Box 385
Tel.: EA 4-2711.....MBS, KBS
Gen. Mgr.....W. C. Grove
Sta. Manager.....Donald D. Stanczyk
Program Director.....Juvana Wheeler
Chief Engineer.....R. E. Williams

KWRL—Riverton—1948

Frequency: 1450 Kc.....Power: 250 Watts
Owned.....Joseph P. Ernst
Business Address.....Box 393
Tel.: UL 6-2251.....Independent
Station Representative .....Devney
President.....Joseph P. Ernst
General Manager.....William G. Stewart
Comm., Sales Prom. Mgr.....John Hickok
Program Director.....Fred Crimmel
Publicity Director.....Shirley Ekman
Chief Engineer.....Dave Griesel

KVRS—Rock Springs—1938

Freq.: 1360 Kc...Power: 1 Kw. d., 500 Watts n.
Owned.....Wyoming Broadcasting Co.
Address .....Box 1067
Tel.: 93-94 .....MBS-IMN-KBS
Representative .... Avery-Knodel
President .....D. G. Richardson
Gen., Sta. Mgr.....Dwight A. Fisher
Comm., Sales Prom. Mgr....Laurel H. Mosbey

KWYO—Sheridan—1934

Frequency: 1410 Kc.....Power: 1000 d., 500 n.
Owned-Operated By.....Bighorn Bcstg. Co.
Business-Studio Address.....21 N. Main
Tel.: ORchard 4-4461.....MBS-KBS
Representative .....Avery-Knodel
Pres., Gen. Mgr.....Jim Carroll
Commercial Mgr.....Zeke Taggart
Sales Prom. Mgr.....Don Tannehill
Program Director.....Don Hargis
Chief Engineer.....Bob Crosthwaite

KRTR—Thermopolis—1955

Frequency: 1490 Kc.....Power: 250 Watts
Owned .....Mildred V. Ernst
Address .....500 Broadway
Tel.: 500 .....MBS-IMN-KBS
Gen., Comm. Mgr.....Mildred V. Ernst
Sta. Mgr.....Karl V. Kerstan
Chief Engineer.....Joseph P. Ernst

KTHE—Thermopolis—1958

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By...Big Horn Basin Bcstg. Co.
Business Adress.....P.O. Box 591
Tel.: 386 .....Independent
Pres., Gen. Mgr.....Hugh R. Graham
Comm., Sales Prom. Mgr....Bill Dee Peterson
Program Director.....Sharon Liesch
Chief Engineer.....Joe Henry

KGOS—Torrington—1950

Frequency: 1490 Kc.....Power: 250 Watts
Owned.....Kermit G. Kath
Address .....Box 271
Tel.: Jefferson 2-2158.....KBS
Gen., Sta. Mgr.....Kerm Kath
Sales Promotion Manager.....Bob Kath
Program Director.....Al Anderson
Publicity Director.....Jack Jolly
Chief Engineer.....Wayne McFarland

KWOR—Worland—1946

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Joseph P. Ernst
Tel.: Worland .....KBS
Comm. Manager .....Mildred V. Ernst

TERRITORIES and POSSESSIONS

GUAM

KUAM—Agana—1954

Frequency: 610 Kc.....Power: 1000 Watts
Owned By.....Radio Guam, Inc.
Address .....Box 68
Tel.: 7961 .....ABC-NBC
Station Rep.....Intercont. Services Ltd.
Pres., Gen. Mgr.....Harry M. Engel
Station Mgr.....John P. Barton
Commercial Mgr.....Mary Chapelle
Sales Prom. Mgr.....Len Stein
Program Dir.....Gil Bahr
Publicity Dir.....Dick Williams
Chief Engineer.....Stuart Rider

Puerto Rico

WABA—Aguadilla—1951

Frequency: 850 Kc.....Power: 500 Watts
Owned-Operated By.....L. Hector Reichard
Address .....Box 188
Tel.: 241 .....Independent
General Manager.....F. Bonnet Velez

WCMN—Arecibo—1947

Frequency: 1280 Kc.....Power: 1000 Watts
Owned-Oper. By .....Caribbean Bdcstg Corp.
Address .....P. O. Box 7
President.....Antonio E. Vidal
General Manager.....Nabal Barreto

WMIA—Arecibo—1957

Frequency: 1070 Kc.....Power: 500 Watts
Owned.....Abacoa Radio Corp.
Address .....Box 126
Tel.: 463 .....Independent
Station Representative .....Pan-American
Pres., Gen. Mgr.....Carlos M. Pirallo-Lopez
Comm. Manager.....Epifanio Rodriguez-Velez
Program Director.....Enid Gomez
Chief Engineer.....Jose E. Medina

WENA—Bayamon—1947

Frequency: 1560 Kc.....Power: 250 Watts
Owned-Operated By.....Gustavo Diaz Atiles
Business Address.....Box 157
Tel.: 539 .....Independent
President.....Gustavo Diaz Atiles
General Manager.....Grimaldi G. Graw
Commercial Manager.....Charles Miner
Chief Engineer.....Fernando Salazar

WNEL—Caguas—1947

Frequency: 1450 Kc.....Power: 250 Watts
Owner.....Inter-American Radio Corp.
Address .....Box 487
Tel.: 677 .....Independent
Pres., Gen. Mgr., C. E...Eduardo Biascoechea
Station Mgr.....Emilia P. Biascoechea
Program Director.....Charles Miner
Comm. Mgr.....Alberto Flores-Blandino

WVJP—Caguas—1947

Frequency: 1110 Kc.....Power: 250 Watts
Owned-Oper. By .....Borinquen Bdcstg. Co.
Address.....P. O. Box 207
Tel.: 789 .....Independent
General Manager.....Hector Pereira
Station Manager.....Federico E. Virella
Commercial Manager.....Jorge L. Arzuaga
Program Director.....J. Colon Santiago

WMDD—Fajardo—1947

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....WMDD, Inc.
Address .....Box 387
General Manager .....Agustin B. Camunas

WXRF—Guayama—1948

Frequency: 1590 Kc.....Power: 1,000 Watts
Owned-Oper. By....Guayama Bcstg. Co. Inc.
Business Address.....P.O. Box 615
Tel.: 243 .....Independent
Pres., Gen. Mgr.....Rafael Fuster, Jr.
Sta., Comm. Mgr....Gumersindo Cordero, Jr.
Program Director.....Maria Belen Rivera
Publicity Director.....Jose Gilberto Morales
Chief Engineer.....Johnny Ortiz

WAEL—Mayaguez—1948

Frequency: 600 Kc.....Power: 1000 Watts
Owned-Operated By.....Mario Acosta
Business Address.....12 Iglesia St.
Tel.: 600 .....Independent
Rep. .....Pan-American Bcstg.
Gen. Manager.....Mario Acosta
Comm. Mgr.....Manuel Pirallo

WKJB—Mayaguez—1946

Frequency: 710 Kc.....Power: 1000 Watts
Owned-Operated By.....Jose A. Bechara, Jr.
Address .....Box 1293
Tel.: 983 .....Independent
Pres., Gen. Mgr. .....Jose A. Bechara, Jr.
Manager .....Arturo Cortes

WORA—Mayaguez—1947

Frequency: 1150 Kc.....Power: 1000 Watts
Owned-Oper. By.....Radio Americas Corp.
Studio Address.....P. O. Box 43
Tel.: 1150 .....Independent
Station Representative .....Interamerican
Pres., Gen. Mgr.....Alfredo R. DeArellano
Sta., Comm. Mgr.....Reinaldo M. Dupont
Sales Prom., Pub. Dir.....Carlos Vizcarrondo
Program Director.....Nelson Del Valle
Chief Engineer.....John Prather

WPRA—Mayaguez—1937

Frequency: 990 Kc.....Power: 10,000 Watts
Owned-Oper. By.....WPRA, Inc.
Address.....Box 869
President .....Andres Camara
Gen. Mgr.....E. Camara de Ramos

WTIL—Mayaguez—1950

Frequency: 1300 Kc.....Power: 1000 Watts
Owned-Operated By...Mayaguez Radio Corp.
Address.....Post & Palmer Sts.
Tel.: 1290 .....Independent
President.....William G. Mamary
Gen., Comm. Mgr.....Gilbert Mamary
Station Mgr.....P. R. Fermaintt
Program Dir.....Rafael Colon Diaz
Chief Engineer.....Aristides Zapata

WISO—Ponce—1953

Frequency: 1260 Kc.....Power: 1000 Watts
Owned-Oper. By.....South P. R. Bcstg. Corp.
Tel.: 2-1257 .....Independent
President .....Andres Grillasca
Gen. Mgr., Ch. Eng.....Luis E. Freyre
Program Dir.....A. L. Ramos

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message
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New York 19, N. Y.
Circle 7-8224

Sta. Manager..... Nilda P. Freyre
Sls. Prom. Mgr.....Manuel Pirallo

WLEO—Ponce—1956

Frequency: 1170 Kc.....Power: 250 Watts
Owned By.....Ponce Broadcasting Corp.
Business Address.....Torres Esq Villa Sts.
Tel.: 2-0136 .....Independent
Pres., Gen. Mgr.....Charles Cordero
Program Director.....Felix Irizarry
Chief Engineer.....J. H. Conesa

WPAB—Ponce—1939

Frequency: 550 Kc...Power: 5 kwd.; 1 Kw n.
Owned By....Portorican Am. Bcstg. Co., Inc.
Bus.-Studio Address.....164 Villa St.
Tel.: 783 .....Independent
Representative.....Inter-American Pub'l., Inc.
Pres., Gen. Mgr.....A. Gimenez-Aguayo

WPRP—Ponce—1936

Frequency: 910 Kc.....Power: 5000 Watts
Owned-Operated By.....Voice of Porto Rico
Address.....P. O. Box 430
Tel.: 2-0166 .....Independent
Representative .....Inter-Amer. Pub.
President, Gen. Mgr....Alfredo R. de Arellano
Station, Comm. Mgr.....Antonio Miro
Program Director.....Vicente Lianza
Chief Engineer.....Pedro M. Conesa

WRIO—Rio Piedras—1949

Frequency: 1320 Kc...Power: 5 Kw. d. 1 Kw. n.
Owned-Oper. By ...The Master Bdcstg. Corp.
Address.....Box 335, Hato Rey, Rio Piedras
Tel.: 6-2450 .....Independent
President.....Isidoro Quinones Vidal
Sta. Mgr., V.P.....Julio Morales Ortiz

WWWW—Rio Piedras—1949

Frequency: 1520 Kc.....Power: 250 Watts
Owned-Oper. By.....Frank A. Gandia
Address.....P. O. Box 935
Gen. Mgr. .....Frank A. Gandia

WAPA—San Juan—1947

Frequency: 680 Kc.....Power: 10,000 Watts
Owned-Oper. By.....José Ramón Quiñones
Bus. Address .....357 Ponce De Leon Ave.
Tel.: 3-3000 .....Independent
Representative.....Caribbean Network, Inc.
Owner, Gen. Mgr.....Jose Ramon Quinones
Sta., Comm. Mgr.....Segismundo Quinones
Program Dir.....Francisco Aranzamendi, Jr.
Chief Engineer .....Jose Arzuaga

WHOA—San Juan—1954

Frequency: 1400 Kc.....Power: 250 Watts
Owned.....Continental Broadcasting Corp.
Address .....Box 168 Hato Rey
Tel.: 2-3187 .....KBS
Representative....Pan-American Broadcasting
Pres., Gen. Mgr.....William R. Anthony
Commercial Mgr.....Richard Ledesma
Program Dir.....Vic Miles
Chief Engineer.....Hans Perl

WIAC—San Juan—1947

Frequency: 740 Kc.....Power: 10 Kw.
Owned-Oper. By....Radio Station WIBS, Inc.
Address.....Box 4504
General Manager.....Tomas Muniz
Asst. Mgr.....B. P. Rios

WITA—San Juan—1947

Frequency: 1140 Kc.....Power: 500 Watts
Owned-Oper. By...Electronic Enterprises, Inc.
Address .....Calle Comercio 450
Newspaper Affiliation.....El Imparcial
Tel.: 3-3594.....Independent
President .....Antonio A. Valdivieso
General Mgr.....Mariano A. Suarez
Station Mgr.....Osvaldo T. Velazquez
Chief Engineer.....Luis Prado Martorell

WKAQ—Santurce—1922

Frequency: 580 Kc.....Power: 5000 Watts
Owned-Oper. By.....El Mundo Bcstg. Corp.
Business Address....Box 9007, Santurce, P. R.
Tel.: 2-2023 .....Independent
Newspaper Affiliation.....El Mundo
Representatives....Inter-American Pub'l., Inc.
President.....Angel Ramos
General Mgr.....V. Lamas, Jr.
Program Director...Esther Pales de Rodriquez
Chief Eng.....Jose A. Fernandez

WKVM—San Juan—1945

Frequency: 810 Kc.....Power: 5000 Watts
Owned-Oper...American Colonial Bcstg. Corp.
Address.....1000 Ponce de Leon Ave.
Tel.: 3-0840 .....Independent
Representative.....Pan American Bcstg. Co.
Pres., Gen. Mgr.....R. P. Perry

Virgin Islands

WSTA—St. Thomas—1950

Frequency: 1340 Kc.....Power: 250 Kc.
Owned-Oper. By.....William N. Greer
Address .....Box 538
Tel.: 489 .....Independent
Representative ..... Young
Gen. Mgr., Chief Eng.....William N. Greer
Commercial Mgr.....Nellie Greer

WIVI—Christiansted—1952

Frequency: 1040 Kc.....Power: 250 Watts
Owned-Oper..Radio American West Indies, Inc.
Address .....Christiansted, St. Croix, V. I.
Tel.: 28 .....KBS
Station Rep.....Pan American
Pres., Gen. Mgr.....Mrs. Hazel M. Higdon
Station Manager.....Mrs. Mavis Lang

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PROGRESS MADE BY CBC IN 1958:

. . . A Year of Many Changes

By J. ALPHONSE OUIMET

President, Canadian Broadcasting Corporation

IT has been an eventful year for the Canadian Broadcasting Corporation, as, it seems, every year is. In August, the Canadian Parliament passed a broadcasting act which resulted in overall changes in Canada's broadcasting system. Since 1936 the CBC had been responsible for providing a national radio and television program service, and for regulating all broadcasting of publicly-owned and privately-owned stations in Canada. On Nov. 10 when the new Act was proclaimed, a Board of Broadcast Governors, a Board independent of either the CBC or the private stations, assumed the latter responsibility. At that time too, a new Board of Directors for the CBC was appointed.

* * *

Since July 1, our microwave television network (the longest in the world) has extended from Sydney, Nova Scotia, on the east coast to Victoria, British Columbia, on the west coast. The continent-spanning network, built and operated by the Trans-Canada Telephone System, and the CNR and CPR, provides simultaneous television to three million homes through French and English stations. It links both CBC and private stations across the country, in every province except Newfoundland. In a few months Newfoundland too, will be connected.

* * *

Video tape came into use by the CBC on July 1. At the relay center in Calgary, Alberta, television network programs are recorded on video tape for retelecast at more appropriate times over stations in the western time zones.

A plan to develop CBC northern broadcasting service went into operation on Nov. 10. At that time the CBC assumed control of radio station CFWH at Whitehorse, the capital of the Yukon. This means that our radio programs are now being broadcast in seven time zones. CFWH was operated for the past 12 years by Canadian Army and Air Force volunteers.

An FM radio network has been planned between Toronto, Ottawa and Montreal, and will soon go into operation.

This Fall we entered the television network market in the United States. Five of our dramas appeared simultaneously on the CBC network in Canada in the "General Motors Presents" series, and on the ABC network in the United States under the series title "Encounter."

* * *

The CBC, in 1958, won seven first awards and seven honorable mention awards at the 22nd Annual American Exhibition of Educational Radio and Television Programs at Ohio State University. No other network in North America received as many awards.

The CBC, during 1958, provided several special broadcasts that made extraordinary demands — the March 31 Federal Election (a record audience of 7,860,000 persons witnessed the live CBC television and radio, French and English coverage of the election results), the Springhill, Nova Scotia mining disaster, and Princess Margaret's tour in Canada.

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CARTB
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BY PROVINCES

1959

THE FINEST OF TELEVISION AT REASONABLE COST

Produced by CBC-TV, using the finest of talent, writers and the most modern production techniques, Canadian television programs are now available to sponsors in the United States.

These prestige properties offer exciting sales possibilities for sponsors—in fact, a unique opportunity to obtain a very fine commercial vehicle—at surprisingly low cost.

Whether you're in the market for a special program or a series, sixty minutes or half-hour, live or recorded, contact the CBC.

CBC TELEVISION

NETWORK SALES · TORONTO · CANADA

CANADIAN BROADCASTING CORP.

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Phone: CE 6-7331

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Director, Capt. W. E. S. Briggs
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Director, William F. Galgay
Area Engineer, E. D. Witherstone

ARE YOU USING THE RIGHT TOOLS IN CANADA TO GET BUSINESS?

A good question to answer early in 1959, the year expected to set an all-time record of $21 billion consumer spending in Canada and push the Gross National Product to a new high of $33 billion.

To sell all you can, you must *reach* all you can. And nothing reaches the Canadian market like the broadcast media. Virtually 100% of Canada's households have radio and 75% have television. In nine of Canada's top fifteen cities over 90% of the homes have TV.

Here are some reasons why business leaders believe Canada's viewers and listeners will be good *buyers* in 1959 . . . and on a level above that of 1958:

- **Savings are at an all-time high**
- **Consumer credit is in good shape**
- **A substantial increase in housing is boosting sales of major appliances**
- **There's been a sharp recovery in new car sales**
- **The number of two-car families is growing steadily**
- **Department store sales reached an all-time high in 1958**

Whatever *you* wish to sell, investigate the advantages of using some of the 148 independent radio stations and 37 independent TV stations that reach all Canadians. Give your sales message impact and the warmth of the *spoken* word.

Canadian Association of Broadcasters

108 Sparks St., Ottawa 4, Canada • **200 St. Clair West, Toronto, Ontario**

CANADIAN ASSOCIATION OF RADIO-TELEVISION BROADCASTERS

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Head Office—108 Sparks St., Ottawa, Ont.
Phone: CE 3-4035

Sales Office—200 St. Clair Ave. West, Toronto 7, Ont.
Phone: Walnut 2-3334

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Director of Sales and Research, TV ..... K. Steeves

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Functions

The Canadian Association of Radio and Television Broadcasters is a voluntary trade organization of 149 privately owned (independent) radio broadcasting stations, and 37 television stations in Canada.

CANADA'S PRIVATE BROADCASTERS . . . See A Better Outlook For Regulation

By T. J. ALLARD

Executive Vice-President, CARTB

THE high point of 1958 for Canadian private broadcasters was the late-in-the-year appointment of a 15-member Board of Broadcast Governors, under the leadership of Dr. Andrew Stewart, an economist and President of the University of Alberta.

Private broadcasters had pressed for the appointment of such a board before two royal commissions and several parliamentary radio committees. Establishment of the BBG (the Canadian Broadcasting Corporation, Canada's government-owned broadcasting system, now has its own separate board) takes the private stations out of the former situation in which they were regulated by, at the same time that they were competing with the CBC.

The new Board of Broadcast Governors will be concerned only with regulation, and private broadcasters are now hoping for action on two more of their requests before the royal commissions: (1) the immediate licensing of non-government television stations in main metropolitan centres which are now reserved exclusively for government-owned television and, (2) permission to form private networks.

Four new private radio stations and four new TV stations came on the air last year and at year's end there were 30 applications in the hands of the Department of Transport awaiting reference to the new Board of Broadcast Governors in 1959. As soon as applications for second TV stations are accepted there will be a flood of new applications. Second station applications have not been accepted in order to prevent applicants assuming a favoured position by filing an application on an if as and when basis.

The membership of the Canadian Association of Broadcasters now stands at 149 radio members, 37 television members and 59 associates. Both the Radio and Television Sales and Research offices in Toronto expanded the research and statistical studies supplied to agencies, advertisers, reps and stations this year. Separate radio and television weeks were held (radio week in the spring and TV week in the fall) to inform the public on the informative and entertaining qualities of the media.

The Toronto offices sent out promotion kits featuring spots; fact sheets; idea books; dramatized announcements (including a series of announcements by top Canadian sports stars); display promotional material, etc.

The Canadian Association of Broadcasters annual meeting (held in May this year because of the federal election in March) again featured separate radio and TV workshops.

Radio stations have been encouraged this year by the fact that radio sales have led TV set sales (446,417 radio sets were sold compared to 273,765 TV sets as of September 30).

Most of these new radio sales seem to have gone to multiple radio homes, and car radio sales have also boomed. This has meant an increasing emphasis of diversified radio programs, especially for night time radio.

The trend in television has been toward still more daytime television since network option time swallows much of the Class "A", 8 to 11 p.m. period.

CANADIAN AM STATIONS

LISTED ALPHABETICALLY BY CALL LETTERS

Call Letters	City	Page
CBA	Sackville, N. B.	688
CBAF	Moncton, N. B.	688
CBE	Windsor, Ont.	695
CBF	Montreal, Que.	697
CBG	Gander, Nfld.	689
CBH	Halifax, N. S.	689
CBI	Sydney, N. S.	690
CBJ	Chicoutimi, Que.	696
CBK	Regina, Sask.	700
CBL	Toronto, Ont.	695
CBM	Montreal, Que.	697
CBN	St. John's, Nfld.	689
CBO	Ottawa, Ont.	693
CBT	Grand Falls, Nfld.	689
CBU	Vancouver, B. C.	686
CBV	Quebec City, Que.	697
CBW	Winnipeg, Man.	687
CBX	Edmonton, Alta.	684
CBY	Corner Brook, Nfld.	689
CFAB	Windsor, N. S.	690
CFAC	Calgary, Alta.	684
CFAM	Altona, Man.	687
CFAR	Flin Flon, Man.	687
CFBC	Saint John, N. B.	688
CFBR	Sudbury, Ont.	694
CFCF	Montreal, Que.	697
CFCH	North Bay, Ont.	692
CFCL	Timmins, Ont.	695
CFCN	Calgary, Alta.	684
CFCO	Chatham, Ont.	691
CFCW	Camrose, Alta.	684
CFCY	Charlottetown, P. E. I.	696
CFDA	Victoriaville, Que.	699
CFGP	Grande Prairie, Alta.	684
CFGT	Alma, Que.	696
CFJB	Brampton, Ont.	691
CFJC	Kamloops, B. C.	685
CFJR	Brockville, Ont.	691
CFNB	Fredericton, N. B.	688
CFNS	Saskatoon, Sask.	700
CFOB	Fort Frances, Ont.	691
CFOR	Orillia, Ont.	693
CFOS	Owen Sound, Ont.	693
CFPA	Port Arthur, Ont.	693
CFPL	London, Ont.	692
CFPR	Prince Rupert, B. C.	686
CFQC	Saskatoon, Sask.	700
CFRA	Ottawa, Ont.	693
CFRB	Toronto, Ont.	695
CFRG	Gravelbourg, Sask.	699
CFRN	Edmonton, Alta.	684
CFRS	Simcoe, Ont.	694
CFRY	Portage La Prairie, Man.	687
CFSL	Weyburn, Sask.	700
CFTJ	Galt, Ont.	691
CFUN	Vancouver, B. C.	686
CHAB	Moose Jaw, Sask.	699
CHAD	Amos, Que.	696
CHAT	Medicine Hat, Alta.	685
CHED	Edmonton, Alta.	684
CHEF	Granby, Que.	696
CHEX	Petersborough, Ont.	693
CHFA	Edmonton, Alta.	684
CHGB	Ste. Anne de La Poc, Que.	698
CHLN	Three Rivers, Que.	699
CHLO	St. Thomas, Ont.	694
CHLT	Sherbrooke, Que.	698
CHML	Hamilton, Ont.	691
CHNC	New Carlisle, Que.	697
CHNO	Sudbury, Ont.	694
CHNS	Halifax, N. S.	689
CHOK	Sarnia, Ont.	694
CHOV	Pembroke, Ont.	693
CHRC	Quebec City, Que.	697
CHRD	Drummondville, Que.	696
CHRL	Roberval, Que.	698
CHSJ	Saint John, N. B.	688
CHUB	Nanaimo, B. C.	685
CHUM	Toronto, Ont.	695
CHVC	Niagara Falls, Ont.	692
CHWK	Chilliwack, B. C.	685
CHWO	Oakville, Ont.	693
CJAD	Montreal, Que.	697
CJAT	Trail, B. C.	686
CJAV	Port Alberni, B. C.	686
CJBC	Toronto, Ont.	695
CJBQ	Belleville, Ont.	690
CJBR	Rimouski, Que.	698
CJCA	Edmonton, Alta.	684
CJCB	Sydney, N. S.	690
CJCH	Halifax, N. S.	690
CJCS	Stratford, Ont.	694
CJDC	Dawson Creek, B. C.	685
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"CUSTOMER-SLANTING" The Television Buy

...New Dimensions in Buying Time, Programs, Films

By Sydney Roslow, Ph. D

Director of Pulse, Inc. Founded 1941

THE demand for qualitative information about audiences literally put us into the ratings business as our most conspicuous product, market by market and network. Yet, twenty years ago if I had been shown the crystal ball, no one would have been more surprised. For, engrossed in consumer-attitude studies for governmental agencies, and some ten years with a foremost group of psychologists, my work revolved around special surveying.

Today while we meet the keen competition of ratings-only firms established after ours in 1941, we have kept our qualitative perspective uppermost. And through mass subscription for our data, servicing the most markets and the most subscribers, we have been able to reduce subscription costs materially.

So, briefly, using face-to-face interviewing in the homes of the nation, our trained interview specialists visit an entirely new sample of 100,000 different families monthly. Five thousand different families are interviewed for each once-a-week television program, and the particular characteristics and purchases of each are recorded. Twenty thousand different families are similarly interviewed for multi-broadcast programs, and spectaculars and specials are duly entered. Each month a new category is analyzed. We are now interviewing in all our major markets 365 days of the year. And for all other markets interviewed less than monthly we also use daily interviewing instituted several years ago for the smaller markets.

The value of this information becomes obvious when we look at situations such as illustrated in typical situations. Interpreting the percentages in terms of the industry's figure of 45,000,000 television homes for Spring, 1959, the differences are impressive. Let us take just one category:

WEEKLY EXPENDITURE FOR
DRUGS, TOILETRIES, COSMETICS

Nighttime	No. Of Programs	Avg. Pulse Network	None Bought	Under $3.00	Over $3.00
Musical Programs	10	11.9	25.5%	29.7%	44.8%
Quiz, Panel & Audience Participation	12	16.1	25.5	29.8	44.7
Mysteries, Crime, Melodramas	14	15.6	27.1	29.1	43.8
Dramas	8	20.6	23.3	32.4	44.3
Westerns	23	21.2	26.8	28.2	45.0
Situation Comedy	14	20.2	26.3	26.8	46.9
"Live" Comedy & Variety	14	21.1	26.4	30.0	43.6
Adventure	5	13.5	26.5	29.3	44.2

The above are norms for each kind of program. The individual program, therefore, can be measured against the norm, and its value appraised accordingly. Our data in this and other categories indicate that certain advertisers' programs attract millions of customers and prospects above the norm, or millions below the norm. It behooves an advertiser of a low-customer's show to know when a competitor is out-hitting him with a program attracting more customers and prospects. Plainly the conventional focus on big ratings becomes questionable.

It is our belief that this new concept of customer-slanting (from samples so large that quibbling is impossible), will become a widely recognized and positive contribution to the mechanics of today's demands for lower-cost, more effective product-selling.

Alberta

CFAC—Calgary—1922

Frequency: 960 Kc.....Power: 10,000 Watts
Owned-Oper. By.....Calgary Bcstg. Co., Ltd.
Business Address.....Greyhound Bldg.
Tel.: AM 6-1036.....CBC
President .....Basil Dean
Sta. Manager.....A. M. Cairns
Commercial Manager.....D. H. Hartford
Sales Promotion Manager.....G. B. Mannix
Program Director.....George Brown
Chief Engineer.....E. C. Connor

CFCN—Calgary—1922

Frequency: 1060 Kc.....Power: 10,000 Watts
Owned-Oper. By.The Voice of the Prairies, Ltd.
Bus.-Studio Address.....712 Twelfth Ave., E.
Tel.: AM 2-1161.....CBC
Representative.....Can. Sta. Rep., Oakes
President, Sta. Manager.....H. G. Love
V. P., Sls. Prom. Mgr.....James A. Love
Operations Mgr.....Gordon L. Carter
Prod. Manager.....Ned B. Corrigall
Chief Engineer.....Robert W. Lamb

CKXL—Calgary—1950

Frequency: 1140 Kc.....Power: 1000 Watts
Owned-Oper. By .....CKXL Ltd.
Address.....210 9th Ave. S.W.
Tel.: AM 6-3026.....Independent
Representative.....H. C. Stovin, Forjoe
President, Gen. Mgr.....A. R. Mackenzie
Gen. Sales Mgr.....Allan J. Barker
B'cast. Mgr.....Peter J. Edwards

CFCW—Camrose—1954

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....Camrose Bcstg. Co.
Address .....Smith Bldg.
Tel.: 3044 .....Independent
Representative .....Lorrie Potts
Pres., Gen. Mgr.....H. J. Yerxa
Sta. Mgr., Pub. Dir.....Gene Ross
Chief Engineer.....Kenneth Anholt

CBX—Edmonton—1948

Frequency: 1010 Kc.....Power: 50,000 Watts
Owned-Oper. By.....Canadian Bcstg. Corp.
Bus.-Studio Address....713 MacDonald Hotel
Tel.: Edmonton .....Independent
General Manager.....J. Alphonse Ouimet
Sta. Mgr.....D. C. Claringbull
Commercial Manager.....W. E. Powell

CFRN—Edmonton—1934

Frequency: 1260 Kc.....Power: 5000 Watts
Owned-Oper. By....Sunwapta Bcstg. Co., Ltd.
Business-Studio Address.....109 CPR Bldg.
Tel.: GArden 2-2101.....CBC
Radio Reps....Young Canadian; Oakes Assoc.
Pres., Gen Mgr.....G. R. A. Rice
Station Manager.....A. J. Hopps
Commercial Manager.....Tom A. Shandro
Sales Prom., Pub. Dir....Mrs. Corinne Noonan
Program Director.....Harry Farmer
Chief Engineer.....Frank G. Makepeace

CHED—Edmonton—1954

Freq:. 1080 Kc...Power: 10,000 Wts. d., 1000 n.
Owned-Oper. By.....CHED, Ltd.
Address .....10006—107th St.
Tel.: 4-2111 .....Independent
Representative.....Stephens & Towndrow
Gen. Commercial Mgr.....M. D. Dyck
Prog. Dir.....Jerry Forbes
Chief Engineer.....Clint Nichol

CHFA—Edmonton—1949

Frequency: 680 Kc.....Power: 5000 Watts
Owned-Operated By.....Radio Edmonton, Ltd.
Business Address.....10012—109th St.
Tel.: 4-2157 .....CBC
Station Rep.....Interprovincial; Hunt; Devney
President.....Andre M. Dechene
Sta. Mgr.....B. J. Gagnon
Program Director.....Marcel Couture
Chief Engineer.....Larry Leclair

CJCA—Edmonton—1922

Frequency: 930 Kc.....Power: 10 Kw. d., 5 n.
Owned-Oper. By....Edmonton Bcstg. Co., Ltd.
Business Address.....413 Birks Bldg.
Tel.: 4-4131 .....CBC
Representative .....All-Canada, Weed
Sta. Manager.....Gerry Gaetz
Commercial Manager.....Rolfe Barnes
Sales Promotion Manager.....W. E. McNabb
Program Director .....Dalt Elton
Chief Engineer.....Frank Hollingworth

CFGP—Grande Prairie—1937

Frequency: 1050 Kc.....Power: 10 Kw.
Owned By.....Northern Bcstg. Corp., Ltd.
Business Address.....9910 99th St.
Tel.: 2311 .....CBC
Representative .....All-Canada, Weed
President.....Hugh E. Pearson
Asst. Mgr., Prog. Dir.....Jack E. Soars
Station Manager.....Cameron A. Perry
Local Comm. Mgr.....G. Pearcy
Sales Promotion Manager.....Alice Lorenz
Chief Engineer.....Jim de Roaldes

CJOC—Lethbridge—1926

Freq.: 1220 Kc...Power: 10 Kw. d., 5 Kw. n.
Owned-Oper. By.....Lethbridge Bcstg., Ltd.
Address.....1015 Third Ave. S.
Tel.: FA 7-3161.....CBC
Station Representative.....All-Canada; Weed
President.....H. R. Carson
Station Manager.....A. J. Balfour
Commercial Manager.....B. J. O'Grady
Promotion Manager.....Mrs. Mary Pieschuk
Program Director.....Wally Stambuck
Chief Engineer.....Doug Card

CHAT—Medicine Hat—1946

Frequency: 1270 Kc.....Power: 1000 Watts
Owned-Oper. By.....Monarch Bcstg. Co., Ltd.
Address .....520 First St.
Tel.: JAckson 6-2821.....CBC
Representative .....Weed, All-Canada
President.....J. H. Yuill
Gen., Sta. Mgr.....R. J. Buss
Commercial, Prom. Mgr.....Orv Kope
Program Director.....Bill Saviak
Publicity Director.....June Duncan
Chief Engineer.....Sid Gaffney

CKYL—Peace River—1954

Frequency: 630 Kc.....Power: 1000 Watts
Owned-Oper. By.....Peace River Bcstg. Co.
Address .....Radio Bldg.
Representative .....Hunt, Lorrie Potts
Manager.....W. C. Gliege
Sls. Prom. Mgr.....Dave Lilwall
Engineer .....Bob Guy

CKRD—Red Deer—1949

Freq.: 850 Kc.....Power: 1000 Watts
Owned-Oper. By....Central Alberta Bcstg. Co.
Bus. Address..5203 Gaetz Ave., Foster Block
Tel.: 2083 .....CBC
Reps.....Bcst. Sales; Radio Reps.; Messner
Pres., Gen. Mgr.....G. S. Henry
Comm. Mgr.....W. R. Scott
Prog., Pub. Dir.....J. M. Younie
Chief Engineer.....Bob Sears

British Columbia

CHWK—Chilliwack—1927

Frequency: 1270 Kc.....Power: 1000 Watts
Owned-Oper. By....Fraser Valley Bcstrs., Ltd.
Address.....50 Yale Rd., E.
Tel.: 3200 .....CBC
Representative .....All-Canada, Weed
Pres., Gen. Mgr.....Jack Pilling
Comm. Mgr., Prom. Mgr.....W. G. Teetzel
Prod. Mgr.....J. M. Maclachlan
Chief Eng.....R. Cartmell

CJDC—Dawson Creek—1948

Frequency: 1350 Kc.....Power: 1000 Watts
Owned-Operated By..Radio Station CJDC, Ltd.
Business Address.....902 - 102nd Ave.
Tel.: STerling 2-3838.....CBS
Representative....Radio Representative, Cooke
President .....H. Michaud
Gen. Mgr., Comm. Mgr.....Mike Lavern
Program Director.....Chuck Mudrak
Chief Engineer.....Mel Lang

CFJC—Kamloops—1927

Frequency: 910 Kc.....Power: 1 Kw.
Owned.....Inland Bcstrs., Ltd.
Address .....387—Fourth Ave.
Tel.: 1021 .....CBC
Sta. Rep. .....All-Canada, Weed
President .....Ronald White
General Manager.....Ian G. Clark
Comm. Sales Prom. Mgr.....Walter Harwood
Program Director.....Norman McDonald
Chief Engineer .....Fred Webber

CKOV—Kelowna—1931

Frequency: 630 Kc.....Power: 1000 Watts
Owned-Oper. By.....Okanagan Bcstrs., Ltd.
Address .....Box 1481
Tel.: 3331 .....CBC
Representative .....All-Canada, Weed
President.....Mrs. J. W. B. Browne
Gen. Mgr.....J. H. Browne
Comm. Manager.....J. D. Bews
Chief Engineer.....A. Vipond

CHUB—Nanaimo—1949

Frequency: 1570 Kc.....Power: 10,000 Watts
Owned-Operated By.....Standard Bcstg. Co.
Business Address.....Malaspina Hotel
Tel.: 2630 .....Independent
Newspaper Affil.....Vancouver Sun
Representative.....Stephens & Towndrow
Sta. Mgr., Prog. Dir.....C. J. Rudd
Nat. Sales Dir.....Sheila Hassell
Prom., Pub. Mgr.....Catherine Sanders
Chief Engineer.....Lew Fox

CKLN—Nelson—1939

Frequency: 1390 Kc.....Power: 1000 Watts
Owned-Oper. By..News Publishing Co., Ltd.
Address .....P. O. Box 250
Tel.: 10 .....CBS
Newspaper Affiliation.....Nelson Daily News
Rep.....Stovin & Byles; Adam Young
Sta. Mgr., Ch. Eng.....Alan R. Ramsden

CKNW—New Westminster 1944

Frequency: 1320 Kc.....Power: 5000 Watts
Owned By.....Radio NW, Ltd.
Business-Studio Address.....227 Columbia St.
Tel.: LA 2-2711.....Independent
Representative..Forjoe, R-Reps., B'cast. Reps.
President .....Frank A. Griffiths
Gen., Station Mgr.....W. J. Hughes
Prog. Dir. .....Hal Davis
Natl. Sales Mgr.....Mel Cooper
Chief Engineer.....Jack Gordon

CKOK—Penticton—1948

Freq.: 800 Kc.....Power: 1 Kw. d., 500 Wts. n.
Owned-Operated By.....CKOK, Ltd.
Business-Studio Address...125 Nanaimo Ave.
Tel.: 2800 .....CBC
Representative.....All Canada; Weed
Pres., Gen., Mgr.....Maurice P. Finnerty
Station Manager.....Ralph J. Robinson
Sales Mgr.....Ken Compton

Program Director.....Leland H. Faebish
Sales Prom., Pub. Dir.....Ed Boyd
Chief Engr.....George Cameron

CJAV—Port Alberni—1946

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....CJAV, Ltd.
Address.....735 Third Ave., N.
Tel.: 604 .....Independent
Rep.....Hunt, Cooke, Stephens & Towndrow
Pres., Gen. Mgr.....Kenneth Hutcheson
Commercial Mgr.....Ray Jordan
Prog., Sta. Mgr.....Andy Marquis
Publicity Dir.....Shervin Shragge
Chief Engineer.....J. McFegan

CKPG—Prince George—1954

Frequency: 550 Kc.....Power: 250 Watts
Owned-Oper. By....Radio Station CKPG, Ltd.
Address.....1220 Sixth Ave.
Tel.: LO 4-2626.....CBC
Representative .....All-Canada, Weed
President.....Frank H. Elphicke
Managing Dir.....Cecil G. Elphicke
Comm. Manager.....R. T. Harkins
Prog. Director.....Ronald A. East
Chief Engineer.....L. Fraser

CFPR—Prince Rupert—1938

Frequency: 1240 Kc.....Power: 250 Watts
Owned By.....Canadian Broadcasting Corp.
Address .....343 W. 2nd Ave.
Sta. Mgr.....W. C. Hankinson
Sls. Rep.....H. W. Paulson (Vancouver)

CKCQ—Quesnel—1957

Frequency: 570 Kc.....Power: 1 Kw.
Owned.....Cariboo Bcstrs. Ltd.
Address .....Box 699
Tel.: 485 .....Independent
Representative.....Radio Rep., Cooke
President.....James H. Ritchie
Gen. Mgr., Ch. Eng.....J. Fred Weber
Station Manager.....Dennis Reed
Comm. Prom. Mgr.....John V. Boates
Program Director.....Robert R. Leckie

CJAT—Trail—1931

Frequency: 610 Kc.....Power: 1000 Watts
Owned-Oper. By.....Kootenay Bcstg. Co., Ltd.
Business-Studio Address.....Radio Centre
Tel.: 1840 .....CBC
Rep.....Weed, All-Canada Radio Facilities
President.....A. S. Mawdsley
General Manager.....John W. Loader
Comm. Mgr.....J. P. Kobluk
Prog. Dir.....Ken Hughes
Chief Engineer.....Jack Molyneux

CBU—Vancouver—1947

Frequency: 690 Kc.....Power: 10,000 Watts
Owned-Oper. By.....Canadian Bcstg. Corp.
Address.....701 Hornby St.
Tel.: MA 6121.....CBC
Dir. for Brit. Col.....Kenneth Caples
Comm. Mgr. (Toronto).....Walter E. Powell

CJOR—Vancouver—1926

Frequency: 600 Kc.....Power: 5000 Watts
Owned-Operated By.....CJOR, Ltd.
Business-Studio Address.....846 Howe St.
Tel.: MUtual 5-6464.....CBC
Representative.....Stovin & Byles, Ltd.
Pres., Sta. Mgr., Gen. Mgr..George C. Chandler
Prog. Director.....Vic Waters
Commercial Mgr.....Don Laws
Publicity Director.....Hudson W. Olson
Chief Engineer.....Art Chandler

CFUN—Vancouver—1922

Frequency: 1410 Kc.....Power: 1000 Watts
Owned-Oper. By.....Radio CFUN Ltd.
Address.....1900 W. 4th Ave.
Tel.: REgent 1-6511.....Independent
Rep.....Nat. Broadcast Sales; Devney
President .....R. R. Keay
Gen. Mgr. .....J. L. Sayers
Comm. Manager.....Fin Anthony
Program Director.....T. J. Garner
Sales Prom., Pub. Dir.....Doug Reid
Chief Engineer.....Dave Rogers

CKWX—Vancouver—1923

Frequency: 1130 Kc.....Power: 50,000 Watts
Owned-Oper. By.....CKWX Radio, Ltd.
Business-Studio Address.....1275 Burrard St.
Tel.: MU 4-5131.....MBS
Representative .....All-Canada, Weed
President .....Arthur Holstead
General Manager.....Frank H. Elphicke
National Sls. Manager.....Clare Copeland
Program Manager.....John Ansell
Plng., Res. Director.....MacIntosh MacDonald
Chief Engineer.....Charles Smith

CKLG—North Vancouver 1955

Frequency: 730 Kc.....Power: 10,000 Watts
Owned-Oper. By....Lions Gate B'casting., Ltd.
Address.....143 E. 11th, North Vancouver
Tel.: YUkon 8-1101.....Independent
Reps. .....Stephens-Towndrow; Donald Cook
President.....A. Earson Gibson
Station Mgr.....John N. Hunt
Comm. Manager.....F. W. Mantell
Prog. Director.....Rudy Hartman
Prom., Pub. Mgr.....R. H. Smith
Chief Engineer.....Peter Mackintosh

CJIB—Vernon—1947

Frequency: 940 Kc.....Power: 1000 Watts
Owned-Operated By.....Interior Bcstrs., Ltd.
Business Address.....3330 Barnard Ave.
Tel.: 3900 .....CBC
Rep.....All Canada; Weed
President .....Richard Peters
Sta. Manager.....A. G. Seabrook
Commercial Mgr.....Ann Gaustin
Program Director.....Jack Pollard
Sales Prom. Mgr.....Ed Boyd
Publicity Director.....George Leek
Chief Engineer.....Laurie Wright

CJVI—Victoria—1925

Frequency: 900 Kc.....Power: 10,000 Watts
Owned-Oper. By.....Island Bcstg. Co., Ltd.
Business-Studio Address.....817 Fort Street
Tel.: EV 2-8221.....CBC
Representative .....All-Canada
Sta. Gen. Mgr.....W. M. Guild
Sls. Prom. Mgr.....Ralph S. Jamison
Prog. Dir.....Walter Cownden
Publicity Dir.....William S. Allen
Chief Engineer.....Joe Sommers

CKDA—Victoria—1950

Frequency: 1280 Kc.....Power: 10 Kw.
Owned-Oper. By.....Capital Bcstg. System
Address.....1450 Douglas St.
Tel.: EVergreen 4-9311.....Independent
Representative.....Radio Reps., Forjoe
President.....David M. Armstrong
Gen., Comm. Mgr.....David B. Hill
Program Director.....Andy Stephen
Publicity Director.....Geo. Glover
Chief Engineer.....Norman Berbquist

Manitoba

CFAM—Altona—1957

Frequency: 1290 Kc.....Power: 5000 Watts
Owned.....Southern Manitoba Bcstg. Co.
Business Address.....P.O. Box 1000
Tel.: 285 .....Independent
Reps....Cooke; Hunt; Messner; Natl. Bcst. Sales
President.....Walter E. Kroeker
Station Manager.....Dave K. Friesen
Chief Engineer.....John J. Pauls

CKX—Brandon—1928

Freq.: 1150 Kc.....Power: 5 Kw. d.; 1 Kw. n.
Owned-Oper. By....Western Manitoba Bcstrs.
Address.....2940 Victoria Ave.
Tel.: PArkway 6-5393.....CBC
Station Representative
Radio Reps.; Hunt; Messner; Young Canadian
Pres., Gen. Manager.....J. B. Craig
Commercial Manager.....E. D. Holland
Prog. Dir.....Frank Bird
Publicity Director.....Marvin Freeman
Chief Engineer.....E. Humphrey Davies

CKDM—Dauphin—1950

Frequency: 730 Kc.....Power: 1000 d.; 250 n.
Owned.....Dauphin Bcstg. Co., Ltd.
Address .....3rd Ave., N. E.
Tel.: 3230 .....Independent
Reps.....Messner; Hunt; Young Canadian
President.....A. T. Warnock
Station Manager.....Michael Hopkins
Sales Promotion Manager...Lorne G. Bignell
Program Director.....Brian Skinner
Chief Engineer.....Alan Watson

CFAR—Flin Flon—1937

Frequency: 590 Kc.....Power: 1000 Watts
Owned-Oper. By.....Arctic Radio Corp., Ltd.
Business Address.....75 Callinan St.
Tel.: 4422 .....CBC
President .....Grey Mundie
Station Manager.....C. H. Witney
Comm., Sales Prom. Mgr.....Alec D. Cobban
Program Director.....E. Smallwood

CFRY—Portage La Prairie 1956

Frequency: 1570 Kc.....Power: 250 Watts
Owned.....Portage-Delta Bcstg. Co.
Address .....Hotel Portage
Representative .....Lorrie Potts
Pres., Mgr.....R. D. Hughes
Comm. Mgr.....Dolores Kustra

CKSB—St. Boniface—1946

Frequency: 1050 Kc....Power: 10,000 Watts d.
Owned.....Radio-St. Boniface Ltd.
Address .....607 Langevin St.
Tel.: CH 7-4865.....CBC
Reps.....Devney; Hunt; Interprovincial Sales
President .....Auguste Dansereau
Gen., Sta. Mgr.....Roland Couture
Commercial Mgr.....Raoul Normandeau
Program Dir.....Denis Belair
Chief Engineer .....Yves Savignac

CBW—Winnipeg—1948

Frequency: 990 Kc.....Power: 50,000 Watts
Owned-Operated By....Canadian Bcstg. Corp.
Business Address.....541 Portage Ave.
Tel.: SP 4-2541.....CBC
Gen. Mgr.....J. A. Ouimet
Reg. Director.....J. R. Finlay
Prog. Dir.....A. E. Parr
Reg. Engineer.....R. D. Cahoon
Comm. Sls. Rep.....R. L. Horley
Publicity Dir.....C. E. l'Ami

CJOB—Winnipeg—1946

Freq.: 680 Kc....Power: 5 Kw., d.; 2500 W., n.
Business Address.....10th Fl., Lindsay Bldg.
Tel.: WH 2-6374.....Independent
Sta. Rep.....Radio Reps.; Young Canadian
Pres., Gen. Mgr.....John O. Blick
Commercial Manager.....R. M. MacLennan
Sales Prom. Mgr.....R. Moody
Prog. Director.....George C. Davies
Chief Engineer.....R. V. Durie

CKRC—Winnipeg—1927

Frequency: 630 Kc.....Power: 5000 Watts
Owned....Transcanada Communications, Ltd.
Bus.-Studio Address.....300 Carlton St.
Tel.: WH 2-2201.....CBC
Representative .....Weed, All-Canada
Gen., Sta. Mgr.....William A. Speers

Commercial Manager.....R. F. Tait
Sales Promotion Manager.....Gordon Walker
Program Director.....Robert Bye
Chief Engineer.....Burt Hooper

CKY—Winnipeg—1949

Frequency: 580 Kc.....Power: 5000 Watts
Owned-Oper. By.....Station CKY, Ltd.
Business Address.....432 Main St., N.
Tel.: WHitehall 3-1531.....Independent
Representative .....Stovin, Forjoe
President.....Lloyd E. Moffat
Station Manager.....Jack M. Davidson
Comm. Manager.....D. McDermid
Program Director.....Jack R. Stewart
Chief Engineer.....Andy Malowanchuk

New Brunswick

CKBC—Bathurst—1955

Frequency: 1400 Kc.....Power: 250 Watts
Owned.....Bathurst Broadcasting Co., Ltd.
Business Address.....455 Golf St.
Tel.: LI 6-4461.....Independent
Station Representative .....Potts
President.....J. Leo Hachey
Station Manager.....W. A. Winton
Comm., Sales Prom. Mgr.....R. J. Gallagher
Prog., Pub. Dir.....Ray Bourque
Chief Engineer .....Phil Paquet

CKNB—Campbellton—1939

Frequency: 950 Kc.....Power: 1000 Watts
Owned-Oper. By..Restigouche Bcstg. Co., Ltd.
Business Address.....110 Water St.
Tel.: PLaza 3-4415.....CBS
Representative .....Hardy, Weed
President .....John Alexander
Sta., Comm. Mgr.....Robert D. Richards
Chief Engineer.....Phil Paquet

CJEM—Edmundston—1944

Frequency: 570 Kc.....Power: 1000 Watts
Owned-Oper. By.....Edmundston Radio, Ltd.
Address.....91 Canada Rd.
Tel.: RE 5-3351.....CBC
Representative .....Stovin, Young
Gen. Mgr.....Jack Brilliant
Station, Comm. Mgr.....Georges Guerrette

CFNB—Fredericton—1923

Frequency: 550 Kc.....Power: 5000 Watts
Owned.....James S. Neill & Son, Ltd.
Address .....York St.
Tel.: GR 5-5501.....CBC
Representative .....All-Canada, Weed
President .....J. Stewart Neill
General Manager.....D. Malcolm Neill
Prog. Director.....H. L. McFee
Sta., Comm. Manager.....J. T. H. Fenety
Chief Engineer.....Glenn D. Love

CBAF—Moncton—1953

Frequency: 1300 Kc.....Power: 5000 Watts
Owned-Oper. By.....Canadian Bcstg. Corp.
Address.....Georges & Archibald Sts.
General Manager.....Alphonse Ouimet
Sta. Mgr.....J. E. R. Teasdale
Commercial Mgr.....W. E. Powell
Prog. Dir.....C. Jennings

CKCW—Moncton—1934

Frequency: 1220 Kc.....Power: 10,000 Watts
Owned-Oper. By.....Moncton Bcstg., Ltd.
Address .....K of P Bldg.
Tel.: EV 4-9111.....CBC
Station Rep.....Young Canadian; Stovin-Byles
Pres., Gen. Mgr.....F. A. Lynds
Sta., Comm. Mgr.....Tom H. Tonner
Sales Prom. Mgr., Prog. Dir.....Bob Reid
Chief Engineer .....Keith MacConnell

CKMR—New Castle—1949

Frequency: 790 Kc.....Power: 1000 Watts
Owned.....Miramichi Bcstg. Co., Ltd.
Business Address.....New Castle
Tel.: 690 .....CBC
Sta. Rep.....Radio Time Sales; Hunt
President .....L. W. Flett
Sta., Comm. Mgr.....R. J. Wallace
Sales Prom. Mgr., Pub. Dir.....Fred Haining

CBA—Sackville—1939

Frequency: 1070 Kc.....Power: 50,000 Watts
Owned-Oper. By.....Canadian Bcstg. Corp.
Address .....100 Sackville St., Halifax, N. S.
Regional Director.....W. E. S. Briggs
Regional Prog. Dir.....S. R. Kennedy
Comm. Rep.....Don LeBlanc
Press & Info. Rep.....A. W. Wilson

CFBC—Saint John—1946

Frequency: 930 Kc.....Power: 5000 Watts
Owned-Operated By....Fundy Bcstg. Co., Ltd.
Business Address....68 Carleton St.; Box 930
Tel.: OX 2-3301.....CBC
Station Rep....Radio Reps.; Young Canadian
President.....A. M. A. McLean
General Manager.....R. T. Bowman
Sales Manager.....Vincent Saunders
Program Supervisor.....D. H. Armstrong
Publicity Director.....Marita McNulty
Chief Engineer.....H. M. Stout

CHSJ—Saint John—1947

Frequency: 1150 Kc.....Power: 5000 Watts
Owned-Oper. By...New Brunswick Bcstg. Co.
Business-Studio Address.....14 Church St.
Newspaper Affil. .....Journal, Globe
Representative.....All Canada, Weed & Co.
General Manager.....George A. Cromwell
Comm. Mgr.....James Morrow
Station Manager.....Earl McCarron

Newfoundland

CBY—Corner Brook—1949

Frequency: 790 Kc.....Power: 1000 Watts
Owned-Operated By...Canadian Bcstg. Corp.
Representative.....C. V. Hierlihy
Gen. Mgr. (CBC).....J. Alphonse Ouimet
Comm. Mgr.....W. E. Powell
Prog. Dir.....Charles Jennings

CBG—Gander—1949

Frequency: 1450 Kc.....Power: 1000 Watts
Owned-Operated By...Canadian Bcstg. Corp.
Address ..... Gander
General Manager.....J. A. Ouimet
Sta. Mgr.....A. W. Barrett
Comm. Mgr.....W. E. Powell
Prog. Dir.....Charles Jennings

CBT—Grand Falls—1949

Frequency: 990 Kc.....Power: 1000 Watts
Owned-Operated By...Canadian Bcstg. Corp.
Business Address.....Mill Road
Tel.: 2102 .....CBC
Gen. Mgr. .....J. Alphonse Ouimet
Station Manager.....John J. Grace
Press & Info. Dept., Prom. Mgr...Ron C. Fraser
Comm. Manager.....G. D. Halley
Prog. Director.....R. G. O'Brien
Chief Engineer.....E. D. Witherstone

CBN—St. John's—1949

Frequency: 640 Kc.....Power: 10,000 Watts
Owned-Operated By...Canadian Bcstg. Corp.
Address.....Box E 5372
Telephone 7181
General Manager (CBC)...J. Alphonse Ouimet
Commercial Mgr. (CBC).....W. E. Powell
Dir. for NFLD.....W. F. Galgay
Prog. Director.....Charles Jennings

CJON—St. John's—1951

Frequency: 930 Kc.....Power: 10,000 Watts
Owned-Oper. By.....Nfld. Bcstg. Co., Ltd.
Address.....Prince of Wales St.
Tel.: 7105 .....Independent
Station Rep.....Stovin-Byles; Weed
Pres.....Geoffrey W. Stirling
General Manager.....Don Jamieson
Sta. Mgr.....George MacDonald
Commercial Manager.....Jack Baird
Sales Promotion Manager.....Mary Brennan
Program Director.....G. A. Wiggins
Publicity Director.....Judith A. Curtis
Chief Engineer.....Oscar Hierlihy

VOAR—St. John's—1929

Frequency: 1230 Kc.....Power: 100 Watts d.
Owned.....Seventh-day Adventists Corp.
Address.....106 Freshwater Rd.
Tel.: 6760 .....Independent
President .....W. A. Nelson
General Manager.....G. O. Adams
Chief Engineer.....George Rabbitts

VOCM—St. Johns—1936

Frequency: 590 Kc.....Power: 1000 Watts
Owned-Operated By....Colonial Bcstg. System
Address.....McBride's Hill & Water Sts.
Tel.: 3140 .....Independent
Rep.....Radio TV Sales; Young Canadian
Pres., Ch. Eng.....W. B. Williams
Managing Director.....H. N. Butler
Station Mgr.....J. V. Butler
Commercial Mgr.....Denys Ferry
Program Director.....J. M. Murdoch
Sales Prom. Mgr.....Bill Squires
Publicity Dir.....Bob Lockhart

Nova Scotia

CJFX—Antigonish—1943

Frequency: 580 Kc.....Power: 5000 Watts
Owned-Operated By.....Atlantic Bcstrs., Ltd.
Address.....St. Ninian St.
Tel.: 580 .....CBC
Station Rep.....Young Canadians; Mulvihill
President.....Rev. Dr. F. Giniven
Gen., Sta. Mgr.....J. Clyde Nunn
Commercial Manager.....Bruce Rafuse
Sales Prom. Mgr.....Charles O'Brien
Chief Eng.....Gordon MacDougall

CKBW—Bridgewater—1947

Frequency: 1000 Kc.....Power: 1000 Watts
Owned-Oper. By.....Acadia Bcstg. Co., Ltd.
Business Address.....399 King St.
Tel.: LI 3-2401.....CBC
Representative.....Radio Reps., Don Cooke
President.....C. J. Morrow
General Manager.....John F. Hirtle
Sta. Mgr., Comm. Mgr.....James A. MacLeod
Sales Prom. Mgr., Pub. Dir.....David Flack
Program Director.....A. Maxwell Ramey
Chief Engineer.....Douglas B. Hirtle

CBH—Halifax—1947

Frequency: 1330 Kc.....Power: 100 Watts
Owned-Operated By....Canadian Bcstg. Corp.
Business-Studio Address.....100 Sackville St.
Regional Director.....W. E. S. Briggs
Reg. Prog. Dir.....J. A. MacEwen
Comm. Rep.....Don LeBlanc
Press & Infor. Rep.....A. W. Wilson

CHNS—Halifax—1926

Frequency: 960 Kc.....Power: 5000 Watts
Owned-Oper. By...Maritime Bcstg. Corp., Ltd.

Bus.-Studio Address.....10 Tobin St.
Tel.: 3-8318 .....CBC
Representative .....All-Canada, Weed
Gen., Station Manager.....Gerald Redmond
Commercial Manager.....Douglas Grant
Program Manager.....John A. Funston
Chief Engineer.....Arthur H. Greig

CJCH—Halifax—1944

Freq.: 920 Kc...Power: 10,000 Wts. d., 5000 n.
Owned-Operated By.....CJCH Limited
Bus.-Studio Address.....741 Robie St.
Tel.: 5-5443 .....Independent
Representative.....Mulvihill, Young Can.
President.....B. Pearson McCurdy
Station Manager.....E. Finlay MacDonald
Comm. Manager.....Howard E. Gerard
Sls. Prom. Manager.....Clair Chambers
Program Director.....Leonard J. Chapple
Chief Engineer.....A. Reginald MacWilliams

CKEN—Kentville—1947

(See CFAB, Windsor)

CKEC—New Glasgow—1953

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....Hector Bcstg. Co.
Address.....130 George St.
Tel.: 2-4200 .....CBC
Representative .....Donald Cooke
Pres., Gen. Mgr.....James M. Cameron
Prog. Dir.....W. Ellis
Chief Engineer.....Lew Wright

CBI—Sydney—1948

Freq.: 1140 Kc.....Power: 5000 Watts
Owned-Operated By....Canadian Bcstg. Corp.
Address.....P. O. Box 700
Tel: 4495 .....CBC
President.....J. A. Ouimet
Station Manager.....F. G. Cooke
Comm. Mgr.....Don LeBlanc
Publicity Dir.....Bert Wilson
Chief Engineer.....G. R. Oulton

CJCB—Sydney—1929

Freq.: 1270 Kc.....Power: 5 Kw. d., 1 Kw. n.
Owned-Oper. By.....Cape Breton Bcstrs., Ltd.
Business Address.....Charlotte St.
Tel.: 5596 .....CBC
Station Rep.....All Canada; Weed; Reynolds
President .....Nathaniel Nathanson
Station Manager.....Norris L. Nathanson
Commercial Manager.....M. Grant
Sales Promotion Manager...Lloyd W. Taylor
Program Director.....T. C. Robertson
Publicity Director.....Florence MacLeod
Chief Engineer.....A. E. Vernon

CKCL—Truro—1947

Frequency: 600 Kc.....Power: 1,000 Watts
Owned-Operated By.Colchester Bcstg. Co. Ltd.
Business Address.....7 Pleasant St.
Tel.: 4491 .....Independent
Representative .....Radio Time Sales
President, General Mgr.....J. Arthur Manning
Comm. Mgr., Pub. Dir.....H. C. Deryk Upton
Program Director .....Jack Armstrong
Chief Engineer.....E. S. Bernasconi

CFAB—Windsor—1944

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By....Evangeline Bcstg. Co., Ltd.
Address .....Radio Centre
Tel.: 2111 .....Independent
Representative .....Lorrie Potts
President.....F. J. Burns
General Manager.....J. A. C. Lewis
Comm. Mgr.....Mrs. E. J. MacMillan
Promotion Mgr.....J. F. Crossan
Program Director.....Willard Bishop
Chief Engineer.....A. M. Bishop

CJLS—Yarmouth—1934

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Gateway Bcstg. Co., Ltd.
Address.....222 W. Main St.
Tel.: 500 .....CBC
Representative .....All-Canada, Weed
Gen., Comm. Mgr.....D. L. Smith

Ontario

CKBB—Barrie—1949

Freq.: 950 Kc....Power: 5000 Wts. d., 2500 n.
Owned-Oper. By.....Barrie Bcstg. Co. Ltd.
Business Address.....Box 519
Tel.: PA 6-6466.....Independent
Representative .....Young, Mulvihill
Pres. .....Ralph T. Snelgrove
Sta. Mgr.....Robert Hunter
Comm. Mgr.....Edward Delaney
Program Director.....Jack Ruttle
Chief Engr.....Jack Mattenley

CJBQ—Belleville—1946

Frequency: 800 Kc.....Power: 1000 Watts
Owned-Operated By....Quinte Bcstg. Co., Ltd.
Business Address...11 Victoria Ave.; Box 399
Tel.: WOodland 8-5555.....CBC
Representative .....Young, Stovin
President.....A. MacLean Haig
Station Manager.....W. H. Stovin
Commercial Manager.....J. H. MacDonald
Program Director.....L. Jourard
Sls. Prom. Manager.....T. Hookings
Chief Engineer.....J. B. Buchanan

CJNR—Blind River—1958

Frequency: 730 Kc.....Power: 1000 Watts
Owned By.....Nash Radio-TV Bcstg. Co.
Address .....Lawton St.
Tel.: ELgin 6-2209.....CBC
Representative .....Radio-TV Sales

President.....Thomas C. Nash
Sta., Comm. Mgr.....C. McKnight
Program Dir.....Jack Reid

CFJB—Brampton—1953

Frequency: 1090 Kc.....Power: 250 W. d.
Owned-Oper. By.....CFJB, Ltd.
Address.....2 Ellen St.
Tel.: GL 1-3110.....Independent
Rep. .....Radio Time Sales
President .....Emerson McKinney
Sta. Mgr.....John Fox
Chief Eng.....Robert McBean

CKPC—Brantford—1923

Frequency: 1380 Kc.....Power: 1000 Watts
Owned-Oper. By....Telephone City Bcst., Ltd.
Address.....525 Colborne St.
Tel.: PLaza 3-2664.....CBC
Station Representative.....Potts; Hunt
President.....Mrs. Florence M. Buchanan
Station Manager.....R. Buchanan
Comm., Prom. Mgr.....Russ Waters
Prog. Dir.....Arnold Anderson
Chief Engineer.....J. Featherston

CFJR—Brockville—1926

Frequency: 1450 Kc.....Power: 250 Watts
Owned By....Eastern Ontario Bcstg. Co., Ltd.
Business-Studio Address...Revere Hotel Bldg.
Tel.: DIamond 2-4628.....CBC
Station Rep.....Stovin-Byles; Young Canadian
Pres., Gen. Mgr.....Jack R. Radford
Asst. Sta. Mgr.....Thomas Statham
Comm. Mgr.....Keith Pelton
Prog., Pub. Dir.....Jim Chapman
Chief Engineer.....Sid Penstone

CFCO—Chatham—1926

Frequency: 630 Kc.....Power: 1000 Watts
Owned-Operated By.....John Beardall
Business Address.....Box 550
Tel.: EL 2-3000.....CBC
Manager .....John Beardall
Chief Engineer.....Gordon Brooks

CKSF—Cornwall—1945

Frequency: 1220 Kc.....Power: 1000 Watts
Owned-Operated By.Standard-Freeholder, Ltd.
Business-Studio Address.....36 Pitt St.
Tel.: WEllington 3-2030.....CBC
Newspaper Affil.....Dly. Standard-Freeholder
Station Rep.....Stovin-Byles; Devney
President.....G. D. Fleming
Sta., Comm. Mgr.....Fred H. Pemberton
Sales Prom. Mgr.....Alma Larocque
Program Director.....John Larocque
Chief Engineer.....Mahlon Clark

CFOB—Fort Frances—1944

Frequency: 800 Kc.....Power: 1000 Watts
Owned By.....Border Bcstg., Ltd.
Business-Studio Address.....242 Scott St.
Tel.: 200 .....CBC
Rep.....Cooke, Radio Reps., Bcst. Reps.
Manager .....Don Fawcett

CKPR—Fort William—1931

Freq.: 580 Kc.....Power: 5 Kw. d., 1 Kw. n.
Owned-Oper. By.....H. F. Dougall Co., Ltd.
Bus.-Studio Address..Radio Hall, Victoria Ave.
Tel.: 3-3477 .....CBC
Station Reps.....Radio Reps.; All Canada
Pres., Gen. Mgr.....H. F. Dougall
Sta., Comm. Mgr.....George Jeffrey
Sales Prom. Mgr.....Jack Masters
Prog., Pub. Dir.....J. P. Friesan
Chief Engineer.....W. T. Ross

CFTJ—Galt—1954

Frequency: 1110 Kc.....Power: 250 Watts
Owned-Oper. By.....Galt B'casting Co., Ltd.
Address.....3 Ainslie St.
Tel.: 4318 .....Independent
Representative.....Radio Time Sales
Pres., Gen. Mgr.....John V. Evans
Chief Eng.....Paul Kemper

CJOY—Guelph—1948

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....CJOY, Ltd.
Business Address.....Bond Bldg.
Tel.: TA 4-0670.....Independent
Representative .....Radio Reps., Cooke
Pres., Sta. Mgr.....Wallace Slatter
General Mgr. .....Frederick T. Metcalf
Program Director.....J. D. LeBlanc
Commercial Mgr. .....J. Jackson
Chief Engineer.....J. Milligan

CHML—Hamilton—1926

Frequency: 900 Kc.....Power: 5000 Watts
Owned-Oper. By...Maple Leaf Bcstg. Co., Ltd.
Business-Studio Address.....848 Main St., E.
Tel.: LI 9-2411.....CBC
Program Director.....William E. Hall
Rep.....Stephens & Towndrow
President.....Kenneth D. Soble
General Manager.....Tom Darling
Commercial Manager.....W. D. Whitaker
Prog. Dir.....William E. Hall
Sales Prom. Mgr., Pub. Dir.....Babs Corbett
Chief Engineer.....Hugh Potter

CKOC—Hamilton—1922

Frequency: 1150 Kc.....Power: 5000 Watts
Owned.....Wentworth Radio Bcstg. Co., Ltd.
Business-Studio Address.....32 John St., N.
Tel.: JA 7-4483.....CBC
Representative .....All-Canada, Weed
President .....Clifford Sifton
V. P., General Manager.....W. T. Cranston
Comm. Mgr., Asst. Mgr.....J. N. Inkster
Sales Promotion Manager.....Lyn Cooper
Program Director.....John M. Hill
Chief Engineer.....Leslie Horton

CJRL—Kenora—1938

Frequency: 1220 Kc.....Power: 1000 Watts
Owned-Oper. By....Lake of Woods B'cast. Ltd.
Business Address.....Johnson Block Main St.
Tel.: 7850 .....CBC
Newspaper Affiliation.....Miner & News

Representative .....Stovin-Byles
President .....Stuart King
Station Manager.....William Wylie
Program Director.....Jack Thomson

CKLC—Kingston—1953

Frequency: 1380 Kc.....Power: 5 Kw.
Owned-Oper. By..St. Lawrence Bcstg. Co., Ltd.
Address.....99 Brock St.
Tel.: LI 2-4927.....Independent
Representative .....Stovin, Forjoe
Sta., Gen. Manager.....T. D. French
Comm. Manager.....J. F. French
Prog. Director.....C. J. Bermingham
Chief Engineer.....Barry M. Ogden

CKWS—Kingston—1942

Frequency: 960 Kc.....Power: 5000 Watts
Owned-Oper. By....Frontenac Bcstg. Co., Ltd.
Address .....170 Queen St.
Tel.: LI 2-4877.....CBC-NBC
Newspaper Affil.....Kingston Whig Standard
Rep.....Natl. Bcst. Sales, Weed
President.....Senator W. R. Davies
Gen. Manager.....Harvey Freeman
Station Manager.....Wally Rewegan
Commercial Manager.....Bill Kins
Prog. Director.....Allan Brooks
Sales Prom. Mgr.....Mrs. Rita Lloyd
Pub. Director.....Carl Cogan
Chief Engineer.....Bert Cobb

CJKL—Kirkland Lake—1934

Frequency: 560 Kc.....Power: 5000 Watts
Owned.....Kirkland Lake Bcstg., Ltd.
Address.....22 Govt. Rd. West
Tel.: 27 .....CBC
Reps.....Natl. Bcst Sales; All Canada; Weed
President .....Irma Brydson
General Manager.....H. C. Freeman
Station Manager.....K. C. Billings
Commercial Manager.....Dave Clark
Prog. Dir.....Don O'Neil
Chief Engineer.....C. L. Spence

CKCR—Kitchener—1929

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Opera. By.....K.-W. Bcstg. Co., Ltd.
Business-Studio Address.....125 King St. W.
Tel.: SH 3-3628.....CBC
Rep.....Nat. Bcst. Sales; Devney
Pres., Gen. Mgr.....James C. Mitchell
Comm. Mgr.....Jack G. Liddle
Sales Prom. Mgr.....G. J. Schus
Program Dir.....Gordon Ross
Publicity Dir.....John Hodges
Chief Engineer .....Ion Hartman

CJSP—Leamington—1954

Frequency: 710 Kc.....Power: 250 Watts
Owned-Operated By...Sun Parlor Bdctrs., Ltd.
Address.....23 Erie St., N.
Tel.: 2780 .....Independent
Representative .....Radio-TV Sales; Best
Pres., Comm. Mgr.....A. A. Bruner
Sales Manager.....J. L. Moore
Program Dir.....Lou Tomasi
Sales Prom. Mgr.....Mrs. Eleanor Carper
Chief Engineer.....Ed Derkach

CKLY—Lindsay—1955

Frequency: 910 Kc.....Power: 1 Kw.
Owned-Operated By....Greg-May Bcstg. Ltd.
Business Address.....249 Kent St.
Tel.: FA 4-3585.....Independent
Sta. Rep.....Radio Time Sales; Hunt
Pres., Sta. Mgr.....E. N. Gregory
Gen. Mgr., Ch. Engr.....C. A. Gregory

CFPL—London—1922

Frequency: 980 Kc.....Power: 5000 Watts
Owned-Oper....London Free Press Printing Co.
Address.....442 Richmond St.
Tel.: GEneral 8-8391.....CBC
Newspaper Affil.....London Free Press
Representative .....Weed, All-Canada
President.....Walter J. Blackburn
Gen. Mgr. .....Murray T. Brown
Comm., Station Mgr.....Douglas C. Trowell
Prog. Dir.....Ward M. Cornell
Sls. Prom. Mgr., Pub. Dir.....Harvey M. Clarke
Chief Engineer.....Glen A. Robitaille

CKSL—London—1956

Frequency: 1290 Kc.....Power: 5 Kw.
Owned .....London Bcstrs.
Address.....343 Richmond St.
Tel.: GEneral 2-4181.....Independent
Representative .....Young Canadian
President.....F. Vincent Regan
Gen., Sta. Mgr.....William E. Robinson
Comm. Mgr.....Fred Ursel
Sales Prom. Mgr., Pub. Dir.....Pat Dorey
Program Director.....Vaughn Bjerre
Chief Engineer.....Ron Turnpenny

CHVC—Niagara Falls—1947

Frequency: 1600 Kc.....Power: 5,000 Watts
Owned-Oper. By.....Radio Station CHVC, Ltd.
Business Address.....Rainbow Bridge
Tel.: EL 8-7151.....Independent
Station Rep.....Potts; Cooke; Hunt
President.....B. Howard Bedford
Asst., Comm. Mgr.....A. W. Blakely
Program Director.....J. Ross Kenzie
Publicity Director.....Crawford Douglas
Chief Engineer.....Les Rooke

CFCH—North Bay—1931

Frequency: 600 Kc.....Power: 1000 Watts
Owned-Oper. By.....Northern Bcstg.
Address.....Frazer Ave. & 1st St.
Tel.: GR 4-2000.....CBC
Sta. Rep...Natl. Bcst. Sls.; All Canada; Weed
President.....Mrs. A. P. Campbell
Gen., Sta. Mgr.....Harry M. Edgar
Commercial Manager.....Clarence Houston
Sales Promotion Manager.....George Barr
Program Director.....Bill O'Halloran
Chief Engineer.....Jack Barnaby

CHWO—Oakville—1956

Freq.: 1250 Kc.....Power: 1 Kw. d., 500 W. n.
Owned .....CHWO Radio
Address .....Radio Bldg.
Tel.: VI 5-2821.....Independent
Representative.....Radio & TV Sales Inc.
Pres., Gen. Mgr.....Howard C. Caine
Commercial Manager.....Victor Tipple
Program Director.....Robert McLaughlin
Chief Engineer.....Hans J. Wecke

CFOR—Orillia—1945

Freq.: 1570 Kc.....Power: 10 Kw. d.; 1 Kw. n.
Owned-Oper. By.....Radio Station CFOR
Bus.-Studio Address.....241 West St., N.
Tel.: FA 4-3511.....CBC
Rep.....Stephens & Towndrow
Pres., Gen. Mgr.....Gordon E. Smith
Comm., Sales Prom. Mgr.....William J. Pratt
Program Director.....Pete McGarvey
Chief Engineer.....George Slinn

CKLB—Oshawa—1946

Frequency: 1350 Kc.....Power: 5000 Watts
Owned-Oper. By...Lakeland Bcstg. Co., Ltd.
Business-Studio Address.....16 Centre St.
Tel.: RA 3-3415.....Independent
Rep.....Lorrie Potts, John N. Hunt, Devney
General Mgr.....A. H. Collins
Station Mgr.....Gordon G. Garrison
Commercial Mgr.....R. P. MacGowan
Program Director.....Fred M. Oliver
Chief Engineer.....W. C. Marchand

CBO—Ottawa—1924

Frequency: 910 Kc.....Power: 5000 Watts
Owned-Oper. By.....Canadian Bcstg. Corp.
Bus.-Studio Address....Chateau Laurier Hotel
Tel.: (Toronto) WA 3-5461.....CBC
Gen. Mgr.....J. A. Ouimet
Station Manager.....Charles P. Wright
Comm. Mgr.....W. E. Powell
Prog. Dir.....Charles Jennings

CFRA—Ottawa—1947

Frequency: 560 Kc.....Power: 5000 Watts
Owned .....CFRA, Ltd.
Address.....150 Isabella St.
Tel.: CE 3-6241.....Independent
Representative...Stephens & Towndrow, Weed
Pres., Gen., Sta. Mgr.....Frank Ryan
Comm. Mgr.....George M. Gowling
Program Director.....Terry Kielty
Program Manager.....Tom Foley
Publicity Director.....Don MacKinnon
Chief Engineer.....Harold Peerenboom

CKOY—Ottawa—1924

Freq.: 1310 Kc.....Power: 5 Kw. d., 1 Kw. n.
Owned-Operated By.....CKOY, Ltd.
Address .....635 Richmond Rd.
Tel.: PA 2-2650.....CBC
Station Rep.....Cooke, Natl. Bcst. Sales
President .....Irving Cameron
Station Mgr.....Jack Daly
Commercial Manager.....Don Hamilton
Prog. Dir.....Keith Sterling
Pub. Dir.....Ann Hammell
Chief Engineer.....Ken Puttock

CFOS—Owen Sound—1940

Frequency: 560 Kc.....Power: 1000 Watts
Owned.....Grey & Bruce Bcstg. Co., Ltd.
Address.....270 9th St. E.
Tel.: 1940 .....CBC
Station Rep.....Stovin-Byles; Young Canadian
President .....C. J. McTavish
Station Manager.....William N. Hawkins
Commercial Manager.....Russ Tomlinson
Program Director.....D. Danard
Publicity Director.....Ron Boyd
Chief Engineer.....R. Speck

CHOV—Pembroke—1942

Frequency: 1350 Kc.....Power: 1000 Watts
Owned-Oper. By....Ottawa Valley Bcstg. Co.
Business Address.....319 Pembroke St., E.
Tel.: RE 2-3657.....CBC
Representative .....Stovin
President.....E. Gordon Archibald
Commercial Manager.....Ramsay F. Garrow
Sales Promotion Manager.....J. B. Scott
Program Director.....William K. Kutschke
Chief Engineer.....W. Edwin Schmidt

CHEX—Peterborough—1942

Frequency: 980.....Power: 5000 Watts
Owned.....Kawartha Bcstg. Co., Ltd.
Business-Studio Address.....Box 627
Tel.: RI 2-7708.....CBC
News. Affil.....The Examiner
Representative .....Natl. Bcst. Sales, Weed
President.....W. R. Davies
Gen. Mgr.....H. C. Freeman
Station Manager.....N. J. Weatherwax
Chief Engineer.....A. Crump

CFPA—Port Arthur—1944

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Ralph H. Parker
Bus. Address.....87 N. Hill St.; Box 747
Tel.: 4-2404 .....CBC
Sta. Rep.....Mulvihill; Messner; Hunt; Weed
President, Gen. Mgr.....Ralph H. Parker
Commercial Manager.....Don Willis
Program Director.....Doug Phillips

CJRH—Richmond Hill—1957

Freq.: 1310 Kc...Power: 1000 Wts. d., 250 n.
Owned.....Radio Richmond Hill
Business Address.....50 Yonge St., N.
Tel.: AVenue 5-4915.....Independent
Station Representative.....Radio Reps. Ltd.
Pres., Gen. Mgr.....John O. Graham
Station Manager.....Stewart H. Coxford
Commercial Manager.....Stanley L. Larke
Program Director.....Stephen K. Appleby
Chief Engineer.....William McDougall

CKTB—St. Catharines—1930

Frequency: 610 Kc.....Power: 5000 Watts

Owned.....Niagara District Bcstg. Co., Ltd.
Business-Studio Address.....12 Yates St.
Tel.: MU 4-1174.....CBC
Station Representative.....Mulvihill; Devney
President.....W. B. C. Burgoyne
Gen., Sta. Mgr.....Mary C. Burgoyne
Comm. Manager.....V. A. Lococo
Sales Prom. Mgr., Pub. Dir.....Roy Bonisteel
Prog. Dir.....Jack Dawson
Chief Engineer.....W. H. Allen

CHLO—St. Thomas—1948

Frequency: 680 Kc.....Power: 1000 Watts
Owner.....Station CHLO, Ltd.
Address.....133 Curtis St.
Tel.: ME 1-3910.....CBC
Representative.....Radio-TV Sales; Cooke
President.....G. C. Nichols
Gen., Sta. Mgr.....John L. Moore
Comm. Mgr.....George Harper
Sales Prom., Pub. Dir.....Don Lumley
Program Director.....W. G. Moyer
Chief Engineer.....W. R. Onn

CHOK—Sarnia—1946

Freq.: 1070 Kc.....Power: 5 Kw. d., 1 Kw. n.
Owned-Oper. By.....Sarnia Bcstg., Ltd.
Address.....148½ Front St. N.
Tel.: DI 4-1121.....CBC
Representative.....Cooke, Mulvihill
Pres., Gen. Mgr.....Claude R. Irvine
Station Manager.....Karl E. Monk
Commercial Manager.....Arthur H. J. O'Hagan
Program Director.....George Ludgate
Chief Engineer.....Robert F. Cooke

CJIC—Sault Ste. Marie—1934

Frequency: 1050 Kc.....Power: 250 Watts
Owned-Oper. By.....Hyland Radio-TV Ltd.
Address.....119 East St.
Tel.: 3-1121.....CBC
Representative.....Lorrie Potts, McGillvra
President.....J. G. Hyland
Gen. Manager.....E. Vance
Comm. Mgr.....Wilf Belec

CKCY—Sault Ste. Marie—1955

Frequency: 1400 Kc.....Power: 250 Watts
Owned.....Algonquin Radio & TV
Address.....254 Queen St., E.
Tel.: AL 3-2393.....Independent
Representative.....Young Canadian
President.....C. P. Greco
Manager.....F. A. Bestall

CFRS—Simcoe—1956

Frequency: 1560 Kc.....Power: 250 W., d.
Owned.....Simcoe Bcstg. Co.
Business Address.....228 John St.
Tel.: GA 6-3240.....Independent
Representative.....Radio & TV Sales
Pres., Gen. Mgr.....Ted M. Fielder
Sta., Comm. Mgr.....Fred G. Sherratt
Sales Prom. Mgr.....Richard T. Maxwell
Publicity Director.....Phil Clayton
Chief Engineer.....Robert Watmough

CJET—Smith Falls—1955

Frequency: 1070 Kc.....Power: 1000 Watts
Owned.....Rideau Broadcasting Ltd.
Address.....Box 1070
Tel.: 1070.....Independent
Representative.....Lorrie Potts, McGillvra
President, Gen. Mgr.....Jark Pollie
Comm. Mgr.....Don Slater
Chief Engineer.....Fred Roney

CJCS—Stratford—1924

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....CJCS, Ltd.
Address.....125 Ontario St.
Tel.: 1675.....CBC
Station Rep.....Radio Reps.; Weed
Pres., Gen. Manager.....Frank M. Squires
Sta., Comm. Mgr.....S. E. Tapley
Program Director.....William Inkol
Chief Engineer.....John Grigg

CFBR—Sudbury—1957

Frequency: 550 Kc.....Power: 1000 Watts
Owned.....Sudbury Bcstg. Co.
Bus. Address.....166 Elm St., W.; Box 700
Tel.: OSborne 4-6401.....CBC
Sta. Rep.....Interprovincial; Hunt; Young
Pres., Gen. Mgr.....F. Baxter Ricard
Sta., Comm. Mgr.....Rene Riel
Program Director.....Jean Pierre Coallier
Publicity Director.....Robert Grandmaison
Chief Engineer.....Henry Albert

CHNO—Sudbury—1947

Frequency: 900 Kc.....Power: 1000 Watts
Owned-Oper. By.....Sudbury Bcstg. Co., Ltd.
Business Address.....166 Elm St., W.
Tel.: OS 4-6401.....CBC
Sta. Rep.....Hunt; Young Canadian
President, General Mgr.....F. B. Ricard
Station, Commercial Manager.....Peter Scott
Chief Engineer.....Henry Albert

CKSO—Sudbury—1935

Frequency: 790 Kc.....Power: 5000 Watts
Owned-Operated By.....CKSO, Radio, Ltd.
Business Address.....336 Ash St.; Box 400
Tel.: OS 4-1711.....CBC
Representative.....All-Canada, Weed
President.....G. M. Miller, Q.C.
Gen., Sta. Mgr.....W. J. Woodill
Nat. Comm. Mgr.....Ralph Connor
Program Director.....Robert Station
Chief Engineer.....James McRae

CKOT—Tillsonburg—1955

Frequency: 1510 Kc.....Power: 1 Kw., d.
Owned-Oper. By..Tillsonburg Bcstg. Co., Ltd.
Address.....20 Baldwin St.
Tel.: 1500.....Independent
Representative.....Radio Reps.
General Manager.....John Lamers
Comm. Mgr.....Jack Campbell
Prog. Dir., Chief Eng.....A. Ken Orton

CFCL—Timmins—1951

Frequency: 580 Kc.....Power: 1 Kw. d n.
Owned.....J. Conrad Lavigne Ent. Ltd.
Address .....Box 620
Tel.: 577 .....CBC
Representative.....Mulvihill; Hunt; Devney
President .....J. Conrad Lavigne
Gen. Mgr.....Rene Barrette
Comm. Mgr.....Ted Meunier
Station Mgr.....Albert Aube
Program Dir.....Gerald Lefebvre
Chief Engineer .....Roch Demers

CKGB—Timmins—1933

Freq.: 680 Kc.....Power: 5000 Watts
Owned-Oper. By .....Timmins Bcstg. Ltd.
Bus.-Studio Address.....Cedar St., South
Tel.: 680 .....CBC
Newspaper Affiliation.....Daily Press
Rep.....Natl. Bcst. Sales, Weed, All-Canada
President.....K. R. Thomson
Dir. of Bcstg.....H. C. Freeman
Station Manager.....W. G. Hall
Comm. Mgr.....Gino Cicci
Program Director.....B. Nadeau
Publicity Director.....D. Kelly
Chief Engineer.....E. Mott

CBL—Toronto—1927

Frequency: 740 Kc.....Power: 50,000 Watts
Owned-Oper. By.....Canadian Bcstg. Corp.
Business-Studio Address.....354 Jarvis St.
General Manager (CBC)...J. Alphonse Ouimet
Dir. of Radio.....J. M. Kannawin
Commercial Manager (CBC).....W. E. Powell
Program Director (CBC).....Charles Jennings

CFRB—Toronto—1927

Frequency: 1010 Kc.....Power: 50,000 Watts
Owned-Oper. By.Rogers Radio Bcstg. Co., Ltd.
Address .....37 Bloor St. W.
Tel.: WAlnut 4-5711.....CBS
Sta. Rep.....All Canada; Young Canadian
President.....J. Elsworth Rogers
V.P.....E. W. Bickle
V.P. Sales.....Waldo Holden
Station Mgr.....Wes McKnight
Sls. Prom. Mgr., Pub. Dir.....Ken Marsden
Chief Engineer.....Clive Eastwood

CHUM—Toronto—1945

Freq.: 1050 Kc....Power: 5000 Wts. d., 2500 n.
Owned-Oper. By.....York Bcstrs., Ltd.
Address .....250 Adelaide St. W.
Tel.: UN 1-4441.....Independent
Station Rep.....Stephens & Towndrow
President, Gen. Mgr.....Allan F. Waters
Pub. Dir.....Phil Stone
Comm. Mgr.....Wes Armstrong
Program Director.....Allan Slaight
Chief Engineer.....George Jones

CJBC—Toronto—1943

Frequency: 860 Kc.....Power: 50 Kw.
Owned.....Canadian Broadcasting Corp.
Address.....354 Jarvis Street
Tel.: WA 3-5461.....CBC
Representative.....Horace N. Stovin
General Manager.....Dr. Ira Dilworth
Director of Radio.....J. M. Kannawin
Commercial Manager.....W. E. Powell
Asst. Dir. of Radio.....R. de Boer
Regional Engineer.....H. R. Hilliard

CKEY—Toronto—1944

Frequency: 580 Kc...Power: 5 Kw. d., 1 Kw. n.
Owned By.....Frybrook Ltd.
Bus. Address.....1262 Don Mills Rd.
Tel.: HIckory 4-2580.....Independent
Representative.....Natl. Bcst. Sales, Cooke
President.....Jack K. Cooke
Gen., Sta. Mgr.....Hal Cooke
Commercial Mgr.....James Armstrong
Program Director.....Don Insley
Publicity Dir.....Bas Foster
Chief Engineer.....Allan Taylor

CKFH—Toronto—1951

Frequency: 1400 Kc.....Power: 250 Watts
Owned.....Foster Hewitt Bcstg., Ltd.
Address.....1 Grenville St.
Tel.: WA 3-0921.....Independent
President .....Foster Hewitt
Commercial Mgr.....Keith Davey
Prog., Pub. Dir.....Barry Nesbitt
Chief Engineer.....Gerald Wilson

CBE—Windsor—1950

Frequency: 1550 Kc.....Power: 10,000 Watts
Owned-Oper. By.....Canadian Bcstg. Corp.
Address .....Security Bldg.
Tel.: CL 4-5116.....CBC
General Manager.....J. A. Ouimet
Station Manager.....K. A. Murray
Commercial Manager.....W. E. Powell
Sales Prom. Mgr.....R. S. Joynt
Program Director.....M. W. Robinson
Publicity Director.....J. S. Brickenden
Chief Engineer.....R. A. Clark

CKLW—Windsor

(See U. S. Listing, Detroit, Mich.)

CKNX—Wingham—1926

Frequency: 920 Kc.....Power: 2500 Watts
Owned .....CKNX, Ltd.
Address .....Carling Terrace
Tel.: WIngham 158.....CBC
Station Rep.....Potts; Young Canadian
Pres.....W. T. Cruickshank
General Manager.....G. W. Cruickshank
Sta. Manager.....J. J. Cruikshank
Program Dir.....John Langridge
Publicity Director.....Roger West
Chief Engineer.....S. C. Reid

CKOX—Woodstock—1947

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Oxford Bcstg. Co.
Business Address.....290 Dundas St.
Tel.: LE 7-3414.....Independent
Representative.....Lorrie Potts, Hunt
President, Gen.-Station Mgr.....Monty J. Worry
Program Director.....William Tonner
Chief Engineer.....Paul Hunter

Prince Edward Island

CFCY—Charlottetown—1924

Frequency: 630 Kc.....Power: 5 Kw.
Owned-Oper. By.....Island Radio Bcstg. Co.
Business-Studio Address.....85 Kent St.
Tel.: 7347 .....CBC
Representative .....All-Canada, Weed
President.....Mrs. K. S. Rogers
Sta. Mgr., Comm. Mgr.....R. F. Large
Promotion Manager.....M. E. Large

CJRW—Summerside—1948

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Gulf Bcstg. Co., Ltd.
Business-Studio Address.....218 Water St.
Tel.: 2201 .....Independent
Representative .....Radio Reps.
Pres., General Manager.....R. C. Schurman
Program Director.....L. E. Huestis
Chief Engineer.....Angus MacKie

Quebec

CFGT—Alma—1953

Frequency: 1270 Kc.....Power: 1 Kw.
Owned-Oper. By....Radio Lac. St. Jean, Ltee.
Address.....200 DuPont Ave.
Tel.: NO 2-3461.....Independent
General Manager.....Jean Jacques Fortin
Commercial Mgr.....Jacques Cote
Program Dir.....Rosaire Pelletier
Chief Engineer.....Claude Collard

CHAD—Amos—1942

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Northern Radio Inc.
Business Address.....P. O. Box 70
Tel.: RO 2-7741.....CBC
Rep. .....Weed
Pres., Gen. Mgr.....David A. Gourd
Sta., Comm. Mgr.....Yvon Martel
Chief Eng.....Jean G. Langevin

CBJ—Chicoutimi—1933

Frequency: 1580 Kc.....Power: 10,000 Watts
Owned-Oper. By.....Canadian Bcstg. Corp.
Tel.: .....CBC
Address .....Ottawa
General Manager.....J. A. Ouimet
Station Manager.....V. Fortin
Chief Engineer.....J. Roberts

CJMT—Chicoutimi—1954

Frequency: 1420 Kc.....Power: 1000 Watts
Owned .....CJMT Ltd.
Business Address.....365 Racine St.
Tel.: LI 3-1517.....Independent
Station Rep.....Interprovincial; Weed
President.....J. O. Masse
Sta. Mgr.....J. Marcel Houle
Commercial Manager.....Pierre Tremblay
Sales Prom. Mgr.....Francois Ranger
Program Director.....Andre Jean
Chief Engineer.....Lucien Simard

CHRD—Drummondville—1954

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By...Radio Drummond Ltee.
Address.....248 Lindsay St.
Tel.: 2-5458 .....Independent
Representative ..... Renaud
Mgr., Comm. Dir.....Benoit Vanier

CHEF—Granby—1946

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By....La Voix de l'Est Ltee.
Business Address .....Granby
Tel.: 2-3301 .....Independent
Newspaper Affil.....La Voix de l'Est
Station Representative.....RTS; Hardy
Pres., Gen. Mgr.....Aime Laurion
Station Manager.....Constant Brodeur
Comm. Mgr., Pub. Dir.....R. M. Dube
Sales Prom. Mgr.....Andre Lague
Chief Engineer.....Gerard Laliberte

CKCH—Hull—1933

Frequency: 970 Kc.....Power: 5000 Watts
Owned .....Syndicat D'Oeuvres Soc. Limit.
Business Studio Address...121 Notre-Dame St.
Tel. .....PR 7-2771
News. Affil.....Le Droit
Representative .....Weed
President .....Wilfrid Carr
Sta. Manager.....J. P. Lemire
Comm. Manager.....Henry Allard
Publicity Dir.....S. Lanctot
Chief Engineer.....J. L. Guerette

CKRS—Jonquiere—1947

Frequency: 590 Kc.....Power: 1000 Watts
Owned.....Radio-Saguenay Ltd.
Address.....735 St.-Hubert St.
Tel.: LI 2-4551.....Independent
Representative.....Hardy, Young
President .....Henri Lepage
Gen., Comm. Mgr.....Tom Burham
Sta. Mgr., Prog. Dir.....Guy Boivin
Chief Engineer.....Gerard Lemieux

CKLS—La Sarre—1950

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Radio LaSarre, Inc.
Business Address.....P.O. Box 70, Rouyn
Tel.: ROger 2-7741, Rouyn.....CBC
Sta. Rep.....Weed; Trans-Ocean; Hunt

Pres., Gen. Mgr.....David Armand Gourd
Comm., Sales Prom. Mgr.....Y. Martel
Program Director.....B. Valiquette
Chief Engineer.....J. G. Langevin

CKBL—Matane—1948

Frequency: 1250 Kc.....Power: 5000 Watts
Owned By
La Compagnie De Radiodiffusion De Matane
Address.....4 Rue St. Sacrement
Tel.: 1100 .....CBC
Representative .....Hardy, Young
Pres., Gen. Mgr.....Rene Lapointe
Station Mgr.....Octave Lapointe
Comm., Sales Prom. Mgr.....J. Paul Cote
Prog., Pub. Dir.....Claude Guenette
Chief Engineer.....Yvan Fortier

CKBM—Montmagny—1954

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Radio Alleghanys, Inc.
Address.....8, Rue St. Thomas
Tel.: 801 .....Independent
Representative.....Radio & TV Sales
President, Prog. Dir.....Henri Deschenes
Gen., Comm., Sls. Prom. Mgr...Andre Mercier
Chief Engineer.....Marcel Coulombe

CBF—Montreal—1937

Frequency: 690 Kc.....Power: 50,000 Watts
Owned-Oper. By.....Canadian Bcstg. Corp.
Address .....1425 Dorchester St., W.
Tel.: UN 6-2571.....CBC-ABC-MBS-NBC
General Mgr.....J. A. Ouimet
Dir., Sound Bcstng.....Benoit Lafleur
Commercial Mgr.....W. E. Powell
Program Dir.....Jean-Marie Dugas

CBM—Montreal—1936

Frequency: 940 Kc.....Power: 50,000 Watts
Owned-Oper. By.....Canadian Bcstg. Corp.
Business Address.....P.O. Box 6000
Tel.: UNiversity 6-2571.....NBC
Gen. Mgr.....J. Alphonse Ouimet
Dir., Sound Bcstng.....Benoit Lafleur
Commercial Manager.....Maurice Valiquette
Program Director.....Kenneth Withers
Publicity Director.....J. J. Trudeau
Chief Engineer.....Etienne Dubreuil

CFCF—Montreal—1919

Frequency: 600 Kc.....Power: 5000 Watts
Owned-Oper. By.....Canadian Marconi Co.
Bus.-Studio Address.4824 Cote des Neiges Rd.
Tel.: RE 1-1101.....ABC-CBC
Representative .....Weed, All-Canada
General Manager.....R. E. Misener
Comm. Mgr.....Keith Dancy
Program Director.....Vin Dittmer
Chief Engineer.....J. Creighton Douglas

CJAD—Montreal—1945

Frequency: 800 Kc.....Power: 10,000 Watts
Owned-Operated By.....CJAD, Ltd.
Business-Studio Address....1191 Mountain St.
Tel.: UNiversity 6-6821.....CBS
Sta. Rep...Radio Time Sales; Young Canadian
Pres., Gen. Mgr.....J. Art Dupont
Sta. Mgr.....H. T. McCurdy
Comm. Mgr.....Berthe Poulet
Prog. Dir.....Ned Conlon
Sales Prom. Manager.....R. L. Laurion
Publicity Director.....Miss Gerry Brown
Chief Engineer.....Aurele Boisvert

CJMS—Montreal—1954

Frequency: 1280 Kc.....Power: 5000 Watts
Owned.....CJMS Radio, Inc.
Address.....188 Dorchester St., E.
Tel.: UN 1-3456.....Independent
Station Representative...Stephens; Towndrow
President .....Fernand Guay
Station Manager.....J. "Johnny" Nadon
Program Director.....Jean Lajoie
Chief Engineer.....Jean Garceau

CKAC—Montreal—1922

Frequency: 730 Kc.....Power: 50,000 Watts
Owned.....Publication La Presse
Studio Address.....980 St. Catherine St., W.
Tel.: UNiversity 6-7301.....CBS
Representative.....Weed, I.B.S. Canada
News. Affil.....La Presse
Pres. .....Mrs. A. Du Tremblay
Sta. Manager.....Phil Lalonde
Program Director.....Ferdinand Biondi
Comm. Mgr. .....G. Bourassa
Sales Prom. Mgr., Pub. Dir.....Paul Gelinas
Chief Engineer.....Leonard Spencer

CKVL—Montreal—1946

Frequency: 850 Kc.....Power: 10,000 Watts
Address.....211 Gordon Ave.
Tel.: PO 6-2311.....Independent
Newspaper Affil.....Radiomonde Ltd.
Rep.....Radio & TV Sls., Inc., Cooke
President .....Jack Tietolman
Station Manager .....Corey Thomson

CHNC—New Carlisle—1933

Frequency: 610 Kc.....Power: 5000 Watts
Owned-Oper. By...Gaspesia Radio Bcstg. Co.
Tel.: 63 & 64.....CBC
Representative .....Hardy, Young
President.....Dr. Charles A. Dumont
General Mgr.....Dr. Charles Houde
Sta., Comm. Manager.....J. R. Peloquin
Chief Engineer.....Bruce MacDonald

CBV—Quebec City—1934

Frequency: 980 Kc.....Power: 5,000 Watts
Owned.....Canadian Bcstg. Corp.
Bus. Address...Palais Montcalm, St. John St.
Tel.: LA 5-8155.....CBC
General Manager.....J. A. Ouimet
Station Manager.....Rene Dussault
Commercial Manager.....Maurice Valiquette

CHRC—Quebec City—1926

Frequency: 800 Kc.....Power: 10,000 Watts
Owned-Operated By.....CHRC, Limitée

Business Address.....1149, rue St. Jean
Tel.: LA 2-8177.....Independent
Station Rep.....Hardy; Young Canadian
President .....Herve Barbeau
General Manager.....Henri Lepage
Station Manager.....Aurele Pelletier
Comm., Sls. Prom. Mgr...F. Richard Thibodeau
Program Director.....Magella Alain
Chief Engineer.....Arsene Nadeau

CJQC—Quebec City—1949

Frequency: 1340 Kc.....Power: 250 Watts
Owned.....The Goodwill Bcstrs. of Quebec
Address.....405 Blvd. Hamel
Tel.: MU 3-4931.....CBC
Station Representative.....Radio & TV Sales
President .....Paul Lepage
Gen., Sta. Mgr.....H. Burnside
Program Director.....Richard Drew
Chief Engineer.....Fernand Guilmette

CKCV—Quebec City—1926

Frequency: 1280 Kc.....Power: 5 Kw.
Owned-Operated By.....CKCV, Ltd.
Bus.-Studio Address.....978 St. John St.
Tel.: LA 2-1585.....CBC
Rep. .....Weed, Interprov.
President .....Gaston Pratte
Gen. Mgr.....Paul Lepage
Sta., Comm. Mgr.....Marcel Leboeuf
Sales Prom., Pub. Dir.....Jean-Gay Bernier
Prog. Dir.....Michel Gariepy
Chief Engineer.....Lucien Gobeil

CJBR—Rimouski—1937

Frequency: 900 Kc.....Power: 10,000 Watts
Owned.....Cen. Pub. Service Corp., Ltd.
Business Address.....6 St. Jean St.
Tel.: RA 3-2217.....CBC
Newspaper Affil.....Le Progres Du Golfe
Station Representative.....IBS, Ltd.; Weed
President .....Jacques Brillant
Gen., Sta. Mgr.....Andre Lecomte
Sls. Prom., Prog. Dir.....S. Burgess
Publicity Director.....Harry A. Willsie
Chief Eng.....Ronald Tennett, Marcel Vallee

CJFP—Riviere-Du-Loup—1947

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Radio-Temiscouata Ltee
Address.....322 rue Lafontaine
Tel.: 2727 .....CBC
Representative .....IBS, Young
Pres., Gen. Mgr.....Armand Belle
Sta. Mgr., Pub. Dir.....Henri Bourdeau

CHRL—Roberval—1949

Frequency: 910 Kc.....Power: 1000 Watts
Owned-Operated By.....Radio Roberval Inc.
Address .....C. P. 930
Tel.: 450 .....Independent
Representative .....Jos. A. Hardy

CKRN—Rouyn—1937

Frequency: 1400 Kc.....Power: 250 Watts
Owned.....Northern Radio Nord, Inc.
Address.....P. O. Box 70
Tel.: RO 2-7741.....CBC
Representative .....Weed
Pres., Gen. Mgr.....David A. Gourd
Station Mgr.....Guy Lauzon
Comm. Mgr.....G. Chartrand
Chief Engineer.....Guy Langevin

CHGB—Ste. Anne de La Poc 1938

Freq.: 1350 Kc.....Power: 1 Kw. d., 250 W. n.
Owned .....CHGB, Ltd.
Tel.: .....CBC
Representative .....Renaud, McGillvra
General Mgr.....G. Thomas Desjardins
Station Mgr.....P. E. Hudon
Sales Prom. Mgr.....A. Freve

CKRB—St. George De Beauce 1953

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Radio-Beauce, Inc.
Tel.: 751 .....Independent
Station Rep.....Renaud; I.B.S., Ltd.
Managing, Comm. Dir..Charles A. Thibaudeau

CKJL—St. Jerome—1956

Frequency: 900 Kc.....Power: 1 Kw.
Owned .....Radio Laurentides
Address .....Hotel Lapointe
Tel.: GE 8-8383.....Independent
Representative .....Lorrie Potts
Pres., Gen. Mgr.....Jean Lalonde
Commercial Mgr.....Marcel Cadieux
Program Dir.....Hank Bassior
Sales Prom. Mgr.....Blaise Gouin
Publicity Dir.....Claude Gratton
Chief Engineer.....Jean Senecal

CKSM—Shawinigan Falls 1951

Frequency: 1220 Kc.....Power: 1000 Watts
Owned.....Shawinigan Falls Bcstg.
Address .....Box 69
Tel.: LE 6-4494.....Independent
Representative ..... Hardy
Gen. Mgr., Pub. Dir.....Allen Rogerson
Comm. Mgr.....Emilien Beaulieu
Prog. Dir.....Alain Chartier
Chief Engineer.....Ernest Brunelle

CHLT—Sherbrooke—1947

Frequency: 630 Kc.....Power: 5000 Watts
Owned-Oper. By.....La Tribune Ltee.
Business-Studio Address.....221 Dufferin St.
Tel.: LO 9-2525.....CBC
Representative.....Trans. Ocean; Young
President .....Paul Desruisseaux
General Manager.....J. Alphee Gauthier
Comm. Sales Prom. Mgr.....Jean Louis Gauthier
Prog. Dir.....Viateur Bernard
Chief Engineer.....Le. Gilbeau

CKTS—Sherbrooke—1946

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper.....Telegram Printing & Pub. Co.
Business-Studio Address.....221 Dufferin St.
Tel.: LO 9-2525.....CBC
Representative .....Hardy, Young
President.....C. B. Howard
Commercial Mgr.....Morris C. Austin
General Manager.....J. L. Gautlier
Prog. Dir.....Dick Varney
Pub. Dir.....Gordon Beerworth
Chief Eng.....Marcel Girard

CJSO—Sorel—1945

Frequency: 1320 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Radio Richelieu, Ltee
Business Studio Address.....72 du Roi St.
Tel.: RI 3-3318.....Independent
Station Representative .....Trans-Ocean
President.....J. Arthur Villeneuve
General Manager.....Henri Olivier
Station Manager.....Maurice Boulianne
Comm. Manager.....Maurice Berube
Program Director.....Claude Rochon
Sls. Prom. Manager.....L. Brouillard
Chief Engineer.....Joseph Cardin

CKLD—Thetford Mines—1950

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....Radio Megantic Ltee.
Address .....Ave Labbe
Tel.: FE 5-7500.....CBC
Representative ..... Hardy
Newspaper Affil.....Canadian Press
Pres., Sta. Manager.....Henri Lagueux
Comm. Mgr.....Will Dugre
Sls. Prom. Manager.....Lise Cote
Prog. Director.....R. Buri
Chief Engineer.....Paul Cloutier

CHLN—Three Rivers—1927

Frequency: 550 Kc.....Power: 5000 Watts
Owned-Oper. By....Radio Trois-Rivieres, Inc.
Bus.-Studio Address.....522 Bonaventure St.
Tel.: FR 4-3556.....Independent
Representative .....IBS, Young
President .....Honore Dansereau
Station Manager.....Léon Trépanier
Program Dir.....Maurice Dansereau
Comm., Prom., Pub. Dir.....Maurice Duval
Chief Engineer.....Oric Lefebvre

CKTR—Trois-Rivieres—1954

Freq.: 1150 Kc....Power: 5000 Wts. d., 1000 n.
Owned-Oper. By.....CKTR, Ltd.
Address ..... 543 Gervais St.
Tel.: FR 5-4855.....Independent
Station Representative...Cooke; Trans-Ocean
President .....Paul Aboud
Gen., Sta. Mgr.....J.-F. Rufiange
Commercial Manager.....Charles Couture
Program Director.....Jacques Dufresne
Publicity Director.....Jacques Hebert
Chief Engineer.....Herve Lapointe

CKVD—Val D'Or—1939

Frequency: 1230 Kc.....Power: 250 Watts
Owned.....Northern Radio-Radio Nord, Inc.
Address.....P. O. Box 70
Representative .....Renaud, Weed
President.....David A. Gourd
Station Manager.....Franco Capellari
Sls. Prom. Mgr., Comm. Mgr.....Yvon Martel
Chief Engineer.....Jean Guy Langevin

CFDA—Victoriaville—1951

Frequency: 1380 Kc.....Power: 1000 Watts
Owned-Oper. By...Radio Victoriaville Limitee
Address ..... Victoriaville
Tel.: PL 2-5545.....Independent
Representative.....Radio & TV Sales
President .....Dr. C. A. Gilbert
Gen., Sta., Comm. Mgr.....Roger Gilbert
Sales Prom. Mgr.....Real Vaudrevil
Prog. Dir.....J. Maurice Bilodeau

CKVM—Ville-Marie—1950

Frequency: 710 Kc.....Power: 1000 Watts
Owned-Operated By....Radio Temiscamingue
Business Address.....C.P. 330
Tel.: 710 .....CBC
Representative.....Young Canadian, Hardy
President.....Herve LeBlanc
Sta., Comm. Mgr.....Guy Burelle
Sales Promotion Mgr.....Gisele Loiselle
Prog., Pub. Dir.....Marcel Ladouceur
Chief Engineer.....Gaston Tasset

Saskatchewan

CFRG—Gravelbourg—1952

Frequency: 710 Kc., d., 1230 Kc., n.
Power: 5 Kw., d., 250 W., n.
Owned-Oper. By.....Radio Gravelbourg, Ltd.
Address .....Edifice Villeneuve
Tel.: 155 .....CBC
Representative .....Hunt
Gen., Sta., Comm. Mgr.....Dumont LePage
Sales Prom. Mgr.....Joseph E. DeGagne
Chief Engineer.....Marc Riou

CHAB—Moose Jaw—1922

Freq.: 800 Kc...Power: 10,000 Wts. d., 5000 n.
Owned-Operated By.....CHAB, Ltd.
Bus.-Studio Address.....127 Main N.
Tel.: OX 2-6464.....CBC
Station Representative .....Weed
Pres., Gen. Mgr.....Jack Moffat
Station Manager.....Sid Boyling
Commercial Manager.....Nev Skingle
Sales Prom. Mgr.....Terry McBurney

Program Director.....Jay Leddy
Chief Engineer.....M. Pickford

CJNB—North Battleford—1947

Frequency: 1460 Kc.....Power: 10,000 Watts
Owned-Oper. By.Northwestern Bcstg. Co., Ltd.
Business Address.....P.O. Box 1460
Tel.: 2477 .....Independent
Representative .....Stovin
President.....Harry S. Hay
Gen., Sta. Mgr.....Harry Dekker
Commercial Manager.....Alex Johnson
Sales Prom. Mgr., Pub. Dir...Mrs. Chris Dekker
Program Director.....Lee Sage
Chief Engineer.....Al Ruddell

CKBI—Prince Albert—1934

Frequency: 900 Kc.....Power: 10,000 Watts
Owned-Oper. By.....Central Bcstg. Co., Ltd.
Address .....10th St. West
Tel.: ROger 3-7421.....CBC
Representative .....All-Canada, Weed
General Manager.....E. A. Rawlinson
Comm., Sales Prom. Mgr.....G. Prest
Program Director.....Ian Barrie
Chief Engineer.....T. Van Nes

CBK—Regina—1939

Frequency: 540 Kc.....Power: 50 Kw.
Owned.....Canadian Bcstg. Corp.
Business Address..1840 McIntyre St., Box 347
Tel.: LAkeside 3-6641.....CBC
Sta. Mgr.....R. H. Roberts

CKCK—Regina—1922

Frequency: 620 Kc.....Power: 5000 Watts
Owned....Trans Canada Communications Ltd.
Address.....1853 Hamilton St.
Tel.: LA 2-8525.....CBC
Newspaper Affiliation.....Leader Post
Representative .....All-Canada, Weed
President .....Clifford Sifton
General Manager.....Harold A. Crittenden
Station Manger.....Donald R. Dawson
Commercial Manager.....Roy Malone
Sales Prom., Pub. Dir.....Miss Lorie Molter
Program Director.....Bob MacDonald
Chief Engineer.....E. A. Strong

CKRM—Regina—1926

Frequency: 980 Kc.....Power: 5000 Watts
Owned-Oper. By.Western Communications Ltd.
Business-Studio Address.....2060 Halifax St.
Tel.: LA 3-5661.....Independent
Representative .....Young Canadian
President.....Dr. E. A. McCusker
Gen. Manager.....W. E. Collier
Commercial Manager.....H. C. Dane
Program Director.....B. R. Hill
Chief Eng.....L. Cozine

CFNS—Saskatoon—1952

Frequency: 1170 Kc.....Power: 1000 Watts
Owned-Oper. By.....Radio-Prairies-Nord, Ltd.
Address .....1902 Broadway
Tel.: WIndsor 9-3766.....CBC
Station Rep.....IBS Ltd., Hunt; Devney
President .....Cl. Denis
Sta. Mgr.....Charles Papen
Comm. Mgr.....J. DeGagne
Prog. Dir.....M. A. Papen
Chief Engineer .....J. Lacroix

CFQC—Saskatoon—1923

Frequency: 600 Kc.....Power: 5000 Watts
Owned-Oper. By....A. A. Murphy & Sons, Ltd.
Bus.-Studio Address.....216 1st Ave., N.
Tel.: CHerry 2-6611.....CBC
Representative .....Young, Oakes
President.....A. A. Murphy
Station Mgr.....Vernon Dallin
Comm. Mgr.....E. C. Bourassa
Program Director.....Roy Currie
Chief Engineer.....Lyn Hoskins

CKOM—Saskatoon—1951

Frequency 1420 Kc.....Power: 5000 Watts
Owned..Saskatoon Community Bcstg. Co., Ltd.
Address .....Empire Hotel
Tel.: OLiver 2-1420.....Independent
Representative .....Stovin, Weed
Pres., Gen. Mgr.....R. A. Hosie
Sta., Comm. Mgr.....G. D. Tunnicliffe
Sales Prom., Pub. Dir.....Patricia Baudru
Program Director.....A. E. Stilling
Chief Engineer.....Maynard Greer

CKSW—Swift Current—1956

Frequency: 1400 Kc.....Power: 250 Watts
Owned.....Frontier City Bcstg.
Address.....134 Central Ave.
Tel.: PR 3-4605.....Independent
Representative .....Radio Reps.
Pres., Gen. Mgr.....Douglas Scott
Sta. Mgr., Prog. Dir.....Wilf Gilbey
Comm., Sales Prom. Mgr....William H. Friest
Chief Engineer.....Mac Hanna

CFSL—Weyburn—1957

Frequency: 1340 Kc.....Power: 250 Watts
Owned.....Soo Line Bcstg. Co.
Business Address.....P.O. Box 1330
Tel.: 4666 .....Independent
Sta. Rep.....Stovin-Byles; Natl. Bcst. Sales
President.....Gordon H. Russell
Gen. Mgr.....Keith D. Baker
Com. Rep.....Ivan Stinson
Program Director.....George Sillery

CJGX—Yorkton—1927

Freq.: 940 Kc...Power: 10,000 Wts. d., 1000 n.
Owned-Oper. By.....Yorkton Bcstg. Co., Ltd.
Business Address.....Tower Bldg.
Tel.: 3-2258 .....CBC
Sta. Reps.....Messner; Young Canadian
President .....Dawson Richardson
Gen. Mgr.....F. K. Tully
Sta. Mgr.....J. M. Shortreed
Comm. Mgr.....G. G. Gallagher
Prom. Mgr., Pub. Dir.....J. C. Goodman
Prog. Dir.....M. G. Phillips
Chief Engineer.....H. F. McRae

THE FOREIGN LANGUAGE RADIO MARKET
. . . Translation Know-How Is The Key

By CHARLES BALTIN

Vice President, Sales Manager
WHOM, New York City

THE most effective method of selling the Foreign Language Market is to do so in the language the listener understands best—his native tongue. But it is not enough to depend upon his knowledge of the language alone, for unless the message creates a desire for the product or service, a lot of money and motion have been wasted.

* * *

To do a good job, the foreign language commercial must be expressed not only in words the listener comprehends but in meaningful ideas as well. It is practically impossible to translate English copy verbatim into a foreign tongue. Colloquial, everyday expressions which lend impact in English often becomes a linguistic mish-mash in translation.

Sales themes must be regarded from the psychological viewpoint of the listener or they will fail to achieve the expected results. The really effective foreign language sales story takes into account many factors that consciously or subconsciously determine the consumer's buying habits.

* * *

The many problems concerned with getting over a message to a foreign-speaking market with maximum effectiveness have largely been solved, fortunately for advertising agencies and clients.

Today, most of the leading foreign language stations in the United States are equipped to handle, from all angles, the educated projection of words and ideas into the desired tongue. At WHOM, for example, there is maintained a service for consultation and translation which is available to all accounts. The station has participated in many conferences and auditions designed to pin-point the most effective methods of reaching the tremendous number of Americans who speak a second language.

The business of foreign language radio in this country has assumed major proportions. Scores of leading advertisers in the United States are using this great advertising medium with increasing success.

* * *

Once the message is prepared for foreign-language consumption, it still requires a competent announcer to deliver. Competence is measured in terms of the ability to handle the spoken word in a convincing and conversational manner without traces of any accent which belies a true knowledge of the language. Listeners love to hear their native tongue spoken correctly and fluently.

* * *

And the most conspicuous successes are scored, not surprisingly, by those advertisers who reach this vast market in the familiar vernacular and idioms of the listeners for whom the message has been specifically tailored.

STATIONS FEATURING NEGRO PROGRAMS

ALABAMA

(100% Programming)

WENN—Birmingham
WJLD—Birmingham
WEUP—Huntsville
WGOK—Mobile
WMOZ—Mobile
WRMA—Montgomery
WRBS—Tuscaloosa

(8 or more hours per week)

WRFS—Alexander City
WATM—Atmore
WAUD—Auburn
WXAL—Demopolis
WDIG—Dothan
WOOF—Dothan
WBLO—Evergreen
WOWL—Florence
WETO—Gadsden
WJHO—Opelika
WROS—Scottsboro
WHBB—Selma
WJDB—Thomasville
WTUS—Tuskegee

ARKANSAS

(100% Programming)

KOKY—Little Rock

(8 or more hours per week)

KVRC—Arkadelphia
KBBA—Benton
KLCN—Blytheville
KXJK—Forrest City
KFFA—Helena
KCLA—Pine Bluff
KOTN—Pine Bluff
KPBA—Pine Bluff
KWYN—Wynne

CALIFORNIA

(8 or more hours per week)

KICO—Calexico
KCRE—Crescent City
KGST—Fresno
KGFJ—Hollywood
KGER—Long Beach
KPOP—Los Angeles
KWBR—Oakland
KALI—Pasadena
KSAN—San Francisco

COLORADO

(8 or more hours per week)

KFSC—Denver

DELAWARE

(8 or more hours per week)

WILM—Wilmington

DISTRICT OF COLUMBIA

(100% Programming)

WOOK—Washington

FLORIDA

(100% Programming)

WOBS—Jasksonville
WFEC—Miami
WMBM—Miami Beach
WBOP—Pensacola
WTMP—Tampa

(8 or more hours per week)

WSWN—Belle Glade
WDSP—DeFuniak Springs
WFTL—Fort Lauderdale
WIRA—Fort Pierce
WRHC—Jacksonville
WMAF—Madison
WMOP—Ocala
WCNH—Quincy
WTRR—Sanford
WTNT—Tallahassee

GEORGIA

(100% Programming)

WAOK—Atlanta
WCLS—Columbus
WCRY—Macon

(8 or more hours per week)

WAAG—Adel
WJAZ—Albany
WDEC—Americus
WAUG—Augusta
WBIA—Augusta
WGIG—Brunswick
WMOG—Brunswick
WGRA—Cairo
WCLA—Claxton
WDAK—Columbus
WMJM—Cordele
WDWD—Dawson
WBHB—Fitzgerald
WFPM—Fort Valley

WHIE—Griffin
WLAG—LaGrange
WIBB—Macon
WYTH—Madison
WMTM—Moultrie
WBBN—Perry
WSGA—Savannah
WKTG—Thomasville
WGOV—Valdosta
WACL—Waycross
WBRO—Waynesboro
WBMK—West Point

ILLINOIS

(100% Programming)

WBEE—Chicago

(8 or more hours per week)

WAAF—Chicago
WGES—Chicago
WHFC—Chicago
WSBC—Chicago
WTAQ—LaGrange
WOPA—Oak Park
WROK—Rockford

INDIANA

(8 or more hours per week)

WGRY—Gary
WWCA—Gary
WJOB—Hammond
WGEE—Indianapolis

KANSAS

(8 or more hours per week)

KCKN—Kansas City
KTOP—Topeka

KENTUCKY

(100% Programming)

WLOU—Louisville

(8 or more hours per week)

WKIC—Hazard
WMLF—Pineville

LOUISIANA

(100% Programming)

WXOK—Baton Rouge
WBOK—New Orleans
WYLD—New Orleans
KOKA—Shreveport

(8 or more hours per week)

KDBS—Alexandria
KFNV—Ferriday
KLEC—Jonesville
KAOK—Lake Charles
KLPL—Lake Providence
KLIC—Monroe
KSLO—Opelousas
KTLD—Tallulah

MARYLAND

(100% Programming)

WANN—Annapolis
WEBB—Baltimore
WSID—Baltimore

(8 or more hours per week)

WITH—Baltimore
WUST—Bethesda
WDVM—Pocomoke City

MICHIGAN

(8 or more hours per week)

WJLB—Detroit
WAMM—Flint
WBBC—Flint
WCHB—Inkster

MISSISSIPPI

(100% Programming)

WOKJ—Jackson
WQIC—Meridian

(8 or more hours per week)

WGLC—Centreville
WROX—Clarksdale
WCLD—Cleveland
WACR—Columbus
WMAG—Forest
WGVM—Greenville
WMDC—Hazlehurst
WKOZ—Kosciusko
WESY—Leland
WMBC—Macon
WSJC—Magee
WHNY—McComb
WNAT—Natchez
WSSO—Starkville
WROB—West Point

MISSOURI

(100% Programming)

KPRS—Kansas City
KATZ—St. Louis
KXLW—St. Louis

(8 or more hours per week)

KSTL—St. Louis

NEVADA

(8 or more hours per week)

KENO—Las Vegas

NEW JERSEY

(8 or more hours per week)

WMID—Atlantic City
WCAM—Camden
WHBI—Newark
WBUD—Trenton

NEW MEXICO

(8 or more hours per week)

KFUN—Las Vegas

NEW YORK

(8 or more hours per week)

WLIB—New York
WOV—New York
WWRL—New York

NORTH CAROLINA

(100% Programming)

WSRC—Durham
WAAA—Winston-Salem

(8 or more hours per week)

WBBB—Burlington
WGIV—Charlotte
WCDJ—Edenton
WFMO—Fairmont
WFAI—Fayetteville
WFMC—Goldsboro
WGBG—Greensboro
WHVH—Henderson
WHPE—High Point
WISP—Kinston
WPAQ—Mt. Airy
WRAL—Raleigh
WCEC—Rocky Mount
WSAT—Salisbury
WEEB—Southern Pines
WAIR—Winston-Salem

OHIO

(100% Programming)

WCIN—Cincinnati
WJMO—Cleveland

(8 or more hours per week)

WVKO—Columbus

OKLAHOMA

(8 or more hours per week)

KWPR—Claremore
KBIX—Muskogee
KHBG—Okmulgee

PENNSYLVANIA

(100% Programming)

WHAT—Philadelphia

(8 or more hours per week)

WDAS—Philadelphia
WAMO—Pittsburgh

SOUTH CAROLINA

(100% Programming)

WYNN—Florence

(8 or more hours per week)

WANS—Anderson
WBAW—Barnwell
WBSC—Bennettsville
WPAL—Charleston
WOIC—Columbia
WJMX—Florence
WOLS—Florence
WESC—Greenville
WEAB—Greer
WJOT—Lake City
WLCM—Lancaster
WJAY—Mullins
WTND—Orangeburg
WSSC—Sumter
WALD—Walterboro

TENNESSEE

(100% Programming)

WMFS—Chattanooga
WJAK—Jackson
WLOK—Memphis
WVOL—Nashville

(8 or more hours per week)

WEAG—Alcoa
WMCH—Church Hill
WJZM—Clarksville
WDKN—Dickson
WBEJ—Elizabethton
KWEM—Memphis
WDIA—Memphis
WHEY—Millington
WLAC—Nashville
WTUC—Union City

TEXAS

(8 or more hours per week)

KJET—Beaumont
KRIC—Beaumont
KNOK—Fort Worth
KGBC—Galveston
KYOK—Houston
KSEL—Lubbock
KMHT—Marshall
KLVL—Pasadena
KFTV—Paris
KOLE—Port Arthur
KCOR—San Antonio
KDOK—Tyler

VIRGINIA

(100% Programming)

WYOU—Newport News
WRAP—Norfolk
WANT—Richmond

(8 or more hours per week)

WBTM—Danville
WEVA—Emporia
WHAP—Hopewell
WBRG—Lynchburg
WMVA—Martinsville
WSSV—Petersburg
WYTI—Rocky Mount
WHLF—South Boston

WASHINGTON

(8 or more hours per week)

KNBX—Kirkland

RADIO TELEVISION DAILY

presents

FM STATIONS

LISTED BY STATE AND CITY
WITH CALL LETTERS, CHANNEL,
FREQUENCY, ERP, LAT.–LONG.
NEW CONSTRUCTION PERMITS

1959

FIRST IN FM

CONCERT NETWORK, INC.

LAWRENCE WYNN, General Manager

28 West 44th Street BRyant 9-7530

NEW YORK	WNCN	104.3
BOSTON	WBCN	104.1
HARTFORD	WHCN	105.9
PROVIDENCE	WXCN	101.5

FM STATIONS IN OPERATION

Licensed FM stations on the air as of January 1, 1959 were as follows. This list does not include CPs granted or CP stations on the air.

As of Jan. 1, 1959

City	Call Letters	Freq.	Erp. (Kw).	Ant. Hgt. in Ft.	Licensee
ALABAMA					
Albertville	WAVU-FM	105.1	4.5	360	Sand Mt. Bcstg. Service
Alexander City	WRFS-FM	106.1	4.6	240	Piedmont Service Corp.
Andalusia	WCTA-FM	98.1	10	200	Andalusia Bcstg. Co., Inc.
Anniston	WHMA-FM	100.5	3.7	190	Anniston Bcstg. Co.
Birmingham	WAPI-FM	99.5	72	780	Ala. Bcstg. System, Inc.
	WSFM	93.7	20	80	J. V. Melonas
Clanton	WKLF-FM	100.9	.37	255	Southeastern Bcstg. Co.
Cullman	WFMH-FM	101.1	5.3	165	Voice of Cullman
Decatur	WHOS-FM	92.5	7	30	N. Ala. Bcstg. Co.
Homewood	WJLD	104.7	23	300	Johnston Bcstg. Co.
Lanett	WRLD-FM	102.9	8.5	165	Valley Bcstg. Co., Inc.
Mobile	WKRG-FM	99.9	3	310	WKRG-TV Inc.
Tuscaloosa	WTBC-FM	95.7	17.5	320	Tuscaloosa Bcstg. Co.
ARIZONA					
Globe	KWJB-FM	100.3	11	2,270	Gila Bcstg. Co.
Mesa	KTYL-FM	104.7	16	140	Greater Phoenix Bcstg. Co.
Phoenix	KELE	95.5	18	115	ANJO Bcstrs. & Tlcstrs., Inc.
Tucson	KFMM	99.5	7.2	—24	Copper State Bcstg. Corp.
ARKANSAS					
Blytheville	KLCN-FM	96.1	21	600	H. L. Sudbury
Jonesboro	KBTM-FM	101.9	8	200	Patteson Bros.
Mammoth Spring	KAMS	103.9	.31	125	Radio Station KALM
Siloam Springs	KUOA-FM	105.7	2.6	450	KUOA Inc.
CALIFORNIA					
Atherton	KPEN	101.3	18	2,400	Peninsula FM
Bakersfield	KERN-FM	94.1	9.1	240	McClatchy Newspapers
	KQXR	101.5	14.5	155	KLEF Bcstrs.
Berkeley	KPFA	94.1	54	1,330	Pacifica Foundation
	KRE-FM	102.9	19.5	—32	Central Calif. Bcstrs. Inc.
Beverly Hills	KCBH	98.7	75	1,218	A. A. Crawfora
	KLFM	105.5	.30	435	Long Beach FM Bcstg. Co.
Eureka	KRED	96.3	5.6	3,200	Redwood Bcstg. Co., Inc.
Fresno	KARM-FM	101.9	7.4	360	KARM, The Geo. Harm Station
	KMJ-FM	97.9	7.3	630	McClatchy Newspapers
	KRFM	93.7	70	4,600	Calif. Inland Bcstg. Co.
Glendale	KFMU	97.1	58	750	Brazy Bcstg. Corp.
	KUTE	101.9	82	620	R. P. Adams
Long Beach	KFOX-FM	102.3	1	120	KFOX, Inc.
	KNOB	97.9	3.4	670	Cerritos Bcstg. Co.
Los Angeles	KABC-FM	95.5	4.3	2,800	American Bcstg. Co.
	KBCA	105.1	6	2,900	Radio Beverly Hills
	KBIQ	104.3	55	2,950	KPLA, Inc.
	KBMS	105.9	60	770	Planned Music, Inc.
	KFAC-FM	92.3	59	2,810	L. A. Bcstg. Co., Inc.
	KGLA	103.5	13	430	Echo Pk. Evangelistic Assn.
	KHJ-FM	101.1	16.8	2,950	RKO Teleradio Pictures
	KHOF	99.5	100	260	The Maple Chapel
	KNX-FM	93.1	67	2,870	Columbia Bcstg. System
	KPOL-FM	93.9	38	550	Coast Radio Bcstg. Corp.
	KRHM	94.7	58	2,835	KRHM Bcstg. Co.
	KRKD-FM	96.3	54	475	Continental Telecasting Corp.
Marysville	KWYC-FM	99.9	4.9	150	Marysville-Yuba City Bcstrs.
Modesto	KBEE-FM	103.3	11.5	150	McClatchy Bcstg. Co.
	KTRB-FM	104.1	4.7	283	KTRB Bcstg. Co., Inc.
Oakland	KAFE	98.1	1.5	1,080	D. X. Solo
Ontario	KASK-FM	93.5	1	—415	The Daily Report Co.

(Continued on Page 709)

ASCAP AND THE BROADCASTERS
. . . Next Step: The U. S. District Court

By EMANUEL DANNETT

Counsel, All-Industry Radio Music License Committee

ALL-INDUSTRY Radio Music License Committee was formed on May 1, 1958. The music licensing situation at the time of the Committee's organization was entirely different from that which prevailed in 1940.

In 1940, when the radio industry was confronted with a demand by ASCAP for a substantial increase in license fees, broadcasters had these choices: to capitulate to ASCAP's demands; or to cease broadcasting ASCAP music. No other choice was available. To have broadcast without an ASCAP license would have been unthinkable since that would have subjected stations to liability in astronomical sums for copyright infringement. The industry thus chose the only genuinely available course and abandoned the use of ASCAP music until licenses containing fair and equitable terms could be negotiated.

Today, ASCAP is functioning under the Consent Decree of 1950. Under that decree, any station, upon the expiration of its license, is entitled to broadcast ASCAP music merely by sending a written notice to ASCAP stating it desires to broadcast ASCAP compositions. Thus, unlike the situation in 1940, today a station can continue to broadcast ASCAP compositions without fear of copyright infringement and without the necessity of first having accepted ASCAP's terms as to license fees. Under the Consent Decree, if no agreement is reached with ASCAP as to fees, the station must commence a rate case in the United States District Court for the Southern District of New York. That court will determine what constitutes reasonable fees to ASCAP.

Meetings were held with ASCAP on November 6 and December 2 and 3. Prior to those meetings, the Committee undertook a survey of industry conditions to determine the proposals to be submitted to ASCAP.

The emergence of television, during the past decade, as the dominant entertainment medium and its adverse effect upon radio, the substantial reduction in radio network programs, the substantial increase in the number of radio stations, and the change in the industry pattern from the sale of programs to spot announcements, led the Committee to conclude that many of the provisions of ASCAP's licenses were today obsolete and that a substantial improvement in the terms of the licenses was required.

The problems of radio broadcasters were reviewed at length at the ASCAP meetings, and the Committee there pointed out the reasons why the licenses, and especially the fees, should be substantially revised. However, hopes of reaching an amicable understanding were shattered when, on December 3, the Committee was informed that no financial concession of any kind would be made.

This left the broadcasters with the alternative either of accepting ASCAP's proposal for the renewal of its licenses on the old terms, or of proceeding under the ASCAP Consent Decree in a rate case before the United States District Court. All the stations represented by Committee members have elected to proceed by the route of the Consent Decree.

City	Call Letters	Freq.	Erp. (Kw).	Ant. Hgt. in Ft.	Licensee
Sacramento	KCRA-FM	96.1	11	380	KCRA, Inc.
	KFBK-FM	92.5	1.9	—115	McClatchy Newspapers
	KJML	95.3	1	158	Town & Country Bcstrs.
	KXOA-FM	107.9	12.5	200	Cal-Val Radio, Inc.
San Diego	KDWD	98.1	3.7	650	Los Tres Diablos Bcstrs.
	KFSD-FM	94.1	33	425	KFSD, Inc.
	KITT	105.3	56	180	Music Unlimited
San Fernando	KVFM	94.3	.86	—130	San Fernando Valley Bcstg. Co.
San Francisco	KCBS-FM	98.9	35	640	Columbia Bcstg. System, Inc.
	KEAR	97.3	82	1,100	Electronic Service Corp.
	KGO-FM	103.7	23.6	930	Amer. Bcstg.-Paramount Theatres
	KNBC-FM	99.7	45	1,240	National Bcstg. Co., Inc.
	KSFR	94.9	9.5	1,170	K.S.F.R. Inc.
San Jose	KSJO-FM	92.3	1.4	—66	Santa Clara Broadcasting
Santa Ana	KWIZ-FM	96.7	1	160	Voice of Orange Empire, Inc.
Santa Barbara	KRCW	97.5	17.5	2,890	C. A. Warren
Santa Maria	KSMA-FM	102.5	27	—57	Groom & Hagerman
Sausalito	KDFC	102.1	33	1,050	Sundial Bcstg. Corp.
West Covina	KDWC	98.3	.81	250	Pacific-South Bcstg. Co.

COLORADO

Boulder	KRNW	97.3	2	—730	Colorado Recording Co.
Denver	KDEN-FM	99.5	1.5	594	KDEN Bcstg. Corp.
	KFML-FM	98.5	2.35	580	Note Bcstg. Co.
	KTGM	105.1	10	250	Good Music Associates
Manitou Springs	KSMS-FM	102.7	10	—780	Garden of Gods Bcstg. Co.

CONNECTICUT

Brookfield	WGHF	95.1	20	500	Easton Bcstg. System, Inc.
Danbury	WLAD-FM	98.3	.34	280	Berkshire Bcstg. Corp.

Hartford	WHCN	105.9	7	750	Concert Network Inc.

Owner: Concert Network, Inc.; Year Established: 1956; Address: P.O. Box 1062, Hartford, Conn.; Phone: BEverly 5-8622; President: T. M. Hastings; Program Director: John Quincy Adams; Chief Engineer: William Meola.

Hartford	WTIC-FM	96.5	8	705	Travelers Bcstg. Service Corp.
Meriden	WMMW-FM	95.7	20	1,100	Silver City Crystal Co.
New Haven	WNHC-FM	99.1	10	630	Triangle Publications, Inc.
Stamford	WSTC-FM	96.7	.65	305	Western Conn. Bcstg. Co.

DELAWARE

Dover	WDOV-FM	94.7	2.8	200	Dover Bcstg. Corp.
Wilmington	WDEL-FM	93.7	20	460	Delmarva Bcstg. Co.
	WJBR	99.5	19	500	J. B. Reynolds

DISTRICT OF COLUMBIA

Washington	WASH	97.1	15	470	Comm'l Radio Equipt. Co.
	WFAN	100.3	9.4	320	United Bcstg. Co., Inc.
	WGMS-FM	103.5	20	440	Good Music Station, Inc.
	WMAL-FM	107.3	20	450	Evening Star Bcstg. Co.
	WOL-FM	98.7	20	485	Washington Bcstg. Co.
	WRC-FM	93.9	20	484	National Bcstg. Co., Inc.
	WTOP-FM	96.3	20	390	Washington Post Co.
	WWDC-FM	101.1	20	410	WWDC, Inc.

FLORIDA

Daytona Beach	WNDB-FM	94.5	8.5	330	News-Journal Corp.
Gainesville	WRUF-FM	104.1	12	407	Univ. of Fla.
Hallandale	WSJG	94.9	56	460	H'dale Drive-In Theatres, Inc.
Jacksonville	WJAX-FM	95.1	7.7	560	City of Jacksonville
	WMBR-FM	96.1	50	850	Fla. Bcstg. Co.
	WZFM	96.9	9.7	350	Radio Jax, Inc.
Miami	WCKR-FM	97.3	100	250	Biscayne TV Corp.
	WGBS-FM	96.3	1.55	80	Storer Bcstg. Co.
	WMET-FM	93.9	13	170	Community Service Bcstrs. Inc.
	WWPB-FM	101.5	9.2	275	P. Brake

(Continued on Next Page)

City	Call Letters	Freq.	Erp. (Kw).	Ant. Hgt. in Ft.	Licensee
Orlando	WDBO-FM	92.3	25	500	Orlando Bcstg. Co.
	WHOO-FM	96.5	59	460	WHOO Radio Inc.
	WORZ	100.3	16.5	300	Central Fla. Bcstg. Co.
Palm Beach	WWPG-FM	97.9	22	235	Palm Beach Radio Inc.
Panama City	WDLP-FM	98.9	1.6	300	Dixie Radio, Inc.
Tampa	WDAE-FM	100.7	65	434	Tampa Times Co.
	WFLA-FM	93.3	46	910	The Tribune Co.
	WPKM	104.7	10.5	160	FM Bcstrs.

GEORGIA

Athens	WGAU-FM	102.5	4.4	365	Clark Bcstg. Corp.
Atlanta	WAGA-FM	103.3	36	960	Storer Bcstg. Co.
	WGKA-FM	92.9	9.4	270	Glenkaren Associates, Inc.
	WSB-FM	98.5	45.48	770	Atlanta Newspapers, Inc.
Augusta	WAUG-FM	105.7	5.5	100	Garden City Bcstg. Co.
	WBBQ-FM	103.7	19.3	682	Musicast of the South, Inc.
Columbus	WRBL-FM	93.3	25	570	Columbus Bcstg. Co.
Gainesville	WDUN-FM	103.9	.34	175	Northeast Ga. Bcstg. Co.
LaGrange	WLAG-FM	104.1	2.3	180	LaGrange Bcstg. Co.
Macon	WMAZ-FM	99.1	3	170	Southeastern Bcstg. Co.
Newnan	WCOH-FM	96.7	.33	240	Newnan Bcstg. Co.
Savannah	WTOC-FM	97.3	7.9	397	Savannah Bcstg. Co., Inc.
Toccoa	WLET-FM	106.1	.73	190	R. G. LeTourneau

HAWAII

Honolulu	KAIM-FM	95.5	5.7	—290	Christian Bcstg. Assn.

ILLINOIS

Anna	WRAJ-FM	92.7	1	250	Anna Bcstg. Co.
Bloomington	WJBC-FM	101.5	5.1	425	Bloomington Bcstg. Corp.
Carmi	WROY-FM	97.3	11	210	Carmi Bcstg. Co.
Champaign	WDWS-FM	97.5	27	430	Champaign News Gazette Inc.
Chicago	WBBM-FM	96.3	10.5	560	Columbia Bcstg. System, Inc.
	WCLM	101.9	18	500	Carol Music, Inc.
	WDHF	95.5	52	270	DeHaan Hi-Fi, Inc.
	WEBH	93.9	35	240	Buddy Black Bcstg. Co.
	WEFM	99.5	44	560	Zenith Radio Corp.
	WENR-FM	94.7	4.3	580	American Bcstg. Co., Inc.
	WFMF	100.3	33	540	Functional Music Inc.
	WFMT	98.7	29.5	550	Gale Bcstg. Co., Inc.
	WKFM	103.5	50	500	F. S. Kovas, Jr.
	WMAQ-FM	101.1	24	640	National Bcstg. Co., Inc.
	WNIB	97.1	11	210	Northern Ill. Bcstg. Co., Inc.
	WSEL	104.3	40	567	F. J. Curtis
Cicero	WEHS	97.9	21	200	WHFC, Inc.
Decatur	WSOY-FM	102.1	31	460	Illinois Bcstg. Co.
Effingham	WSEI	95.7	20	295	Illinois Bcstg. Co.
Elmwood Pk.	WXFM	105.9	32	250	E. R. C. Schoonfield
Evanston	WEAW-FM	105.1	36	300	North Shore Bcstg. Co., Inc.
Harrisburg	WEBQ-FM	99.9	1.65	305	First Trust Association
Jacksonville	WLDS-FM	100.5	9	340	Jacksonville Radio & TV Bcstg.
Mattoon	WLBH-FM	96.9	23	190	Mattoon Bcstg. Co.
Mt. Vernon	WMIX-FM	94.1	15.2	550	Mt. Vernon Radio & TV Co.
Oak Park	WOPA-FM	102.7	3.6	260	Village Bcstg. Co.
Olney	WVLN-FM	92.9	18.5	338	Illinois Bcstg. Co.
Paris	WPRS-FM	98.3	1	225	Paris Bcstg. Co.
Peoria	WMBD-FM	92.5	2.5	550	WMBD, Inc.
Quincy	WGEM-FM	105.1	8.3	640	Quincy Newspapers, Inc.
	WTAD-FM	99.5	27	770	Lee Bcstg. Inc.
Rockford	WROK-FM	97.5	16	300	Rockford Bcstrs. Inc.
Rock Island	WHBF-FM	98.9	3.7	380	Rock Island Bcstg. Co.
Springfield	WTAX-FM	103.7	6.7	315	WTAX Inc.

INDIANA

Bloomington	WFIU	103.7	33	200	Indiana Univ.
Columbus	WCSI-FM	98.3	.76	231	White River Bcstg. Co.
Connersville	WCNB-FM	100.3	9.8	270	News-Examiner Co.
Crawfordsville	WBBS	106.3	1	58	First Baptist Church
Elkhart	WTRC-FM	100.7	9.7	350	Truth Radio Corp.
Evansville	WIKY-FM	104.1	19	450	South Central Bcstg. Corp.
Hammond	WJOB-FM	92.3	3.1	400	South Shore Bcstg. Corp.
Indianapolis	WFMS	95.5	4.5	110	Williams FM Service
Jasper	WITZ-FM	104.7	1.65	280	Jasper on the Air, Inc.
Madison	WORX-FM	96.7	.35	290	Electronic Laboratories, Inc.
Marion	WMRI-FM	106.9	31	275	Chronicle Publishing Co., Inc.
Muncie	WMUN	104.1	7.4	286	Tri-City Radio Corp.

City	Call Letters	Freq.	Erp. (Kw).	Ant. Hgt. in Ft.	Licensee
Newcastle	WCTW	102.5	4	250	Courier-Times Inc.
Terre Haute	WTHI	99.9	7.4	365	Wabash Valley Bcstg Corp.
Wabash	WAIU-FM	97.5	4.6	88	Wabash-Peru Bcstg. Co., Inc.
Warsaw	WRSW-FM	107.3	34	230	Reub William & Son
Washington	WFML	106.5	14	365	Washington Radio Inc.

IOWA

Boone	KFGQ-FM	99.3	.31	200	Boone Biblical College
Clinton	KROS-FM	96.1	13	400	Clinton Bcstg. Co.
Davenport	WOC-FM	103.7	33	490	Tri-City Bcstg. Co.
Des Moines	WHO-FM	100.3	24	690	Central Bcstg. Co.
Dubuque	WDBQ-FM	103.3	15	335	Dubuque Bcstg. Co.
Mason City	KGLO-FM	101.1	16	230	Lee Radio, Inc.
Muscatine	KWPC-FM	99.7	.78	290	Muscatine Bcstg. Co., Ltd.
Storm Lake	KAYL-FM	101.5	8.9	370	Cornbelt Bcstg. Co.

KANSAS

Wichita	KFH-FM	100.3	11	410	Radio Sta. KFH Co.

KENTUCKY

Ashland	WCMI-FM	93.7	2.75	200	Edwina Bcstg. Co.
Central City	WNES-FM	101.9	21.5	215	Muhlenberg Bcstg. Co.
Fulton	WFUL-FM	104.9	.5	155	Ken-Tenn Bcstg. Corp.
Henderson	WSON-FM	99.5	20	400	Henderson Bcstg. Co., Inc.
Hopkinsville	WHOP-FM	98.7	8.7	210	Hopkinsville Bcstg. Co.
Lexington	WLAP-FM	94.5	3.5	320	WLAP Radio Inc.
Madisonville	WMFW-FM	93.9	2.5	450	Messenger Bcstg. Co., Inc.
Mayfield	WNGO-FM	94.7	.583	203	W. Ky. Bcstg. Co., Inc.
Owensboro	WOMI-FM	92.5	19.5	375	Owensboro Bcstg. Co.
	WVJS-FM	96.1	10	370	Owensboro on the Air, Inc.
Paducah	WKYB-FM	93.3	31	430	Barrington Co. of Ky.
	WPAD-FM	96.9	36	335	Paducah Bcstg. Co., Inc.
Somerset	WSFC-FM	92.3	3	210	Southeastern Bcstg. Co.

LOUISIANA

Alexandria	KALB-FM	96.9	8.4	393	Alexandria Bcstg. Co.
Baton Rouge	WBRL	98.1	7.6	460	Baton Rouge Bcstg. Co., Inc.
Monroe	KMLB-FM	104.1	17	220	Liner's Bcstg. Sta., Inc.
New Orleans	WDSU-FM	105.3	3.4	590	WDSU Bcstg. Co.
	WRCM	97.1	5.9	250	Supreme Bcstg. Co., Inc.
	WWMT	95.7	44	215	Fidelity Bcstg. Co.
Shreveport	KRMD-FM	101.1	11.5	200	Radio Station KRMD
	KWKH-FM	94.5	13.5	390	International Bcstg. Corp.

MAINE

Caribou	WFST-FM	97.7	.19	185	Northern Bcstg. Co.
Lewiston	WCOU-FM	93.9	9.6	250	Twin City Bcstg. Co., Inc.

MARYLAND

Annapolis	WNAV-FM	99.1	16.6	370	Capital Bcstg. Co.
Baltimore	WCAO-FM	102.7	20	400	Plough Bcstg. Co., Inc.
	WITH-FM	104.3	20	500	Md. Bcstg. Co.
Bethesda	WUST-FM	106.3	.5	320	Broadcast Management, Inc.
Bradbury Hgts.	WPGC	95.5	15.5	280	WPGC, Inc.
Cumberland	WCUM-FM	102.9	1.25	—4	Tower Realty Co.
Hagerstown	WARK-FM	106.9	2.2	225	United Bcstg. Co. of W. Md.
	WJEJ-FM	104.7	9.4	1,340	Hagerstown Bcstg. Co.

MASSACHUSETTS

Boston	WBCN	104.1	20	490	Concert Network Inc.

Owner: Concert Network Inc.; Year Established: 1958; Address: 171 Newbury St., Boston 16, Mass.; Phone: COpley 7-6020; President: T. M. Hastings; General and Station Manager: John Thornton; Program Director: John Quincy Adams; Chief Engineer: Kim Kirshway.

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City	Call Letters	Freq.	Erp. (Kw).	Ant. Hgt. in Ft.	Licensee
Boston	WBZ-FM	106.7	2.8	1,040	Westinghouse Bcstg. Co., Inc.
	WCOP-FM	100.7	20	495	Plough Bcstg. Corp.
	WEEI-FM	103.3	20	430	Columbia Bcstg. System, Inc.
	WHDH-FM	94.5	20	455	WHDH, Inc.
	WRKO-FM	98.5	20	410	RKO Teleradio Pictures, Inc.
Brockton	WBET-FM	97.7	.8	275	Enterprise Publishing Co.
Cambridge	WHRB-FM	107.1	.96	44	Harvard Radio Bcstg. Co., Inc.
Cambridge	WXHR	96.9	20	440	Middlesex Bcstg. Co.

Owner: Middlesex Broadcasting Co.; Address: Cambridge, Mass.; Manager: Wallace Dunlap.

Greenfield	WHAI-FM	98.3	1	—240	Haigis Bcstg. Corp.
Lowell	WLLH-FM	99.5	12.2	600	Merrimac Bcstg. Co., Inc.
New Bedford	WBSM-FM	97.3	2.5	330	Bay State Bcstg. Co.
	WNBH-FM	98.1	20	380	E. Anthony & Sons, Inc.
Springfield	WHYN-FM	93.1	3.2	1,000	Hampden-Hampshire Corp.
	WMAS-FM	94.7	1.35	175	WMAS Inc.
Waltham	WCRB-FM	102.5	9.2	180	Charles River Bcstg. Co.
West Yarmouth	WOCB-FM	94.3	1	155	E. Anthony & Sons
Worcester	WTAG-FM	96.1	10	640	WTAG Inc.

MICHIGAN

Benton Harbor	WHFB-FM	99.9	9.2	230	Palladium Publishing Co.
Coldwater	WTVB-FM	98.3	.26	230	Twin Valley Bcstrs. Inc.
Dearborn	WKMH-FM	100.3	7.1	190	Knorr Bcstg. Corp.
Detroit	WDET-FM	101.9	52	320	Wayne State Univ.
	WHFI	94.7	20.5	220	Meadowcraft Bcstg. Inc.
	WJBK-FM	93.1	30	440	Storer Bcstg. Co.
	WJR-FM	96.3	24	483	The Goodwill Station, Inc.
	WMUZ	103.5	19.5	180	Alpha Bcstg. Co.
	WMZK	97.9	10	430	Booth Bcstg. Co.
	WWJ-FM	97.1	50	480	Evening News Assn. Inc.
	WXYZ-FM	101.1	27	880	WXYZ Inc.
Grand Rapids	WJEF-FM	93.7	115	420	Fetzer Bcstg. Co.
	WLAV-FM	96.9	1.75	210	Stevens-Wismer Bcstg. Inc.
Oak Park	WLDM	95.5	20	430	Lincoln Bcstg. Co.
Royal Oak	WOMC	104.3	61	390	Sparks Bcstg. Co.
Saginaw	WSAM-FM	98.1	1.7	330	Knorr Bcstg. Corp.
Sturgis	WSTR-FM	103.1	.285	210	WSTR, Inc.

MINNESOTA

Mankato	KYSM-FM	103.5	14	525	Southern Supply Co.
Minneapolis	KTIS-FM	98.5	5.3	250	Northwestern Bible College
	KWFM	97.1	21	150	Fidelity Bcstg. Co.
	WLOL-FM	99.5	9.7	320	WLOL-FM Corp.
St. Cloud	KFAM-FM	104.7	15	425	The Times Publishing Co.
Winona	KWNO-FM	97.5	18.5	610	Winona Radio Service

MISSISSIPPI

Jackson	WJDX-FM	102.9	50	6,000	Lamar Life Ins. Co.

MISSOURI

Clayton	KFUO-FM	99.1	6.7	260	Lutheran Church, Mo. Synod
Joplin	WMBH-FM	96.1	70	450	O'Brien & Assoc., Inc.
Kansas City	KCMK	93.3	35	300	FM Bcstrs. Inc.
	KSMO-FM	94.9	56	390	Meredith Engr. Co.
Kennett	KBOA-FM	98.9	6.9	320	Kennett Bcstg. Corp.
Poplar Bluff	KWOC-FM	94.5	14	215	Poplar Bluff Broadcasting Co.
St. Louis	KCFM	93.7	70	550	Commercial Bcstg. Co.
Springfield	KTTS-FM	94.7	9.1	660	Independent Bcstg. Co.
West Plains	KWPM-FM	93.9	3.4	130	R. F. Neathery

NEBRASKA

Lincoln	KFMQ	95.3	.32	100	H. Burton

City	Call Letters	Freq.	Erp. (Kw).	Ant. Hgt. in Ft.	Licensee
NEVADA					
Reno	KNEV	95.5	10.5	35	E. B. Cobb
NEW HAMPSHIRE					
Berlin	WKCQ	103.7	10	290	McKee Bcstg. Co., Inc.
Claremont	WTSV-FM	106.1	3.4	1,000	Grandview, Inc.
Manchester	WKBR-FM	95.7	3.6	940	Granite State Bcstg. Co., Inc.
Mt. Washington	WMTW-FM	94.9	49	3,850	Mt. Washington TV Inc.
Nashua	WOTW-FM	106.3	1	195	Gateway Bcstg. Corp.
NEW JERSEY					
Asbury Park	WJLK-FM	94.3	1	250	Asbury Park Press, Inc.
Bridgeton	WSNJ-FM	98.9	9	480	Eastern States Bcstg. Corp.
Camden	WKDN-FM	106.9	7.3	340	South Jersey Bcstg. Co.
Newark	WNTA-FM	94.7	15	621	NTA Radio Broadcasting
New Brunswick	WCTC-FM	98.3	1	110	Raritan Valley Bcstg. Co., Inc.
Paterson	WPAT-FM	93.1	20	310	WPAC, Inc.
Princeton	WPRB	103.9	.85	195	Princeton Bcstg. Service Inc.
Trenton	WTOA	97.5	14.5	275	Mercer Bcstg. Co.
Zarephath	WAWZ-FM	99.1	4.8	175	Pillar of Fire, Inc.
NEW MEXICO					
Albuquerque	KHFM	96.3	1.5	140	CHE Bcstg. Co., Inc.
Los Alamos	KRSN-FM	98.5	4.6	—33	Parker & Burns
Tularosa	KMFM	97.9	13	—160	Tularosa Bcstg. Corp.
NEW YORK					
Auburn	WMBO-FM	96.1	18	520	WMBO, Inc.
Babylon	WTFM	103.5	15	120	WGLI, Inc.
Binghamton	WKOP-FM	95.3	.420	320	Binghamton Bcstrs., Inc.
	WNBF-FM	98.1	1	912	Triangle Publications, Inc.
Buffalo	WBEN-FM	106.5	110	1,350	WBEN, Inc.
	WBNY-FM	92.9	48.5	500	Albertson Bcstg. Corp.
	WWOL-FM	104.1	.250	310	Greater Erie Bcstg. Co.
Cherry Valley	WRRC	101.9	5.4	1,080	Northeast Radio Corp.
Corning	WCLI-FM	106.1	4.2	500	Radio Corning, Inc.
Cortland	WKRT-FM	99.9	14	270	Radio Cortland, Inc.
DeRuyter	WRRD	105.1	5.3	560	Northeast Radio Corp.
Hempstead	WHLI-FM	98.3	1	250	FM Bcstg. Corp.
Hornell	WWHG-FM	105.3	8.3	560	Ra-Tel Bcstrs. Inc.
Ithaca	WBRA	103.7	5.6	890	Northeast Radio Corp.
	WHCU-FM	97.3	40	730	Cornell Univ.
	WVBR-FM	93.5	.175	—210	Cornell Radio Guild, Inc.
Jamestown	WJTN-FM	93.3	9.5	735	James Bcstg. Co.
Kenmore	WINE-FM	103.3	4.6	230	Western N. Y. Bcstg. Co.
Massena	WMSA-FM	105.3	13	335	The Brockway Co.
New York	WABC-FM	95.5	6.5	760	American Bcstg. Co.
	WBAI	99.5	18	588	WBAI-FM Inc.
	WBFM	101.9	10.3	650	Muzak Corp.
	WCBS-FM	101.1	1.5	1,270	Columbia Bcstg. System, Inc.
	WEVD-FM	97.9	20	340	DEBS Memorial Radio Fund, Inc.
	WHOM-FM	92.3	11	630	Progress Bcstg. Corp.
	WNCN	104.3	15	560	Concert Network Inc.

New York	WNCN	104.3	15	560	Concert Network Inc.

Owner: Concert Network Inc.; Year Established: 1957; Address: 28 West 44th St., N.Y.C.; Phone: BRyant 9-7530; President: T. M. Hastings; General and Commercial Manager: Lawrence L. Wynn; Program Director: John Quincy Adams; Chief Engineer: David Passell.

	WNEW-FM	102.7	.54	1,360	Metropolitan Bcstg. Corp.
	WNYC-FM	93.9	18	535	NYC Municipal Bcstg. System
	WOR-FM	98.7	1.7	1,260	RKO Teleradio Pictures, Inc.
	WQXR-FM	96.3	11	675	Interstate Bcstg. Co., Inc.
	WRCA-FM	97.1	1.1	1,445	National Bcstg. Co., Inc.
Niagara Falls	WHLD-FM	98.5	46	420	E. C. Hull
Olean	WHDL-FM	95.7	43	830	WHDL, Inc.
Patchogoe	WALK	97.5	15	520	Suffolk Bcstg. Corp.
	WPAC-FM	106.1	8.3	145	Patchoque Bcstg. Co., Inc.

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City	Call Letters	Freq.	Erp. (Kw).	Ant. Hgt. in Ft.	Licensee
Poughkeepsie	WKIP-FM	104.7	2.3	1,120	Dutchess County Bcstg. Corp.
Rochester	WHFM	98.9	8.7	240	Riggs & Greene Bcstg. Corp.
Schenectady	WGFM	99.5	6	805	General Electric Co.
S. Bristol	WRRE	95.1	5.3	990	Northeast Radio Corp.
Syracuse	WDDS-FM	93.1	97	660	Functional Bcstg. Inc.
	WONO	100.9	.26	475	Sentinel Heights FM Bcstrs.
	WSYR-FM	94.5	10	480	Central New York Bcstg. Corp.
Troy	WFLY	92.3	5.4	840	Troy Record Co.
Utica	WRUN-FM	105.7	4.3	490	Rome Sentinel Co.
Wethersfield	WRRL	107.7	5.4	460	Northeast Radio Corp.
White Plains	WFAS-FM	103.9	.12	675	Westchester Bcstg. Corp.
Woodside	WRFM	105.1	20	235	Long Island Bcstg. Corp.

NORTH CAROLINA

Albemarle	WABZ-FM	100.9	.75	52	Radio Station WABZ Inc.
Asheboro	WGWR-FM	92.3	10	650	Asheboro Bcstg. Co., Inc.
Asheville	WLOS-FM	104.3	9.2	130	Skyway Bcstg. Corp.
Burlington	WBBB-FM	101.1	3.8	410	Alamance Bcstg. Co., Inc.
	WFNS-FM	93.9	2.8	250	Burlington-Graham Bcstg. Co.
Charlotte	WSOC-FM	103.5	35	415	WSOC Bcstg. Co.
Durham	WDBC-FM	105.1	36	380	Durham Radio Corp.
Elkin	WIFM-FM	100.9	.35	—35	Tri-County Bcstg. Co., Inc.
Fayetteville	WFNC-FM	98.1	14	290	Cape Fear Bcstg. Co.
Forest City	WBBO-FM	93.3	1.5	345	Rutherford County Radio Co.
Franklin	WFSC-FM	94.5	.93	—310	Macon County Bcstg. Co.
Gastonia	WGNC-FM	101.9	11.1	890	C. T. McSwain
Goldsboro	WEQR	96.9	16	360	Eastern Carolina Bcstg. Co., Inc.
Greensboro	WMDE	98.7	5.8	110	H. C. Hall
Henderson	WHNC-FM	92.5	9	260	Henderson Radio Corp.
Hendersonville	WHKP-FM	102.5	9.5	2	Radio Hendersonville
High Point	WHPE-FM	95.5	13	395	High Pt. Bcstg. Co.
	WMFR-FM	99.5	8	350	WMFR Inc.
	WNOS-FM	100.3	2.7	195	Statesville Bcstg. Co.
Laurinburg	WEWO-FM	96.5	9.2	215	Scotland Bcstg. Co.
Leaksville	WLOE-FM	94.5	20	96	WLOE Inc.
Lexington	WBUY-FM	94.3	.3	210	Davidson County Bcstg. Co.
Marion	WMIT	106.9	36	3,100	Mt. Mitchell Bcstrs. Inc.
Raleigh	WKIX-FM	96.1	30	420	WKIX Broadcasting Co.
	WPTF-FM	94.7	50	560	WPTF Radio Co.
	WRAL-FM	101.5	54	325	Capitol Bcstg. Co., Inc.
Reidsville	WREV-FM	102.1	1.6	330	Reidsville Bcstg. Co.
Rocky Mount	WEED-FM	92.1	.27	160	W. A. Wynne
	WFMA	100.7	33	400	Eastern Carolina Electronics
Salisbury	WSTP-FM	106.5	2.9	250	WSTP, Inc.
Sanford	WWGP-FM	105.5	.49	340	WWGP Bcstg. Corp.
Shelby	WOHS-FM	96.1	2.6	460	Western Carolina Radio Corp.
Statesville	WFMX	105.7	2.4	335	Statesville Bcstg. Co., Inc.
Tarboro	WCPS-FM	104.3	7	260	Coastal Plains Bcstg. Co.
Thomasville	WTNC-FM	98.3	.45	250	Thomasville Bcstg. Co.
Winston-Salem	WAIR-FM	93.1	34	370	Forsythe Bcstg. Co.
	WSJS-FM	104.1	42	160	Piedmont Publishing Co.

OHIO

Akron	WAKR-FM	97.5	4.4	260	Summit Radio Corp.
Alliance	WFAH-FM	101.7	1	160	Review Publishing Co.
Ashland	WNCO-FM	101.3	10.2	380	Radio Ashland, Inc.
Ashtabula	WICA-FM	103.7	40	270	WICA Inc.
Bellaire	WTRX-FM	100.5	9	500	WTRX Inc.
Canton	WHBC-FM	94.1	15	390	Ohio Broadcasting Co.
Cincinnati	WCPO-FM	105.1	12.5	590	Scripps-Howard Radio Inc.
	WKRC-FM	101.9	15.5	530	Radio Cincinnati Inc.
	WSAI-FM	102.7	14.7	550	Gordon Bcstg. Co.
Cleveland	KYW-FM	105.7	27	900	Westinghouse Bcstg. Co., Inc.
	WDOK-FM	102.1	31	120	Civic Bcstrs. Inc.
	WERE-FM	98.5	40	600	Cleveland Bcstg. Co., Inc.
	WGAR-FM	99.5	31	410	Peoples Bcstg. Corp.
	WHK-FM	100.7	11.5	620	Forest City Publishing Co.
	WJW-FM	104.1	2.8	510	Storer Bcstg. Co.
Cleveland Hgts.	WSRS-FM	95.3	1	250	WSRS Inc.
Columbus	WBNS-FM	97.1	54	315	RadiOhio, Inc.
	WCOL-FM	92.3	6.8	350	Air Trails, Inc.
	WVKO-FM	94.7	52	220	Sky-Way Bcstg. Corp.
Dayton	WHIO-FM	99.1	19	515	Miami Valley Bcstg. Corp.
Elyria	WEOL-FM	107.3	15	290	Elyria-Lorain Bcstg. Co.
Findlay	WFIN-FM	100.5	8.2	240	Findlay Publishing Co.
Fostoria	WFOB-FM	96.7	1	215	Seneca Radio Corp.
Fremont	WFRO-FM	99.3	1	200	Wolfe Bcstg. Corp.
Hamilton	WQMS	96.7	.29	285	Community Bcstg. Co.
Lima	WIMA-FM	102.1	15	250	Northwestern Ohio Bcstg. Corp.
Marion	WMRN-FM	106.9	25	330	Marion Bcstg. Co.
Mt. Vernon	WMVO-FM	93.7	2.9	270	Mt. Vernon Bcstg. Co.
Newark	WCLT-FM	100.3	8.5	370	WCLT Radio Inc.
Portsmouth	WPAY-FM	104.1	7	520	P. F. Braden
Springfield	WBLY-FM	103.9	1	62	Champion City Bcstg. Co.
Steubenville	WSTV-FM	103.5	3.1	880	WSTV, Inc.

City	Call Letters	Freq.	Erp. (Kw).	Ant. Hgt. in Ft.	Licensee
Toledo	WMHE	92.5	10	135	Hillebrand Electronics
	WSPD-FM	101.5	23	440	Storer Bcstg. Co.
	WTOD-FM	99.9	8.8	160	Booth Bcstg. Co.
	WTOL-FM	104.7	1.3	156	Community Bcstg. Co.
Wooster	WWST-FM	104.5	13	330	Wooster Republican Printing Co.
Youngstown	WKBN-FM	98.9	50	545	WKBN Bcstg. Corp.

OKLAHOMA

Oklahoma City	KEFM	94.7	2.9	125	C. E. Williams
	KYFM	98.9	1.5	155	Capitol City Bcstg. Co.
Stillwater	KSPI	93.9	3.9	300	Stillwater Publishing Co.

OREGON

Eugene	KUGN-FM	99.1	.39	60	KUGN, Inc.
Grants Pass	KGPO	96.9	1.3	—475	Southern Ore. Bcstg. Co.
Portland	KEX-FM	92.3	56	955	Westinghouse Bcstg. Co.
	KOIN-FM	101.1	48	1,390	Mt. Hood Radio & TV Bcstg. Corp.
	KPFM	97.1	33	900	Bcstrs. Ore. Ltd.
	KPOJ-FM	98.7	4.4	1,100	KPOJ, Inc.
	KQFM	100.3	17	960	H. Q. Cox

PENNSYLVANIA

Allentown	WFMZ	100.7	4.8	835	WFMZ, Inc.
Altoona	WVAM-FM	100.1	.36	—345	General Broadcasting Corp.
Bethlehem	WGPA-FM	95.1	10	630	Bethlehem's Globe Pub. Co.
Bloomsburg	WHLM-FM	106.5	8.8	600	Bloom Radio
Butler	WBUT-FM	97.7	.72	290	WBUT Radio
Chambersburg	WCHA-FM	95.9	.7	240	Chambersburg Bcstg. Co., Inc.
DuBois	WCED-FM	102.1	3.2	660	Tri-County Bcstg. Co.
Easton	WEEX-FM	99.9	3.3	200	Easton Publishing Co.
	WEST-FM	107.9	11	50	Associated Bcstrs. Inc.
Erie	WERC-FM	99.9	9.7	400	WERC Bcstg. Corp.
Harrisburg	WHP-FM	97.3	1.55	—35	WHP Inc.
Hazleton	WAZL-FM	97.9	6	630	Hazleton Bcstg. Co., Inc.
Johnstown	WARD-FM	92.1	.285	—87	Central Bcstg.
	WJAC-FM	95.5	8.3	1,070	WJAC, Inc.
Lancaster	WGAL-FM	101.3	3.8	215	WGAL, nc.
	WLAN-FM	96.9	6.7	80	Peoples Bcstg. Co.
Lebanon	WLBR-FM	100.1	.72	290	Lebanon Bcstg. Co.
Meadville	WMGW-FM	100.3	10	585	Meadville Bcstg. Service Inc.
Philadelphia	WCAU-FM	98.1	10	660	WCAU, Inc.
	WDAS-FM	105.3	20	285	M. M. Leon, Inc.
	WFIL-FM	102.1	6.3	780	Triangle Publications Inc.
	WFLN-FM	95.7	20	490	Franklin Bcstrs. Corp.
	WHAT-FM	105.3	20	290	Independence Bcstg. Co., Inc.
	WIBG-FM	94.1	20	170	Seaboard Radio Bcstg. Corp.
	WIP-FM	93.3	20	430	WIP Bcstg. Inc.
	WPEN-FM	102.9	20	420	Wm. Penn Bcstg. Co.
Pittsburgh	KDKA-FM	92.9	47	890	Westinghouse Bcstg.
	WFMP	99.7	24	470	National Bcstg. Co., Inc.
	WKJF	93.7	40	470	A. J. R. Greer
	WWSW-FM	94.5	50	940	WWSW Radio Inc.
Pottsville	WPPA-FM	101.9	2.8	650	Pottsville Bcstg. Co.
Scranton	WGBI-FM	101.3	1.8	1,200	WGBI Radio Inc.
Sharon	WPIC-FM	102.9	26	455	Sharon Herald Bcstg. Co.
Sunbury	WKOK-FM	94.1	4.4	875	Sunbury Bcstg. Corp.
Warren	WRRN	92.3	3	450	Northern Allegheny Bcstg. Co.
Washington	WJPA-FM	104.3	4	360	Washington Bcstg. Co.
Wilkes-Barre	WBRE-FM	98.5	2.25	1,160	WBRE Radio Inc.
Williamsport	WLYC-FM	105.1	.84	1,150	Lycoming Bcstg. Co.
	WRAX-FM	100.3	4	1,220	WGAL, Inc.
York	WNOW-FM	105.7	1.2	465	WNOW, Inc.

RHODE ISLAND

Providence	WPFM	95.5	3.2	170	Golden Gate Corp.
	WPJB-FM	105.1	20	500	Providence Journal Co.
	WPRO-FM	92.3	15	560	Cherry & Webb Bcstg. Co.
	WTMH	101.5	20	500	General Bcstg. Corp.

Providence	WXCN	101.5	20	—	Concert Network Inc.

Owner: Concert Network Inc.; Year Established: 1955; Address: P.O. Box 1015, Providence, R. I.; Phone: Niagara 7-4827; President: T. M. Hastings; Program Director: John Quincy Adams; Chief Engineer: William Hlavas.

(Continued on Next Page)

City	Call Letters	Freq.	Erp. (Kw).	Ant. Hgt. in Ft.	Licensee
Woonsocket	WWON-FM	106.3	.39	215	Woonsocket Bcstg. Co.

SOUTH CAROLINA

Anderson	WCAC	101.1	6.4	330	W. E. Hall
Charleston	WCSC-FM	96.9	68	700	WCSC, Inc.
	WTMA-FM	95.1	10	385	Corp. of Charleston
Columbia	WCOS-FM	97.9	5.3	260	WCOS Inc.
Dillon	WDSC-FM	92.9	8.8	290	Border Bcstg. Co.
Greenville	WESC-FM	92.5	12	360	Greenville Bcstg. Co.
	WFBC-FM	93.7	9.9	1,350	WMRC Inc.
Orangeburg	WORG-FM	102.7	4.6	110	WTND Inc.
Rock Hill	WRHI-FM	98.3	.65	310	York County Bcstg. Co.
Seneca	WSNW-FM	98.1	9.4	330	Blue Ridge Bcstg. Co.
Spartanburg	WSPA-FM	98.9	4.9	520	Spartan Radiocasting Co.

TENNESSEE

Bristol	WOPI-FM	96.9	9.7	260	Radiophone Bcstg. St. WOPI Inc.
Greeneville	WGRV-FM	94.9	4.6	250	Radio Greeneville Inc.
Jackson	WTJS-FM	104.1	50	640	Sun Publishing Co., Inc.
Johnson City	WJHL-FM	100.7	9.6	1,400	WJHL, Inc.
Kingsport	WKPT-FM	98.5	10	960	Kingsport Bcstg. Co., Inc.
Knoxville	WBIR-FM	93.3	3.3	620	WBIR, Inc.
Memphis	WMCF	99.7	300	940	Memphis Publishing Co.
Nashville	WFMB	105.9	3.6	42	Great Southern Bcstg. Co.

TEXAS

Austin	KAZZ	95.5	1.35	150	Audioland Bcstg. Co.
	KHFI	98.3	.780	52	R. E. Kennedy
Beaumont	KRIC-FM	97.5	9.1	360	Enterprise Co.
Cedar Hill	KDFW	99.5	25	770	C & F Musicasting Co.
Cleburne	KCLE-FM	94.9	6.4	260	Marti, Inc.
Corpus Christi	KDMC	95.5	4.1	280	Master Music, Inc.
Dallas	KIXL-FM	104.5	25	470	Variety Bcstg. Co.
	KRLD-FM	92.5	40	480	KRLD Radio Corp.
	KSFM	105.3	11	280	Metropolitan Bcstg. Corp.
	WRR-FM	101.1	68	500	City of Dallas
Denton	KDNT-FM	106.3	.76	270	H. V. Shepard

Diboll	KSPL	95.5	1

Address: P. O. Box 336, Diboll, Texas; Phone: MY 8-5533; Manager: Tommy Ward Lanyon; Assistant Manager: Don Wier; Program Director: Ruth Ruby; Commercial Manager: Evelyn Lanyon.

Fort Worth	WBAP-FM	96.3	52	475	Carter Publications Inc.
Houston	KFMK	97.9	10.5	235	J. R. Corry
	KHGM	102.9	48	550	Taft Bcstg. Co.
	KTRH-FM	101.1	29.5	485	KTRH Bcstg. Corp.
Lubbock	KSEL-FM	93.7	9.6	195	Southwestern Bcstg. Co.
San Antonio	KEEZ	97.3	17.5	110	C. B. Gay, Inc.
	KISS	99.5	3	515	The Walmac Co.
	KONO-FM	92.9	4.4	475	Mission Bcstg. Co.
Texarkana	KCMC-FM	98.1	1.5	390	KCMC, Inc.

UTAH

Salt Lake City	KDYL-FM	98.7	1.2	2,970	Intermountain Bcstg. & TV Corp.
	KSL-FM	100.3	6.1	3,660	Radio Service Corp. of Ut.

VIRGINIA

Arlington	WARL-FM	105.1	2.05	500	Northern Va. Bcstrs. Inc.
Charlottesville	WINA-FM	95.3	.620	225	Charlottesville Bcstg.
Crewe	WSVS-FM	104.7	14	450	Southern Va. Bcstg. Corp.
Harrisonburg	WSVA-FM	100.7	7.2	345	Shenandoah Valley Bcstg. Corp.
Lynchburg	WWOD-FM	100.1	.94	170	Lynchburg Independent Bcstrs.
Martinsville	WMVA-FM	96.3	2.9	625	Martinsville Bcstg. Co., Inc.
Newport News	WGH-FM	97.3	37	186	Hampton Rds. Bcstg. Corp.
Norfolk	WRVC	102.5	8.7	95	Virginia Good Music Corp.
Richmond	WCOD	98.1	34	430	Havens & Martin Inc.
	WRNL-FM	102.1	50	320	Richmond Newspapers Inc.
	WRVA-FM	94.5	25	460	Larus & Bro. Co., Inc.
Roanoke	WDBJ-FM	94.9	14.5	1,940	Times-World Corp.
	WSLS-FM	99.1	21	1,890	Roanoke Bcstg. Corp.
Winchester	WRFL	92.5	13.4	1,390	R. F. Lewis, Jr., Inc.

WASHINGTON

City	Call Letters	Freq.	Erp. (Kw).	Ant. Hgt. in Ft.	Licensee
Seattle	KING-FM	98.1	15	410	King Bcstg. Co.
	KIRO-FM	100.7	16.5	750	Queen City Bcstg. Co., Inc.
	KISW	99.9	2.1	350	E. W. Lippincott
	KMCS	98.9	10.5	1,070	FM Bcstrs. Inc.
Spokane	KREM-FM	92.9	4.8	720	KREM Bcstg. Corp.
Tacoma	KTNT-FM	97.3	10.2	410	Tribune Publishing Co.
	KTWR	103.9	.85	240	T. W. Read

WEST VIRGINIA

Beckley	WBKW	99.5	34	1,050	J. L. Smith, Jr., Inc.
Charleston	WKAZ-FM	97.5	9	124	Kanawha Valley Bcstg. Co.
	WKNA	98.5	2.65	390	J. L. Smith, Jr.
Huntington	WHTN-FM	100.5	53	560	Cowles Bcstg. Co.
Logan	WLOG-FM	103.3	2.1	725	Frey & Greever
Martinsburg	WEPM-FM	94.3	.81	170	Martinsburg Bcstg. Co.
Morgantown	WAJR-FM	99.3	99.3	1	West Va. Radio Corp.
Oak Hill	WOAY-FM	94.1	14.5	660	R. R. Thomas, Jr.
Parkersburg	WAAM-FM	106.5	8.9	280	Ohio Valley Bcstg. Corp.
Wheeling	WKWK-FM	97.3	10	470	Community Bcstg. Inc.
	WWVA-FM	98.7	7.4	470	Storer Bcstg. Co.

WISCONSIN

Eau Claire	WEAU-FM	94.1	60	360	Central Bcstg. Co.
Greenfield	WWCF	94.9	37	1,300	W. C. Forrest
Janesville	WCLO-FM	99.9	15.5	200	Southern Wis. Radio Inc.
Madison	WISC-FM	98.1	1	105	Radio Wisconsin Inc.
	WMFM	104.1	7.5	80	E. W. Fessler
Marshfield	WDLB-FM	103.9	.25	250	Clarkwood Bcstg. Corp.
Merrill	WLIN	100.7	22	348	Wis. Valley TV Corp.
Milwaukee	WFMR	96.5	15	215	High Fidelity Bcstg. Corp.
	WQFM	93.3	30	190	Koeth Bcstg. Corp.
Racine	WRJN-FM	100.7	15	265	Racine Bcstg. Corp.
Rice Lake	WJMC-FM	96.3	50	540	WJMC Inc.
West Bend	WBKV-FM	92.5	6	145	West Bend Bcstg. Co.
Wisconsin Rapids	WFHR-FM	103.3	2.1	360	W. F. Huffman Radio Inc.

Ap News Is Preferred

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95.5 MGC. FM

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Programmatic Equipped

Friendliest

Fastest Growing

Finest

In All East Texas

CONSTRUCTION PERMITS FOR NEW FM STATIONS

(As of January 1959)

City	Call Letters	Freq.	Erp. (Kw).	Ant. Hgt. in Ft.	Licensee
ALABAMA					
Athens	WJOF	104.3	1.05	260	Athens Bcstg. Co., Inc.
Birmingham	WTAF	106.9	15.5	900	WBRC Inc.
CALIFORNIA					
Alameda	—	92.7	.275	—2	Henry & Larsen
Bakersfield	KGEE-FM	96.5	2.95	3,730	KGEE Inc.
El Cajon	KFUM	93.3	3.4	160	K. C. Forror
Fresno	KJPO	99.5	17.5	360	J. H. Poole
	KMAK-FM	99.5	26	175	McMahan Bcstg. Co.
Inglewood	KTYM-FM	103.9	.45	385	A. J. Williams
La Habra	KDOG	95.9	.48	360	W. E. Clark
Lancaster	KANT-FM	107.9	20.5	1,520	C. W. Fray
Los Angeles	KMLA	100.3	58	1,190	KMLA Bcstg. Corp.
	—	107.5	19.5	175	Bible Institute of L. A.
National City	KEAX	99.3	.84	—80	J. H. Harmon
Newport Beach	KAJS	103.1	.86	41	A. J. Stone
Oxnard	KOXR-FM	104.7	10.5	14	Oxnard Bcstg. Corp.
Palm Springs	KPSR	92.1	1	—600	R. T. Sampson
Redondo Beach	KAPP	93.5	1	82	South Bay Bcstg. Co.
Riverside	KACE-FM	92.7	.69	—50	K-ACE Radio Inc.
	KPIP	99.1	1.55	1,630	Parker-Lee Inc.
	KQXM	97.5	81	1,690	Medical Evangelists Alumni
Sacramento	KGMS-FM	100.5	15	200	Capitol Radio Enterprises
	KSRM	96.9	3.5	250	Audiolab Inc.
San Bernardino	KPAX	99.9	30	1,570	S. C. Corwin
San Diego	KCBQ-FM	107.7	9.3	195	KCBQ Inc.
	KFMB-FM	100.7	18.5	630	Marietta Bcstg. Inc.
	KFMX	96.5	29.5	590	S. C. Corwin
	KGB-FM	101.5	36	200	KGB Inc.
	KSON-FM	103.7	11.5	155	Broadmoor Bcstg. Corp.
	—	106.5	3.5	240	Barbary Coast Records Inc.
San Fernando	KSFV	106.3	1	—110	San Fernando Bcstg. Co.
San Francisco	KBAY-FM	104.5	29	890	S. W. Corwin
	KFRC-FM	106.1	71	1,160	RKO Teleradio Pictures Inc.
	KOBY-FM	95.7	27.1	1,038	Mid-American Bcstrs. Inc.
	KPUP	106.9	18	1,020	F. Mieuli
	KRON-FM	96.5	13.5	1,230	Chronicle Publishing Co.
	KYA-FM	93.3	16.5	710	Golden State Bcstrs., Inc.
	—	105.3	17.5	450	Bay FM Bcstrs.
San Jose	KRPM	98.5	3.8	—111	The Audio House, Inc.
San Luis Obispo	—	99.9	3.8	—510	KATY, Sweetheart of S.L.O. Inc.
Santa Ana	KFIL	106.3	1	145	P. F. Brestoff
Santa Barbara	KFMC	107.9	29.5	—800	S. C. Corwin
	KMUZ	99.9	3.1	110	Tri-Counties Bcstg. Co.
Santa Maria	KEYM	99.1	3.2	—135	Santa Maria Bcstg. Co.
Stockton	KRAK-FM	92.9	1.5	300	Golden Valley Bcstg. Co.
	KSTN-FM	107.3	8.9	1,571	Valley Bcstrs. Inc.
	KWG-FM	105.7	3.5	130	KWG Bcstg. Co.
Ventura	KUDU-FM	95.1	24	—16	Tri-Counties Public Service Inc.
	KVEN-FM	100.7	12	280	Coast Ventura Co.
COLORADO					
Colo. Springs	KFMH	96.5	24.5	1,590	FM Colorado Co.
Denver	KLIR-FM	100.3	8.8	236	G. B. Anderson
	—	98.5	9.1	380	KDEN Bcstg. Co.
Grand Junction	—	92.3	2.8	—10	Western Slope Bcstg. Co.

City	Call Letters	Freq.	Erp. (Kw).	Ant. Hgt. in Ft.	Licensee
CONNECTICUT					
Hartford	WDRC-FM	102.9	7	750	Conn. Bcstg. Co.
	—	93.7	7	750	General Bcstg. Inc.
New Haven	WYBC-FM	94.3	.3	120	Yale Bcstg. Co., Inc.
FLORIDA					
Coral Gables	WVCG-FM	105.1	18.5	220	Peninsular Bcstg. Corp.
Ft. Lauderdale	WWIL-FM	103.5	15.5	175	Fla. Air-Power Inc.
Miami	—	99.9	105	210	Rand Bcstg. Co.
St. Petersburg	—	99.5	31	190	Trans-Chord Co.
GEORGIA					
Macon	WNEX-FM	96.9	4.1	415	Macon Bcstg. Co.
ILLINOIS					
Chicago	WFMQ	107.5	11	560	L. Vihon
INDIANA					
Indianapolis	WIBC-FM	93.1	2.8	170	WIBC Inc.
KANSAS					
Kansas City	—	98.1	4.4	159	F. W. Hurlburt
Newton	KJRG-FM	96.7	.25	225	G. B. Anderson
Topeka	KTOP-FM	100.1	.76	100	C. B. Axton
KENTUCKY					
Hazard	WKIC-FM	96.5	15	400	Mountain Bcstg. Service Inc.
MAINE					
Portland	—	97.9	10	175	Casco Bcstrs. Corp.
MARYLAND					
Annapolis	WANN-FM	107.9	4.04	205	Annapolis Bcstg. Corp.
Baltimore	WFDS-FM	97.9	15	240	Audiophonic Corp.
	WSID-FM	92.3	11	185	United Bcstg. Co. of E. Md.
Frederick	WFMD-FM	99.9	2.1	1,120	Monocacy Bcstg. Co.
Silver Spring	WAYL	99.5	20	280	Tri-Suburban Bcstg. Corp.
Towson	WTCW-FM	101.9	20	280	WTOW Inc.
MASSACHUSETTS					
Brookline	WBOS-FM	92.9	15	285	Champion Bcstg. System
Haverhill	WHAV-FM	95.5	20	350	WHAV Bcstg. Co.
Lawrence	WGHJ-FM	93.7	1.35	210	Lawrence Bcstg. Co.
MICHIGAN					
Jackson	WMKZ	94.1	5.4	310	Booth Bcstg. Co.
Lansing	—	97.5	46	340	Gross Telecasting Inc.
NEW JERSEY					
Fair Lawn	WRBI	105.5	1	125	Radio Bergen Inc.
Red Bank	WFHA-FM	106.3	1	155	F. H. Accorsi

(Continued on Next Page)

City	Call Letters	Freq.	Erp. (Kw).	Ant. Hgt. in Ft.	Licensee
NEW MEXICO					
Roswell	KBIM-FM	97.1	2.9	180	Taylor Bcstg. Co.
NEW YORK					
Babylon	WBAB-FM	102.3	.670	110	Babylon-Bay Shore Bcstg. Corp.
Buffalo	WEBR-FM	96.1	16	340	WEBR Inc.
	WGR-FM	96.9	17.5	320	Transcontinent TV Corp.
Hicksville	WLIR	92.7	81	140	John R. Rieger
Owner: John R. Rieger; Year Established: 1958; Address: 67 N. Broadway, Hicksville, N. Y.; Program Director: Dorothy C. Rieger; Chief Engineer: Ray Lanahan.					
Hicksville	WLIR	92.7	81	140	High Fidelity Music Co.
New Rochelle	WNRC-FM	93.5	1	190	Radio New Rochelle Inc.
Peekskill	WLNA-FM	100.7	20	500	Highland Broadcasting Corp.
Rochester	WROC-FM	97.9	18	410	Transcontinent TV Corp.
NORTH CAROLINA					
Hickory	WHKY-FM	102.9	15	325	Catawba Valley Bcstg. Co.
Roxboro	WRXO-FM	96.7	.60	280	Roxboro Bcstg. Co.
Winston-Salem	WYFS	107.5	1.55	195	Winsonette, Inc.
OHIO					
Akron	WCUE-FM	96.5	14.5	105	Akron Bcstg. Corp.
Cleveland	WCRF-FM	103.3	21.5	575	Moody Bible Institute (Chi.)
	WJMO-FM	106.5	16.5	51	Friendly Bcstg. Co.
E. Liverpool	WOHI-FM	104.3	27	330	E. Liverpool Bcstg. Co.
Hamilton	WHOH	103.5	8.7	255	Ft. Hamilton Bcstg. Co.
Lancaster	WHOK-FM	95.5	16	140	Hocking Valley Bcstg. Corp.
Middletown	WPFB-FM	105.9	30	350	P. F. Braden
Salem	WSOM	105.1	100	400	R. C. Jones
Youngstown	WBBW-FM	93.3	19.5	39	Mahoning Valley Bcstg. Corp.
	WYNS	101.1	24.5	110	M. Jones
OKLAHOMA					
Durant	KSEO-FM	107.3	2.9	365	Durant Pub.-Bcstg. Co.
Okla. City	KCEF	92.3	6.6	225	Musicord, Inc.
OREGON					
Eugene	KEGA	93.1	1.35	90	KEED Inc.
	KFMY	97.9	3.6	—60	Music, Inc.
Medford	KBOY-FM	95.3	.65	—225	C. E. Wilson
PENNSYLVANIA					
Braddock	WLOA-FM	96.9	68	490	Matta Bcstg. Co.
Carlisle	WHYL-FM	102.3	.76	19	R. F. Lewis, Jr., Inc.
Glenside	WIFI	92.5	20	300	High-Fidelity Bcstrs. Corp.
Montrose	WPEL-FM	96.5	57	500	Montrose Bcstg. Corp.
Oil City	WDJR	98.5	3.4	300	WKRZ Inc.
Philadelphia	—	106.1	20	480	George Voron & Co.
Waynesboro	WAYZ-FM	101.5	3	21	R. F. Lewis Jr., Inc.
Wilkes-Barre	WYZZ	103.3	3.1	975	R. G. Evans
RHODE ISLAND					
Cranston	WLOV	99.9	3.4	255	Neighborly Bcstg. Co.

City	Call Letters	Freq.	Erp. (Kw).	Ant. Hgt. in Ft.	Licensee
TENNESSEE					
Memphis	WMPS-FM	97.1	21.5	380	WMPS Inc.
TEXAS					
Amarillo	KGNC-FM	93.1	14.5	440	Plains Radio Bcstg. Co.
Dallas	WFAA-FM	97.9	38	300	A. H. Belo Corp.
El Paso	KHMS	94.7	2.55	—115	H-M Service Co.
Ft. Worth	—	97.1	22	730	Tarrant Bcstg. Co.
Gainesville	KGAF-FM	94.5	2.5	250	Gainesville Bcstg. Co., Inc.
Lubbock	KBFM	96.3	3.6	275	J. W. Blankenship
Midland	KNFM	92.3	3.4	410	FM Associates
Waxahachie	KBEC-FM	93.5	.35	115	R. Tuck Enterprises
UTAH					
Salt Lake City	KLUB-FM	97.1	23	—190	KLUB Bcstg. Co.
VIRGINIA					
Gretna	WMNA-FM	103.3	3	105	Central Va. Bcstg. Co., Inc.
Norfolk	WYFI	99.9	11.5	70	Electronic Research Inc.
Woodbridge	WBVA	105.9	9.5	305	S & W Enterprises Inc.
WASHINGTON					
Edmonds	KGFM	105.3	17.5	760	King's Garden, Inc.
Seattle	KLSN	96.5	14.5	350	Sight & Sound
	—	101.5	10	1,070	Chem-Air, Inc.
Tacoma	KLAY-FM	106.3	.850	240	C. F. Huntington
WISCONSIN					
Madison	WIBA-FM	101.5	45	1,020	Badger Bcstg. Co.
Milwaukee	WTMJ-FM	94.1	2.8	980	The Journal Co.

SEE PAGE 69

FOR RADIO RECEIVERS — WORLDWIDE

SEE PAGE 39

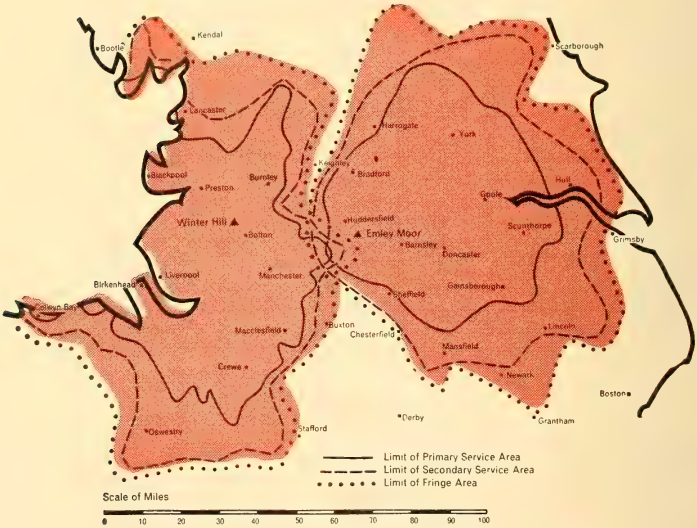
FOR SPOT RADIO TIME SALES FIGURES

GRANADA TV

BRITAIN'S NORTHERN REGION PROGRAMME COMPANY MONDAY THRU FRIDAY

Facts about the Northern Region

Population 12,651,850. Viewers able to receive Granada TV 7,420,000



Some Programmes presented by Granada TV

PLAYS
The Skin of Our Teeth
Death of a Salesman
All My Sons
The Strong are Lonely

ENTERTAINMENT
Chelsea at Nine
Sir Thomas Beecham at Lincoln's Inn

DISCUSSIONS
Homosexuality and the Law
A Blessing or a Sin
The Troubled Middle East
Insanity or Illness
Thou Shalt Not Kill

SPECIAL FEATURE
Rochdale by-Election

GRANADA TV NETWORK LONDON AND MANCHESTER

TELEVISION DAILY

presents

INTERNATIONAL BROADCASTING

BRITISH COMMERCIAL TV
INTERNATIONAL STATIONS
RADIO CADENA NACIONAL, S.A.
RADIO PROGRAMAS de MEXICO, S.A.

1959

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INDEPENDENT TELEVISION AUTHORITY

14 Princes Gate, London, S.W.7

Phone: KNightsbridge 5341

Chairman ..... Sir Ivone Kirkpatrick

Deputy Chairman ..... Sir Ronald Matthews

Director-General ..... Sir Robert Fraser

Press Officer ..... J. D. R. Cuthbert

Chief Engineer ..... P. A. T. Bevan

Transmitting Stations

Croydon (London Area)

Band III, Channel 9
AP: 30 kw; VP: 120 kw
Commenced September 22, 1955

Winter Hill (Northern Region)

Band III, Channel 8
AP: 50 ky; VP: 200 kw
Commenced Feb. 17, 1956

Lichfield (Midlands)

Band III, Channel 8
AP: 50 kw; VP: 200 kw
Commenced February 17, 1956

Emley Moor (Northern Region)

Band III, Channel 10
AP: 50 kw (max.); VP: 200 kw (max.)
Commenced November 3, 1956

Black Hill (Central Scotland)

Band III, Channel 10
AP: ¼ of VP's { 475 kw N.E.; 200 kw S.W.; 65 kw N.W. & S.E. }
Commenced August 31, 1957

St. Hilary Down (South Wales and West of England)

Band III, Channel 10
AP: 50 kw; VP: 200 kw
Commenced January 14, 1958

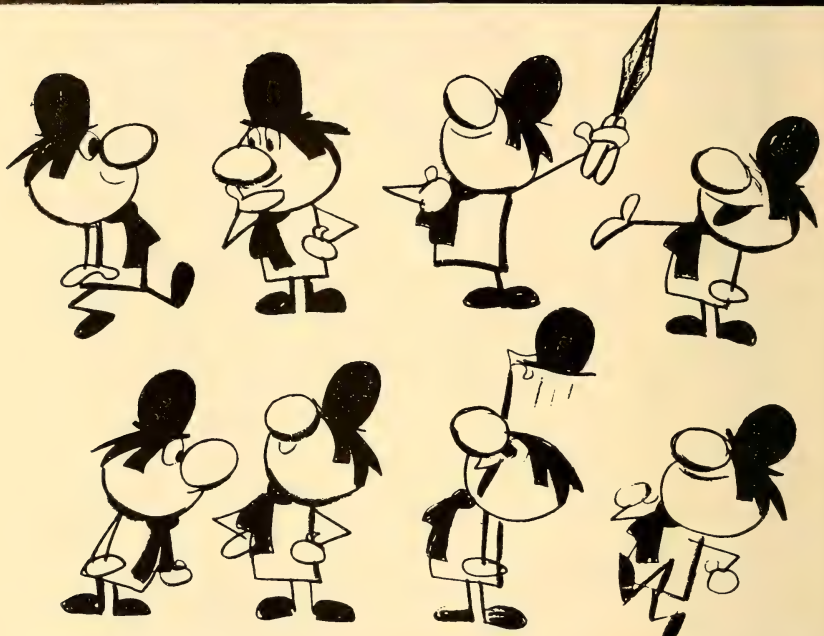
Chillerton Down I.O.W. (Southampton Area)

Band III, Channel 11
AP: 25 kw; VP: 100 kw
Commenced Summer 1958

Burnhope (North East Region)

Band III, Channel 8
ERP: 100 kw
Commenced Jan. 15, 1959

The Best in Cartoons



A NEW CARTOON CHARACTER — FOOFOO

Halas & Batchelor Cartoon Films Ltd.

Lysbeth House, Soho Square, London, W.1

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Independent Television Authority provides and operates transmitters for commercial television. Program Contractors produce programs and receive revenue from sales of advertising time, paying rent to ITA for the hire of transmitters.

A.B.C. Television Ltd.

Hanover Square, London W.1
Phone: Hyde Pk 7222

Midlands and Northern Transmissions: Saturday and Sunday

Chairman.....Sir Philip Warter
Deputy Chairman.....Dr. Eric Fletcher
Managing Director.....Howard Thomas

Anglia Television Ltd.

Nascreno House, London W.1
Phone: Gerrard 6042

Chairman
Marquis Townsend of Rainham
Chief Executive.....Donald Stevenson

Associated-Rediffusion Ltd.

Television House, Kingsway, London W.C.2
Phone: Holborn 7888

London Transmission: Monday to Friday

Chairman.....J. Spencer Wills
Managing Director.....P. Adorian
General Manager.....T. M. Brownrigg
Press Officer.....Norman Hoskins

Associated Television Ltd.

Television House, Kingsway, London W.C.2
Phone: Chancery 4488

London Transmission: Saturday and Sunday

Birmingham Transmission: Monday to Friday

Chairman .....Prince Littler
Deputy Chairman.....Norman Collins
Managing Director.....Val Parnell
Deputy Mgr. Director.....Lew Grade
Directors.....Val Parnell, Lew Garde, Richard Meyer, Robert Renwick, C. O. Stanley, Hugh Cudlip, E. S. Birk, J. L. Drummond.

Granada TV Network Ltd.

36 Golden Square, London, W.1
Phone: Regent 8080

Northern Region Transmission: Monday to Friday

Chairman.....Sidney L. Bernstein
General Manager.....Cecil Bernstein
Secretary.....Joe Warton
Exec. Dir. & Gen. Mgr.....Victor Peers
TV Sales, Ad Dir.....Alex Anson
TV Exec. Producer.....Denis Forman
Prog. Controller.....Stuart Griffiths
Chief Engineer.....Reg Hammans
Publicity .....Don Harker
Producers.....Josephine Douglas, Peter Eton, Harry Elton, Barrie Heads, Tim Hewat.
Directors.....Warren Jenkins, David Warwick, Herbert Wise, Francis Coleman, Graham Evans, Wilfred Fielding, David Main, James Ormerod, Cliff Owen, Michael Scott, Mark Stuart, Max MorganWitts, Mike Wooller.
Senior Drama Dir.....Silvio Narizzano

Scottish Television Ltd.

Television House, Kingsway, London W.C.2
Phone: Holburn 1331

Scottish Transmission: All Week

Chairman .....Roy Thomson
Managing Director....James M. Coltart

(*Continued on Page 729*)

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Give your budget a tonic!

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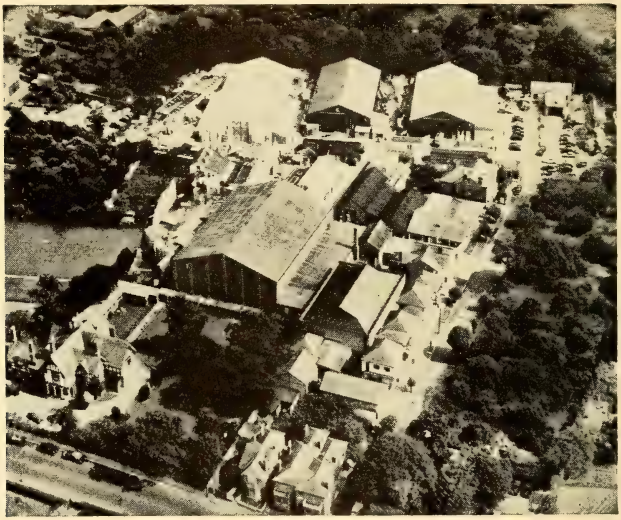

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Where enthusiasm is great

Where costs are lowest

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Contact us direct — or through your London office — for our confidential assessment of production costs on any contemplated venture, and it's most probable that we will be at least 10% below any other legitimate estimate. And, if you wish, you can operate under our all-in fixed-price contract.

Enquiries: J. K. MORRIS, *Managing Director*

WALTON-ON-THAMES, SURREY, ENGLAND

West End of London — 25 Minutes London Airport — 15 Minutes

Southern Television Ltd.
Southern Tv Center, Northam,
Southampton
Phone: Holborn 7888

Chairman.....John Davis
General Manager.....C. D. Wilson
Press Officer.....Jeff Winnington

T.W.W. Ltd.
195 Oxford Street, London W.1
Phone: Gerrard 6996
Wales and West of England
Transmission: All Week

Chairman...Rt. Hon. Viscount Cilcennin
President...Rt. Hon. the Earl of Derby
General Manager.....J. R. Myers

B.B.C. TELEVISION SERVICE
(Government controlled)

Television Center, Wood Lane, W12
Phone: Shepherd Bush 8030

Director General.....Sir Ian Jacob
Dir. TV Broadcasting....Gerald Beadle
Controller, Programmes.....K. A. Adam
Head of Program Planning
Mrs. J. R. Spicer

Superintendent of Engineering
D. C. Birkenshaw
Publicity Officer.....George Campey
Presentation Editor.....B. C. Rawes
Head of TV Films Dept.....J. H. Mewett

BRITISH TV STUDIOS

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11 St. Stephens Green, Dublin
Phone: Bray 3490

•

Brighton Studios
St. Nicholas Rd., Brighton Sussex
Phone: Brighton 20905

•

Bushey
Melbourne Rd., Bushey, Herts.
Phone: Bushey Heath 1621

•

Halliford Films Studios
Manygate Lane, Shepperton, Middlesex
Phone: Walton-on-Thames 6341

•

Kay Film Studio
72A Carlton Hill, St. John's Wood, London
Phone: Maida Vale 1141

•

Marylebone Studios
245 Marylebone Rd., London
Phone: Ambassador 1881

•

Merton Park
269 Kingston Rd., London
Phone: Liberty 4291

National
Boreham Wood, Elstree, Herts.
Phone: Elstree 1644

•

Pinewood Studios
Iver Heath, Bucks.
Phone: Iver 700

•

Shepperton Studios
Shepperton, Middlesex
Phone: Chertsey 2611

•

Southall Studios
Gladstone Rd., Middlesex
Phone: Southall 3281

•

Twickenham
St. Margaret's, Twickenham
Phone: Popesgrove 9063

•

Walton Studios Ltd.
Walton-on-Thames, Surrey
Phone: Walton-on-Thames 8811
Mgr. Director.....J. K. Morris

BRITISH PRODUCER-DISTRIBUTORS

Action Films Ltd.
Vigo St. London, W. 1
Phone: Regent 8600
TV Supervisor.....S. Lyndon-Haynes

•

Alliance Film Studios, Ltd.
Twickenham Studios, Middlesex
Phone: Popesgrove 9063
Directors:.....G. J. & K. W. Shipman

•

Anglo-Scottish Pictures Ltd.
Shepperton Studios, Middlesex
Phone: Chertsey 2611
Directors.....L. Reeves, J. Crichton Slagg, B. Davies

•

Anvil Films Ltd.
Beaconsfield Studios
Phone: Beaconsfield 557
Directors:.....R. N. May, K. Cameron, C. H. Warren

•

Associated British Picture Corp. Ltd.
Elstree Studios
Phone: Elstree 1600
Directors.....Philip Warter, Eric Fletcher, C. J. Latta

•

Harold Baim Productions Ltd.
199 Piccadilly, London W. 1
Phone: Regent 5640
Directors:.....Harold Baim, G. Baim

•

Basic Films Ltd.
Soho Square, London, W. 1
Phone: Gerrard 7015
Directors..L. Clore, John Taylor, B. Vincent

•

Biographic Cartoon Films Ltd.
90 Dean, London W. 1
Phone: Gerrard 9682
Directors.....Keith Learner, N. Hanna, Bob Godfrey

•

Boulton-Hawker Films Ltd.
Hadleigh, Suffolk
Phone: Hadleigh 2235
Directors.....M. J. Boulton, K. P. Boulton

•

British Alfa Films Ltd.
Southampton Row, London W. 1
Phone: Terminus 1195
Directors.....H. Haymsen, P. A. Haymsen

•

British Documentary Films Ltd.
37 Furzehill Rd., Boreham Wood
Phone: Elstree 2646
Director.....Ronald Haines

British Films Ltd.
199 Piccadilly, London W. 1
Phone: Regent 2828
Directors..K. L. Lockstone, H. Russell Smith

•

Christine Bruce Prod. Ltd.
66 Wardour St., London W. 1
Phone: Gerrard 8788
Producer.....D. Carter

•

Burlington Films Ltd.
12 Buckingham St., London W. 1
Phone: Trafalgar 1688
Directors.....J. F. Argyle, G. A. Gray

•

Burnell Prod. Ltd.
98 Mount St., London W 1
Phone: Grosvenor 1463

•

Henry Caldwell Prod. Ltd.
23 Albermarle St., London W. 1
Phone: Hyde Park 4820
Directors.....John & Henry Caldwell

•

CBS News
26 Hallam St., London W. 1
Phone: Langham 1166
Chief.....Charles Collingwood

•

Conbarr Prod. Ltd.
19 Chapel Side, London W. 2
Phone: Baywater 6033
Directors.....A. P. Barralet, W. Price, D. de Marney

•

Crest Film Prod. Ltd.
171 Shatesbury Ave., London W. 2
Phone: Temple Bar 3982
Directors.....D. C. Wynne, Russell Lloyd

•

Bernard Delfont TV Ltd.
Whitcomb St., London W. C. 2
Phone: Whitehall 9901
Directors...Bernard Delfont, Robert Nesbitt, W. Marsh, Keith Devon

•

Walt Disney Prod. Ltd.
68 Pall Mall, London W. 1
Phone: Trafalgar 8010
Directors.....Thomas Swan, C. James, Cyril Edgar

•

Elder Film Prod. Ltd.
Glasgow, Scotland
Phone: Glasgow Bell 0252
Director.....John C. Elder

•

Douglas Fairbanks Ltd.
Boreham Wood, Elstree
Phone: Elstree 1644
Directors.Douglas Fairbanks, Edwin Herbert, H. Allan Hawes, Tom White, Peter Marriott

Film Centre Ltd.
25 Conduit St., London W. 1
Phone: Mayfair 8661
Directors.....John Grierson, Stuart Legg, Ernestine Roberts, Raymond Spottiswoode

•

Film House Prod. Ltd.
142 Wardour St., London W. 1
Phone: Gerrard 6461
Director.....R. W. Dickerson

•

Four Falconers Ltd.
60 Wardour St., London W. 1
Phone: Gerrard 5158
Directors.....James Robertson Justice, Richard Meyer

•

Four Provinces Films Ltd.
Lansdowne Rd., Dublin
Phone: Dublin 63361
Directors..John Ford, Brian Desmond Hurst, Michael Scott

•

Fremantle International
Warwick St., London W. 1
Phone: Gerrard 8227
Gen. Manager.....Angela Cuthbertson

•

Gateway TV Prod. Ltd.
Palmers Green, London
Phone: Palmers Green 1003
Directors....W. H. Baddeley, C. W. Bending, E. J. Chard, A. M. Wright

•

Halas-Batchelor Cartoon Films Ltd.
10 Soho Square, London W. 1
Phone: Gerrard 7681
Directors.....John Halas, Joy Batchelor, S. Eckman, Jr.

•

Helios Telefilm Prod. Ltd.
17 Pembridge Place, London W.2
Phone: Bayswater 5703
Directors.....Otto Kreisler, C. H. Bonner, A. F. Kreisler

•

Jack Hylton TV Prod. Ltd.
3 Savile Road, London W. 1
Phone: Regent 6711
Directors.....Jack Kylton, A. H. Maxwell, John Baxter, Hugh Charles

•

Interfilms Ltd.
144 Piccadily, London W. 1
Phone: Mayfair 8272
Directors.....Brian Kingcome, J. Heyting, E. M. Smedley-Aston

•

Langton Films Ltd.
34 South Molton, London W. 1
Phone: Mayfair 6557
Directors.....A. P. Hope, John Croydon. P. Crane, A. Shaughnessy

London Film
146 Piccadilly, London W. 1
Phone: 8272
Directors:.....H. G. Boxall, Vincent Korda, David Cunyngham

•

Mancunian Film Corp.
2 Parsonage, Manchester 3
Phone: Blackfriar 1023
Directors.....M. I. Blakeley, John E. and Thomas Blakeley

•

Martlet Prod. Ltd.
171 Shatesbury Ave., London W. C. 2
Phone: Temple Bar 3982
Producer.....D. Wynne

•

M. E. Films Ltd.
4 Park Lane, London W. 1
Phone: Hyde Park 2418
Directors.....R. Montgomeries, P. E. Hyne

•

National Telefilm Associates (U.K.)
109 Jermyn St., London S. W. 1
Phone: Trafalgar 1127
Mgr. Dir.....Vernon Burns

•

Orb Film Distribution Ltd.
41 Wardour St., London W. 1
Phone: Gerrard 8282
Directors..Nat Miller, L. Miller, B. Holland

•

Peregrine Film Prod. Ltd.
23 Albert Terrace Mews, London N. W. 1
Phone: Primrose 5849
Directors.....K. Mander, D. Cheshire

•

Phoenix Film Prod. Ltd.
31 Hanover Court. London W. 1
Phone: Mayfair 9692
Directors....L. Casel-Gerard, Tom Conway, C. Campion, B. Knowles, George Mills

•

Radiovision Ltd.
91 Moorgate, London E. C. 2
Phone: Metropolitan 0211
Directors.....H. Scott-Thompson, D. Miller

•

Rayant Pictures Ltd.
11 St. James Place. London S. W. 1
Phone: Grosvenor 5441
Directors..D. Hill, A. Gilkson, R. F. Hopkins

•

Ross TV Prod. Ltd.
7 Harlay St., London W. 1
Phone: Langham 5391
Directors..C. M. Bailey-Watson, J. E. Sturge, N.B. Whitney

•

Sapphire Films Ltd.
Walton Studios, Surrey
Phone: Walton-on-Thames 8811
Directors.....Arthur Jarratt, D. R. Humm, W. J. Gudgin, H. Weinstein

(*Continued on Next Page*)

Screen Gems Ltd.
150 Wardour St., London W. 1
Phone: Gerrard 4321
Director.....J. B. Cron

•

TV Workshop Prod. Ltd.
St. Martin's St., London W. C. 2
Phone: Whitehall 8397
Directors.....M. Munden, D. R. Shand

•

Templar Film Studios
7 Lynedoch St., Glasgow, C. 3
Phone: Douglas 2648
Director.....A. R. Black

•

Towers Of London Ltd.
84 Halla St., London W. 1
Phone: Langham 6248
Director .....A. Towers

•

Transatlantic Picture Corp. Ltd.
36 Golden Square, London W. 1
Phone: Regent 8080
Directors.....Sidney Bernstein, Alfred Hitchcock

Video Shows Ltd.
24 Austin Friars, London E. C. 2
Phone: London Wall 3000
Directors....Oliver Smedley, J. A. Collins, T. S. Sutherland, H. B. Richardson

•

Warwick TV Prod. Ltd.
3 Audley Square, London W. 1
Phone: Grosvenor 7621
Directors.....Harold Huth, M. T. Elms

•

Helen Wiggins Films Ltd.
145 Wardour St., London W. 1
Phone: Gerrard 5719
Mgr. Dir.....Helen Wiggins

•

Willoughby Film Prod. Ltd.
25 Sackville St., London W. 1
Phone: 0030
Directors.....G. W. Willoughby, G. S. Willoughby

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Wynn Film Prod. Ltd.
Broadhurst Gds., London N. W. 6
Phone: Temple Bar 3982
Directors.....D. C. Wynne, R. H. Lloyd

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U. S. AND CANADIAN INTERNATIONAL STATIONS

Station Operator and Location	*Call Letters*	*Power*
Columbia Broadcasting System, Inc., Brentwood, L. I., N. Y.	WDSI-1	50 kw
	-2	50 kw
	-3	50 kw
Columbia Broadcasting Systém, Inc., Wayne, N. J.	WDSI-5	50 kw.
	-6	50 kw.
Columbia Broadcasting System, Inc., Delano, Calif.	KCBR-1	200 kw.
	-2	50 kw.
	-3	50 kw.
	-4	100 kw.
	-5	100 kw.
The Crosley Broadcasting Corporation, Mason, Ohio	WLWO-1	110 kw.
	-2	110 kw.
	-3	110 kw.
	-4	110 kw.
	-5	110 kw.
	-6	110 kw.
General Electric Company, Schenectady, N. Y.	WGEO-1	100 kw.
	-2	50 kw.
	-3	25 kw.
National Broadcasting Co., Inc., Bound Brook, N. J.	WBOU-1	50 kw.
	-2	50 kw.
	-3	50 kw.
	-4	50 kw.
	-5	50 kw.
	-6	50 kw.
National Broadcasting Co., Inc., Dixon, Calif.	KNBH-1	200 kw.
	-2	50 kw.
	-3	50 kw.
	-4	100 kw.
	-5	100 kw.
*World Wide Broadcasting Corp., Scituate, Mass.	WRUL-1	50 kw.
	-2	50 kw.
	-3	50 kw.
	-4	20 kw.
	-5	50 kw.
*Radio Station KGEI, Inc., Belmont, Calif.	KGEI	50 kw.

*These are non-Government transmitters and are licensed by the FCC. Other stations are Government controlled and used for programs of the Voice of America, Armed Forces Radio & Television Service, & United Nations Radio.

CANADIAN BROADCASTING CORP. INTERNATIONAL SERVICE

Two transmitters at Sackville, N. B. of 50 kw. each, operating under the following call letters:

Call Letters	*Frequency (kc.)*	*Call Letters*	*Frequency (kc.)*
CHAC	6160	CKNA	5970
CHLA	21710	CKNC	17820
CHLS	9610	CKNK	11945
CHOL	11720	CKOB	6090
CKCS	15220	CKRA	11760
CKCX	15190	CKRP	21600
CKEX	11900	CKRZ	6060
CKLO	9630	CKXA	11705
CKLP	9585	CHYS	17865
CHAY	5990	CKUS	15105
CHLR	9710	CKSR	15255
CHFO	9740	CKBR	15275
CHRX	17735	CHSB	17710

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XEKU	XECV	XEBA	XERJ	XESF	XEGC	XEBP
XERO	XEGW	XEAD	XEZ	XECG	XEKS	XEUE
XEAQ	XECQ	XEDL	XECL	XENR	XEPO	XETF
XECC	XEM	XEJZ	XERCN	XEK	XEFW	XEXZ
XEJ	XEDU	XERW	XEHI	XEOA	XEKQ	XEBG
XEFV	XECM	XECU	XET	XEPK	XEKZ	XEŁG
XEWG	XEDX	XEO	XEJM	XECD	XEXT	XEBQ

STATIONS OF MEXICO

Location	Call Letters	Frequency	Owner
Acambaro, Gto.	XEVW	1600	
Acaponeta, Nay	XELH	1400	
Acapulco, Gro.	XEBB	600	
Acapulco, Gro.	XECI	1340	
Acapulco, Gro.	XEDO	1600	Heriberto Guizar Castro
Acapulco, Gro.	XEKJ	1400	Ramon Ortego Escobedo
Agua Prieta, Son.	XEAQ	1490	Manuel Rodriguez
Agua Prieta, Son.	XEFH	1310	Jesus Rodriguez Verdugo
Aguacalientes, Ags.	XEIO	560	
Aguascalientes, Ags.	XEBI	790	Pedro C. Rivas
Aguascalientes, Ags.	XEDC	1560	
Aguascalientes, Ags.	XEIY	1170	
Aguascalientes, Ags.	XERO	1490	Radio Hidrotermopolitana
Apatzingan, Mich.	XECJ	770	
Arueca, Jal.	XEED	1490	
Atemajac, Jal.	XEKB	1590	
Atotomilco, Jal.	XEHE	1460	
Boca del Rio, Ver	XEOD	1090	
Campeche, Camp.	XEA	1430	
Campeche, Camp.	XEUK	1370	Casanoba Brito
Cananea, Son.	XEID	630	
Cardenas, SLP.	XEIJ	1540	
Cananea, Son.	XEFQ	980	Pedro L. Diaz
Celaya, Gto.	XENC	1540	El Heraldo del Bajio
Celaya, Gto.	XEY	1360	
Chetumal, Q.R.	XEOS	960	
Chihuahua, Chich.	XEFO	680	
Chihuahua, Chich.	XEHM	920	
Chihuahua, Chih.	XEBU	620	Roberto O. Stevenson
Chihuahua, Chih.	XEBW	1280	Radioemisora del Norte
Chihuahua, Chih.	XEFI	580	Pregon, Del Est, de Chih.
Chihuahua, Chih.	XEM	1390	Pedro Meneses, Jr.
Chihuahua, Chih.	XERA	1490	Red Nacional Radiomisora, S.A.
Chilpaneingo, Gro.	XEJW	1450	
Chilpaneingo, Gro.	XEIZ	630	
Ciudad Acuma, Coah	XEKD	1010	
Ciudad Camargo, Chih.	XEHA	570	Hugo Pinera Limas
Ciudad Camargo, Chih.	XEOH	1270	
Ciudad Cuauhtemoc, Chih.	XEQZ	1560	
Ciudad Cuauhtemoc, Chih.	XEPL	560	
Ciudad Cuauhtemoc, Chih.	XEER	990	
Ciudad del Carmen, Cam	XEUJ	1460	
Ciudad Delicia, Chich.	XEAY	660	
Ciudad Delicia, Chich.	XEBN	1240	
Ciudad Delicia, Chich.	XEJK	1340	Amador Ronquillo Reza
Ciudad Guzman	XEBC	990	Roberto Chavez Gonzalez
Ciudad Guzman	XEIS	670	
Ciudad Jimenez, Chich.	XEJZ	1320	
Ciudad Juarez, Chich.	EXFV	1240	Dario Cordo Rocha
Ciudad Juarez, Chich.	XEF	1420	Jose Carlos Amaya
Ciudad Juarez, Chich	XEJ	970	Pedro Meneses, Jr,
Ciudad Juarez, Chich.	XELO	800	Cia Radio de Piedras Negras
Ciudad Juarez, Chich.	XEWG	1490	Carlos Mendez
Ciudad Juarez, Chich.	XEYC	1460	Ysela Fern. Caball. de Yanez
Ciudad Juarez, Chich.	XEP	1300	
Ciudad Ixtepec, Oax	XECA	1480	
Ciudad, Lerdo	XENO	960	

(*Continued on Page* 741)

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(Continued from Page 739)

Location	Call Letters	Frequency	Owner
Ciudad Lerdo, Dur.	XEGZ	790	
Ciudad Madero, Tam.	XERP	1320	
Ciudad Mante, Tam.	XECM	1450	
Ciudad Miguel Aleman, Tam.	XEHD	1430	
Ciudad Miguel Aleman, Tam	XEHI	1470	
Ciudad Obregon, Son.	XEHO	910	
Ciudad Obregon, Son	XESO	1150	
Ciudad Obregon, Son.	XEAP	1290	Emillo Manzanilla
Ciudad Obregon, Son.	XEHX	1460	
Ciudad Obregon, Son.	XEOX	1430	Felipe G. de Leon
Ciudad Reynosa, Tam	XER	810	
Ciudad Reynosa, Tam.	XEJN	940	
Ciudad Serdan, Pueb.	XELU	1340	
Ciudad Valle	XECV	610	
Ciudad Valles, S.L.P.	XECV	1260	Tomas Oliva Banuelos
Ciudad Victoria, Tam.	XEHP	580	
Ciudad Victoria, Tam.	XECP	1450	
Ciudad Victoria, Tam.	XEBJ	1340	Fernando Elizalde
Coatepe, Ver.	XEGR	1160	
Coatzacoalcos, Ver.	XEGB	840	
Coatzacoalcos, Ver.	XEOM	1340	Daniel Schact Perez
Colima, Col.	XERL	1470	
Colima, Col.	XEVT	1280	J. Roberto Levy
Comalcolco	XECY	570	
Cordoba, Ver.	XEAG	1280	Luz Maria Zuniga de Miguel
Cordoba, Ver.	XEDZ	580	
Cosamaloapan, Ver.	XEFU	630	
Cozumul, Q.R.	XEUP	1420	
Cuautla, Mor.	XEWF	1400	Fernando Diaz Enriquez
Cuernavaca, Mor.	XEFS	1420	
Cuernavaca, Mor.	XEJC	980	Ed. Jimenez de la Cuesta
Culiacan, Sin.	XEBL	1260	Enrique Maxim Gomez Blanco
Culiacan, Sin.	XECQ	1300	Radio Culiacan, S.A.
Culiacan, Sin.	XENZ	570	
Culiacan, Sin.	XESA	1360	Pablos y Elizalde
Durango, Dgo.	XECK	620	
Durango, Dgo.	XEDU	860	Carlos C. Armas
Durango, Dgo.	XEE	590	Jose Valenzuela
El Gruyo, Jal.	XEJY	1540	
El Sauzal, B.C.	XEDX	1010	
Empalme, Son.	XEBQ	1240	Roberto Gonzalex Mata.
Ensenada, B.C.	XESS	1450	
Ensenada, B.C.	XEEY	920	
Ensenada, B.C.	XEJV	1500	
Esperanza, Son.	XEEB	1500	
Fortin, Ver.	XEFY	1370	
Fortin, Ver.	XEKG	620	
Fresnillo	XEEL	660	
Fresnillo, Zac	XEMA	1340	Jose Miguel Acevedo Moya
Fresnillo, Zac.	XEIH	1400	
Gomez Palacio	XEGI	700	
Gomez Palacio, Dur.	XEMD	920	
Gomez Palacio, Dur.	XERS	1380	
Gomez Palacio, Dur	XEPM	690	
Guadalajara, Jal.	XEAD	1150	Alejandro Diaz
Guadalajara, Jal.	XEAV	570	Manuel Lopez Diaz
Guadalajara, Jal.	XEBA	840	Jesus D. Gonzales
Guadalajara, Jal.	XEDG	1370	
Guadalajara, Jal.	XEDK	1250	Manuel Lopez Diaz
Guadalajara, Jal.	XEGL	1280	Quirino Francisco Gonzalez
Guadalajara, Jal.	XEHK	960	Franciso E. Fregoso
Guadalajara, Jal.	XEHL	1010	Radiodif de Occidente, S.A.

(Continued on Next Page)

Location	Call Letters	Frequency	Owner
Guadalajara, Jal.	XEJB	630	State Government
Guadalajara, Jal.	XEJE	1310	Difusoras de Occidente, S.A.
Guadalajara, Jal.	XELT	920	Eduardo Reynoso Gonzalez
Guadalajara, Jal.	XELW	1340	Salvador Galindo de la Torre
Guadalajara, Jal.	XEWK	1190	
Guamchil, Sin.	XEJL	1400	
Guanajuata, Gto.	XEWZ	600	Gonzalo Sanchez Gomez
Guasave, Sin.	XESN	680	
Guasave, Sin.	XEGS	610	
Guaymas, Son.	XEDR	1490	Sucrs. de Modesto Ortega
Guaymas, Son.	XEFX	630	
Gutierrez Zamora, Ver.	XEGF	1420	
Hermosillo, Son.	XEBH	920	Carlos Balderrama
Hermosillo, Son.	XEDL	1250	Eufemia Esquer de Vidal
Hermosillo, Son.	XEDM	1580	Radio Pacifico
Hermosillo, Son.	XEHQ	590	Radio Hermosillo
Hermosillo, Son.	XEIQ	960	
Hermosillo, Son.	XEQN	1540	
Hidalgo del Parral, Chich.	XEAT	1250	Sucrs. de Jorge Perez
Hidalgo del Parral, Chich.	XEDG	1520	
Hidalgo, del Parral, Chich.	XEJR	1490	
Hidalgo del Parral, Chich.	XEJS	1150	Olfonso Perez Porras
Huamantla, Tlax.	XEHT	1520	Alf. Macias y Mario Pardo S.
Huatabompo, Son.	XESD	1450	
Huauchinango, Puebla	XEGU	1490	
Huetamo, Mich.	XEKM	1490	
Huimanquillo, Tab.	XETH	1520	
Iguala, Gro.	XEHA	1250	
Iguala, Gro.	XEKF	1360	Rafael Campos Marquina
Irapuato, Gto.	XEBO	1330	Alfonso Martinez
Irapuato, Gto.	XEGO	1080	
Irapuato, Gto.	XEWE	1420	Felipe Gallardo
Jalapa, Ver.	XEJJ	1550	
Jalapa, Ver.	XEFA	1340	Adolfo Alvarez
Jalapa, Ver.	XEJA	610	Adolfo Alvarez
Jalapa, Ver.	XEJW	1130	Mariano Caraza
Jalapa, Ver.	XEXB	1400	
Jalapa, Ver.	XEKL	550	Carlos Ferraez Matos.
Jiquilpan, Mich.	XEIX	1290	
Jojutla, Mar.	XELP	1290	
La Barca, Jal.	XELB	1090	Ramon Alvarez Lopez
Lagos de Moreno, Jal.	XELM	770	
Lagos de Moreno, Jal.	XELJ	1110	
La Paz, B.C.	XEEK	1310	
La Paz, B.C.	XENT	790	
La Paz, B.C.	XEPX	550	
La Piedad, Mich.	XELC	980	
Leon, Gto.	XEKX	1270	
Leon, Gto.	XEY	730	
Leon, Gto.	XEKY	1270	
Leon, Gto.	XELG	680	Radio Impuls. del Centro
Leon, Gto.	XERW	1390	Augustin Obregon Padilla
Leon, Gto.	XERZ	1240	Carlos Obregon Padilla
Linares, N.L.	XER	1260	Radio Linares, S.A.
Los Mochis, Sin.	XECF	1410	Francisco Perez H.
Los Mochis	XEEI	650	
Los Mochis, Sin.	XECU	1470	Luis Perez Gomez
Magdalena, Son.	XEDJ	1450	Jesus L. Rochin
Magdalena, Son.	XESY	1320	
Manzanillo, Col.	XEIU	560	
Manzanillo, Col.	XE	1360	
Manzanillo, Col.	XEAL	1490	
Manzanillo, Col.	XECS	1400	

Location	Call Letters	Frequency	Owner
Martinez de la Torre, Ver.	XEHU	1300	
Martinez de la Torre, Ver.	XEHZ	1330	
Matamoros, Tam.	XEAM	1310	Manuel L. Salinas
Matamoros, Tam.	XEEW	1420	
Matamoros, Tam.	XEMT	1340	Severo Garza Saenz
Matamoros, Tam.	XEO	970	Can. Maria Gonzalez
Matehuala, S.L.P.	XEFF	1490	
Mazatlan, Sin.	XEIG	1520	
Mazatlan, Sin.	XERJ	1320	Oscar Perez E.
Mazatlan, Sin.	XETK	630	Radio Emisors de Occidente
Mazatlan, Sin.	XENX	1270	
Meoqui, Chih.	XEBZ	1590	
Merida, Yuc.	XEZ	600	
Merida, Yuc.	XERY	1150	
Merida, Yuc.	XEDY	1450	
Merida, Yuc.	XEFC	1330	Rafael Rivas Franco
Merida, Yuc.	XEME	1270	
Merida, Yuc.	XEMH	1490	Alvaro Barquet Y
Merida, Yuc.	XEMQ	1240	Lazaro Achurra Suarez
Merida, Yuc.	XEQW	550	
Mexicali, B.C.	XECL	990	Alfonso A. Lacarra
Mexicali, B.B.	XEHG	1370	Consuelo Tonnela King
Mexicali, B.C.	XEAO	910	Juan C. Chavez
Mexicali, B.C.	XEWV	940	
Mexicali, B.C.	XED	1050	Carlos Blando
Mexicali, B.C.	XEGE	1570	
Mexicali, B.C.	XESU	790	
Mexico, D.F.	XEIP	760	
Mexico, D.F.	XEB	1220	El Buen Tono S.A.
Mexico, D.F.	XEA1	1320	G.N. Medina y Loc. Ag. Ramos
Mexico, D.F.	XEBS	1410	Hispano Mexicano S.A.
Mexico, D.F.	XERPM	660	Vocero Mexicano S.A.
Mexico, D.F.	XEDA	1290	Publ. Com. de Mexico, S.A.
Mexico, D.F.	XEDP	1060	Radio Gobernacion
Mexico, D.F.	XEJP	1150	Radio America, S.A.
Mexico, D.F.	XEK	970	Arturo Martinez
Mexico, D.F.	XEL	1260	Herdez S.A.
Mexico, D.F.	XELA	830	Radio Metropolitan S.A.
Mexico, D.F.	XELZ	1440	Maria Cardena de Zetina
Mexico, D.F.	XEMC	1590	Dol. G. Estrada de Ferreiro
Mexico, D.F.	XEMX	1380	Publ. Com. de Mexico S.A.
Mexico, D.F.	XEN	690	Guillermina P. de Del Conde
Mexico, D.F.	XEFR	1530	
Mexico, D.F.	XENK	620	Gral. Brig. P.A.F. Proal Pardo
Mexico, D.F.	XEOF	560	
Mexico, D.F.	XEOY	1000	Fomento de Radio, S.A.
Mexico, D.F.	XEPH	590	Cia. Mexico de Radiodif. S.A.
Mexico, D.F.	XEQK	1350	Guillermo Morales B.
Mexico, D.F.	XEQR	1030	Corp. Mexicana de Radio, S.A.
Mexico, D.F.	XESM	1470	Salvador San Martin
Mexico, D.F.	XEQ	940	Radio Panamericana, S.A.
Mexico, D.F.	XERCN	1110	Radio Central de Mexico
Mexico, D.F.	XERC	790	Radio Popular de Mexico
Mexico, D.F.	XERH	1500	"A.R.S.E." S.A.
Mexico, D.F.	XEUN	860	Universidad National de Mexico
Mexico, D.F.	XEW	900	Cadena Radiodifusora, S.A.
Minatitlan, Ver.	XEIL	1550	
Minatitlan, Ver.	XEDW	970	Oucrs de Hector Silva Canto
Monclova, Coah.	XEKN	1450	
Monclova, Coah.	XEMF	1260	Alfonso L. Bres.
Monclova, Coah.	XEMW	970	
Montemorelos, N.L.	XERN	1320	
Monterrey, N.L.	XEEH	600	
Monterrey, N.L.	XEAR	1480	Alfonso Flores Lopez
Monterrey, N.L.	XEAW	1280	Jesus D. Gonzalez
Monterrey, N.L.	XEDD	1560	

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Location	Call Letters	Frequency	Owner
Monterrey, N.L.	XEFB	630	Emis. Inc. de Monterrey, S.A.
Monterrey, N.L.	XEFZ	1140	
Monterrey, N.L.	XEG	1050	La Voz de Norte-America, S.A.
Monterrey, N.L.	XEMB	1590	
Monterrey, N.L.	XEH	1420	Radio Taranava, S. de R.L.
Monterrey, N.L.	XERR	570	
Monterrey, N.L.	XEJM	1450	
Monterrey, N.L.	XEMR	1370	Enrique Serna Martinez
Monterrey, N.L.	XEOK	920	Carlos Roa Montes De Oca
Monterrey, N.L.	XET	990	El Pregonere del Norte
Monterrey, N.L.	XEEO	690	
Morelia, Mich.	XECR	1340	
Morelia, Mich.	XELQ	570	Francisco Laris Iturbide
Morelia, Mich.	XESF	1300	Jose Martinez Ramirez
Morelia, Mich.	XEI	1400	Tiburcio Ponce
N. Casas Grandes, Chih.	XETX	1010	Laureano Molinar Contreras
Naco, Son.	XETM	1350	Jesus Manuel Franco
Navajoa, Son.	XEAJ	1400	
Navajoa, Son.	XEGL	1270	Fausto M. Gomez
Navajoa, Son.	XEKE	980	
Nogales, Son.	XECG	1240	
Nogales, Son.	XEHF	1370	Gaston Mascarenas
Nogales, Son.	XENS	1480	
Nogales	XEXW	1300	
Nogales, Son.	XEHN	1270	
Nueva Italia, Mich.	XENI	1320	
Nuevo Laredo, Tam.	XEAS	1410	Jose Maria Villarreal
Nuevo Laredo, Tam.	XEFE	790	Ruberto Villarreal
Nuevo Laredo, Tam.	XERG	1090	Reynoldo Garza Alvarez
Nuevo Laredo, Tam.	XEBK	1340	Juan Manuel Cortes
Neuvo Laredo, Tam.	XER	960	Rafael Tijerina Carranza
Nuevo Laredo, Tam.	XEXO	1550	Julio Santo Coy
Nuevo Laredo, Tam	XENU	1370	
Nuevo Rosita, Coah.	XEJF	1400	
Nueva Rosita, Coah.	XELF	1380	
Nueva Rosita, Coah.	XERN	980	
Oaxaca	XEEK	650	
Oaxaca, Oax	XEOX	570	
Oaxaca, Oax.	XEAX	1270	Delia Rodriguez de Marquez
Oaxaca, Oax.	XECE	1240	
Ocotlan, Jal.	XEAN	800	Radio Ocotlan S. de R.L.
Ojinaga, Chih.	XECT	1450	
Orizaba, Ver.	XEPP	1450	Radio Impulsora de Orizaba
Orizaba, Ver.	XETQ	850	Sucrs de Francisco Campos H.
Pachuca, Hgo.	XEPK	1420	
Panuco, Ver.	XEIK	1570	
Parras, Coah.	XEJQ	1440	
Papantla, Ver.	XEGK	920	
Patzcuaro, Mich.	XEXL	1370	
Piedras Negras, Coah.	XEMJ	920	Jesus L. Elizondo
Piedras Negras, Coah.	XEMU	570	Alfonso L. Bres.
Poza Rica, Ver.	XEJD	1450	
Progreso, Yuc.	XEEN	690	
Progreso, Yuc.	XEVL	1580	
Progreso, Yuc.	XEPY	1450	
Progreso, Yuc	XECN	1400	
Puebla, Pue.	XECD	1170	Roberto Canedo
Puebla, Pue.	XEHR	1090	Manuel R. Canale
Puerta Vallarta, Jal.	XEEJ	650	
Puerto Vallarta, Jal.	XEIT	1410	
Queretaro, Qro.	XEJX	1250	Radio Emisora Queretaro
Queretaro, Qro.	XENA	1450	Ramon Rodriquez Familiar
Quertaro, Que.	XEDI	570	
Reynosa, Tam.	XEFP	1240	

Location	Call Letters	Frequency	Owner
Reynosa, Tam.	XEGH	620	
Reynosa, Tam.	XEOR	1390	Cond. S. Vda. de Gonzalez
Rio Bravo, Tam	XERT	570	
Rio Bravo, Tam.	XEFD	1170	
Rio Bravo, Tam.	XEFL	1110	
Rio Verde, S.L.P.	XEEM	660	
Rosarito, B.C.	XERB	1090	Interamericana de Radio, S.A.
Rosario, Sin.	XEHW	1440	
Sabinas, Coah.	XEBX	610	Radiodif. Coahuila, S.A.
Saguayo, Mich.	XEGC	1450	Alberto Barragan Degollado
Salamanca, Gto.	XENP	1430	
Salamanca, Gto.	XERX	1560	Ernesto Bravo Vargas
Salina Cruz, Oax.	XEEA	1330	
Saltillo, Coah.	XEBD	920	
Saltillo, Coah.	XEDE	1400	Enrique Martinez y Martinez
Saltillo, Coah.	XESJ	1250	Froylan Mier Narro
Saltillo, Coah.	XEXU	1490	
San Andres Tuxtla, Ver.	XEIA	980	
San Andres Tuxtla, Ver.	XERM	1370	
San Andres Tuxtla, Ver.	XELN	1510	
San Andres Tuxtla, Ver.	XEDQ	1400	
San Blas, Nay.	XEJM	1570	
San Blas, Nay.	XEIF	1240	
San Luis de Paz, Gto.	XEGX	1480	
San Luis Potosi, S.L.P.	XEBM	920	Benjamin Briones
San Luis Potosi, S.L.P.	XECZ	1430	Radiodif, Mexicano
San Luis Potosi, S.L.P.	XEPO	1310	Alejandro Espinosa Pitman
San Luis Potosi, S.L.P.	XEWA	540	Cadena Radiodif. Mex. S.A.
San Luis Potosi, S.L.P.	XEXQ	1460	
San Luis Potosi, S.L.P.	XESL	1340	Guadalupe Delgado Ramirez
San Luis Potosi, S.L.P.	XEEQ	750	
San Luis Rio Colorado, Son.	XECB	1450	Carlos Flando
San Pedro Tlaquepaque, Jal.	XESP	1400	Herminio Macias Alonso
San Pedro, Coah.	XEBF	1410	
Santa Ana, Son.	XEAB	1400	Alfredo Marin Castro
San Francisco del Oro, Chih.	XEHB	770	
Santa Barbara, Chih.	XESB	1400	Domingo Salayandia Najera
Santa Barbara, Chih.	XEES	820	
Santa Rosalia, B.C.	XEAH	560	
Santa Rosalia, B.C.	XESR	1320	
Santiago, Nay.	XESI	1240	
Tala, Jal.	XEAF	550	
Tampico, Tam.	XEJT	1460	
Tampico, Tam.	XECA	1460	Difusora Portena S. de R.L.
Tampico, Tam.	XEFW	810	Flores y Martinez
Tampico, Tam.	XES	1240	Radio Televisora de Tampico
Tampico, Tam.	XETO	1400	Radio Tiempo S. de R.L. de C.V.
Tampico, Tam.	XETU	980	Impuls. Moderna Del Radio, S.A.
Tampico, Tam.	XELE	1300	
Tapachula	XEXQ	670	
Tapachula, Chi.	(New)	850	
Tapachula, Chis.	XETS	630	Napolean Correa
Teapa, Tab.	XEUI	1320	
Tecate, B.C.	XECC	560	
Tecate, B.C.	XEAK	560	
Tecate, B.C.	XEKT	1380	
Tecuala, Nay.	XETD	1450	
Tehuacan, Pue.	XEEX	1520	
Tehuacan, Pue.	XEWJ	1420	Jaime Retif Del Morel
Tehuacan, Pue.	XEGY	1080	
Tehuantepec, Oax.	XEJI	1390	
Tehuantepec, Oax.	XEUC	550	
Tehuantepec, Oax	XEDS	600	
Tepatiplan, Jal.	XEFG	1500	
Tepic, Nay.	XENL	860	

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Location	Call Letters	Frequency	Owner
Tepic, Nay.	XERK	1380	Dario Mondragon
Tepic, Nay.	XEXT	980	State Government
Tepie, Nay	XEEF	620	
Tepie, Nay	XEEU	810	
Teziutlan, Pue.	XEGF	680	
Teziutlan, Pue.	XEFJ	1330	
Tierra Blanca, Ve.	XEJF	1350	
Tijuana, B.C.	XEAK	690	Jorge I. Rivera
Tijuana, B.C.	XEAU	1470	Manuel Acuna Varela
Tijuana, B.C.	XEAZ	1270	Fernando Sanchez Mayans
Tijuana, B.C.	XEBE	800	
Tijuana, B.C.	XEBG	1550	Octavio B. Lelevier
Tijuana, B.C.	XEC	1310	Luis Enrique Encisco
Tijuana, B.C.	XEGM	950	Gustavo Faist Fernandez
Tijuana, B.C.	XEMO	860	Fernando Frederico Ferreira
Tijuana, B.C.	XEXX	1420	Jose J. Clark, Fern. Fed. Ferrei
Todos Santos, B.C.	XEIB	1490	
Toluca, Mex.	XECH	1490	Rodolfo Llamas
Tonala, Jal.	XEZZ	760	
Tonantzintla, Pue.	XEKA	1560	
Torreon, Coah.	XEEG	760	
Torreon, Coah.	XETJ	570	
Torreon, Coah.	XEBP	1310	La Voz de la Laguna, S.A.
Torreon, Coah.	XEDN	600	Difusora del Norte, S.A.
Torreon, Coah.	XETB	1350	Radio Laguna, S.A.
Torreon, Leon	XEOB	1490	
Torreon, Coah.	XETC	1240	
Tulancingo, Hgo.	XENQ	1580	
Tuxpan, Nay.	XEUX	1340	Salvador Hrena Benitez
Tuxpan, Ver.	XETL	1390	Calixte Almazan
Tuxtepec, Oax.	XETN	1320	
Tuxtla Gutierrez	XEON	710	Enrique Balero Arambula
Tuxtla Gutierrez, Chi.	XEUE	580	
Uruapan, Mich.	XEFN	1130	
Uruapan, Mich.	XEUF	610	Ignacio Navarro
Veracruz, Ver.	XECW	1490	
Veracruz, Ver.	XEXV	920	
Veracruz, Ver.	XEHV	1310	Sucrs. de Juan A. Palavicini
Veracruz, Ver.	XELL	1430	Carlos Ferraez Matos
Veracruz, Ver.	XELR	610	
Veracruz, Ver.	XETF	1250	Sucr. de Jose Rodr. Lopez
Veracruz, Ver.	XEU	960	Fernado Pazos SOSA
Villa Acuna, Coah.	XEAE	1600	
Villa Acuna, Coah.	XEDH	1340	Oscar Gonzalez Galindo
Villa Acuna, Coah.	XERF	1570	Cia Radio-Dif. de Coahuila. S A
Villa de Seris, Son.	XEVS	1110	
Villa de Seris, Son.	XEKI	1510	
Villahermosa, Tab.	XEVG	1440	
Villahermosa, Tab.	XETZ	1380	
Villahermosa, Tab.	XEUH	1500	
Villahermosa, Tab.	XEVT	970	
Villahermosa, Tab.	XEEV	870	
Zacapu, Mich.	XEZU	1270	Guillermo Calzada Cervantes
Zacatecas, Zac.	XELK	1280	Macia y Acevedo
Zacatecas, Zac.	XEXZ	1150	Manuel Llamas Felix
Zamora, Mich.	XEQL	1580	
Zamora, Mich.	XEGT	1490	Radio Zamora S. de R.L.
Zamora, Mich.	XEZM	650	La Voz del Comercio de Zamora
Zapopan, Jal.	(New)	880	
Zapopan, Jal.	XECO	760	
Zapopan, Jal.	XEDV	700	
Zihuatanejo, Gro.	XESZ	1450	
Zitacuaro, Mich.	XELX	1460	
Zitacuaro, Mich.	XETA	1080	Gabriel Saenz Gutierrez

STATIONS OF CUBA

Location	Call Letters	Frequency	Owner
Banes	CMDO	1020	Radio Banes
Baracoa	CMDX	1450	J. Amable Martinez
Bayamo	CMDE	1260	Cadena Oriental
Bayamo	CMDT	820	Reloj del Aire
Bayamo	CMKX	1390	Aistides Gervet Villafane
Bayamo	CMDD	1200	Radio Oriente
Caibarien	CMHS	1020	A. Aragones Machado
Caibaiguan	CMHY	1590	Cia. Marlin y Perez
Camaguey	CMJT	700	Radio Progreso
Camaguey	CMJB	880	Union Radio
Camaguey	CMFA	1110	P. A. Alejo
Camaguey	CMJE	680	Radio Progreso
Camaguey	CMJF	1340	Radio Camaguey
Camaguey	CMJC	1270	Cadena Camagueyana de Radio
Camaguey	CMJL	920	Circuito CMQ, S.A.
Camaguey	CMJW	1440	Adres Moran Cisneros
Camaguey	CMJA	1060	Rafael Valdes Jiminez
Camaguey	CMJR	1030	N. Radio Lej. S.A.
Camaguey	CMJN	960	CNC
Camaguey	CMJG	1000	Cadena Oriental de Radio
Camaguey	CMJK	1160	Jones, Castrillon y Cia.
Cardenas	CMGB	1580	R. Rodriguez Aragon
Cardenas	CMGE	1470	Genaro Sabater Fox
Ciego de Avila	CMJY	760	R. Miranda C.
Ciego de Avila	CMJM	840	CNC
Ciego de Avila	CMJV	900	Circuito CMQ, S.A.
Ciego de Avila	CMJZ	1500	P. Castellanos Caballero
Ciego de Avila	CMJH	1370	Luis Marauri Mendoza
Ciego de Avila	CMJD	1190	Union Radio S.A.
Ciego de Avila	CMJP	580	A. A. Jimenez F.
Ciego de Avila	CMJS	800	Cadena Oriental de Radio
Ciego de Avila	CMJO	1470	Bonifacino Idelfonso Morales
Cienfuegos	CMHU	720	M. R. Vazquez
Cienfuegos	CMHH	940	Radio Garcia Serra
Cienfuegos	CMHN	680	Radio Progreso
Cienfuegos	CMHF	1040	H. Valdes Yero
Cienfuegos	CMJH	1350	Telerrape, S.A.
Colon	CMGO	1030	Insular de Radiodifusion
Colon	CMGU	1340	Cadena Oriental de Radio
Consolacion del Norte	CMAX	1400	G. Blanco Pi.
Cruces	CMHK	1210	Virgilio Villanueva Fernandez
Encrucijada	CMHE	1090	H. Valdez Yero
Florida	CMJI	1400	Dr. Osvaldo Moran Artega
Guane	CMAP	1210	Juan Escobar
Guantanamo	CMDJ	950	Radio Oriente
Guantanamo	CMDN	1110	CNC
Guantanamo	CMKA	1250	Cadena Oriental
Guantanamo	CMDG	1290	C. Abrutia A.
Guantanamo	CMKG	1490	Red Provincial
Guantanamo	CMDU	710	Insular de Radiodifusion
Guantanamo	CMKH	1140	Cadena Oriental de Radio
Guantanamo	CMKI	1400	Union Radio, S.A.
Guantanamo	CMKS	1070	Radio Savon
Havana	CMBR	1170	C. Rodriguez
Havana	CMCW	1290	Guy M. Lavin G.
Havana	CMOA	1590	Juan Fernandez Duran
Havana	CMZ	1560	Ministry of Education
Havana	CMOX	1490	Cia. Electrica, S.A.

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Location	Call Letters	Frequency	Owner
Havana	CMCM	1460	Cia. Transradio Columbia, S.A.
Havana	CMCQ	890	Radio Onda Musical
Havana	CMBX	1390	Alberto Alvarez Ferrera
Havana	CMBG	1360	A. F. Rodriguez
Havana	CMCB	1330	Radio Reloj, S.A.
Havana	CMCO	1230	Edelberto Perez Rubio
Havana	CMK	1190	Faust Montiel
Havana	CMBK	1150	Ucard, S.A.
Havana	CMBY	1120	Pages y Cia.
Havana	CMBS	1090	Enrique Artalejo Fernandez
Havana	CMCI	1260	Cadena Oriental
Havana	CMCX	1060	Espacio Aereo
Havana	CMCG	1420	Radio Memoria
Havana	CMBQ	1010	Radio Continental CMBQ, S.A.
Havana	CMCK	980	Cia. Radiodiff. COCO y CMCK, S.A
Havana	CMBF	950	Radio Universal, S.A.
Havana	CMCF	910	Union Radio
Havana	CMCY	350	Radio Siboney
Havana	CMBL	860	Radio Cadena Suaritos
Havana	CMBZ	830	Manuel y Guillermo Salas
Havana	CMCH	790	Radio Onda Musical
Havana	CMBC	690	Radio Progreso
Havana	CMCD	760	La Voz del Aire
Havana	CMCA	730	Radio Mambi
Havana	CMW	590	CNC
Havana	CMQ	630	Circuito CMQ, S.A.
Havana	CMCU	660	Radio Garcia Serra S.A.
Havana	CMBD	1520	Luis Perez Garcia
Holguin	CMKY	600	CNC
Holguin	CMDR	1410	Insular de Radiodifusion
Holguin	CMDS	1580	Radio Norte
Holguin	CMDL	1150	E. Acosta Pita
Holguin	CMDC	1290	Cadena Oriental
Holguin	CMKO	1220	Manuel Angulo Ferran
Holguin	CMKF	1050	Manuel J. de Gongova
Holguin	CMKD	970	Cadena Oriental
Holguin	CMKJ	740	Circuito CMQ, S.A.
Holguin	CMKP	670	Radio Progreso
Holguin	CMKM	560	Union Radio, S.A.
Jabotibonico	CMJJ	540	N. Rios Miera
Jobellanos	CMGN	960	CNC
Mantanzas	CMGF	930	CNC
Manzanillo	CMDF	1590	F. Sanz Valdes
Matanzas	CMGL	1400	Cadena Oriental de Radio
Matanzas	CMGX	910	Union Radio
Matanzas	CMGF	930	CNC
Matanzas	CMGW	1100	R. A. Zayas Lopez
Matanzas	CMGX	1240	Radio Tiempo
Matanzas	CMGM	1440	O Menocal Santana
Moron	CMJX	1230	Dr. Pablo Castellanos Caballero
Moron	CMFC	1320	Indular de Radiodifusion
Moron	CMJU	1420	E. F. Fernandez
Moron	CMFB	620	Insular de Radiodifusion
Nuevitas	CMJQ	1300	Juan Filigulieras Cabaleiro
Palma Soriano	CMKZ	1430	Maria Dominguez Dousseu
Pinar del Rio	CMAN	840	CNC
Pinar del Rio	CMAG	880	Union Radio
Pinar del Rio	CMAS	990	Radio Garcia Serra
Pinar del Rio	CMAD	1240	C. Rodriguez
Pinar del Rio	CMAE	1300	C. Rodriguez
Pinar del Rio	CMAF	680	Radio Progreso
Pinar del Rio	CMAB	1070	Simeon Ferro Martinez
Pinar del Rio	CMAL	1340	Radioccidenta, S.A.

Location	Call Letters	Frequency	Owner
Pinar del Rio	CMAQ	920	Circuito CMQ, S.A.
Pinar del Rio	CMAR	1190	CIR
Pinar del Rio	CMAW	800	Pedro Redondo Fernandez
Puerto Padre	CMKY	1350	Pedro Zacca Cheda
Sagua la Grande	CMHO	1310	OIR
Sagua la Grande	CMHR	1570	Radio Tiempo
Sagua la Grande	CMHA	1280	Justiniano Valdes Aguado
San Cristobal	CMAC	1030	Guillermo Garcia
Sancti Spiritus	CMHL	1450	Radio Tiempo
Sancti Spiritus	CMHP	1250	F. G. Enriquez
Sancti Spiritus	CMHT	990	Juan B. Santana Padron
Sancti Spiritus	CMHB	780	Union Radio, S.A.
San Luis	CMKQ	1460	Raul de Arms Trompeta
Santiago de Cuba	CMDY	870	Reloj de Aire
Santiago de Cuba	CMDW	1030	R. Miranda C.
Santiago de Cuba	CMDH	1060	E. Hernandez Callard
Santiago de Cuba	CMDK	1120	Radio Turquino
Santiago de Cuba	CMDV	1550	J. Camadro Porro
Santiago de Cuba	CMDB	680	Radio Progreso
Santiago de Cuba	CMKN	930	CNC
Santiago de Cuba	CMKC	850	Radio Oriental, S.A.
Santiago de Cuba	CMKL	800	Cadena Oriental de Radio
Santiago de Cuba	CMKU	630	Circuito CMQ, S.A.
Santiago de Cuba	CMKW	1000	Reloj del Aire, S.A.
Santiago de Cuba	CMDZ	890	Radio Cadena Santiago
Santiago de Cuba	CMKR	1090	Jaime Nadal
Santiago de Cuba	CMKB	1170	Union Radio, S.A.
Santiago de Cuba	CMDA	1320	Red Provincial
Santa Clara	CMHX	1480	D. G. Garcia Rodriguez
Santa Clara	CMHA	1280	J. M. Vazquez
Santa Clara	CMHV	1180	Insular de Radiodifusion
Santa Clara	CMHI	570	CNC
Santa Clara	CMHQ	640	Circuito CMQ, S.A.
Santa Clara	CMHW	810	CNC
Santa Clara	CMHZ	970	M. Gonzalez Cuesta
Santa Clara	CHMM	1130	Cadena Oriental de Radio
Santa Clara	CMHG	670	Radio Progreso
Santa Clara	CMHD	890	Union Radio, S.A.
Santa Clara	CMHC	1410	M. Perez Marrero
Santa Fe	CMBN	1370	Circuito Radiales, S.A.
Victoria de las Tunas	CMDQ	840	J. L. Lima Delgado
Victoria de las Tunas	CMKT	1520	Alfr. O. Sanchez Moregon
Victoria de las Tunas	CMKE	1240	R. Miranda C.
Victoria de las Tunas	CMDP	1280	Cadena Oriental de Radio

STATIONS OF HAITI

Location	Call Letters	Frequency	Owner
Gonaives	4VMD	1500	——
Leogane	4VK	1080	——
Petionville	4AVHL	1260	——
Port-au-Prince	4VYM	1250	——
Port-au-Prince	4VW	1300	Ricardo Widmaier
Port-au-Prince	4VGM	1470	Frank C. Magloire

STATIONS OF DOMINICAN REPUBLIC

Location	Call Letters	Frequency	Owner
Bani	H13V	1310	Manuel Bello Hijo
Barahona	H13A	1230	
Ciudad Trujillo	H1T	1400	Ramon Pacheco
Ciudad Trujillo	H1Z	1350	Frank Hatton
Cuidad Trujillo	H12H	1490	Raf. E. Tavarez L.
Cuidad Trujillo	H1N	1220	Expedi Pou
Ciudad Trujillo	H1G	950	Andres Cordero Puello
Ciudad Trujillo	H1L	790	Joaquin C. Pellicer
Ciudad Trujillo	H13T	620	J. Arismendi Trujillo
Ciudad Trujillo	HI5K	1440	Pedro Julio Santana
Ciudad Trujillo	HIT-TV	Chan. 4	J. Arismendi Trujillo
La Vega	HIIL	1400	Joaquin C. Pellicer
La Vega	HI8T	1360	J. Arismendi Trujillo
Moca	HIIA	1490	Rafael Western
Puerto Plata	H19U	1240	Luis A. Pelegrin
Salcedo	HIZA	1440	J. Alfred Achecar
San Cristobal	H12R	1440	Luis Alberti
San Francisco de Macoris	H14C	1250	Manuel R. Peralta
San Pedro de Macoris	HIIJ	610	Fausto M. Donastorg
Santigo	HI2K	1450	Roque C. Lleras
Santigo	HI8B	1050	Jacinto L. Sanchez
Santiago	H14B	1330	Abraham Vanderhorst
Santiago	H18B	1050	Jacinto L. Sanchez
Santiago	H19Z	820	Luis F. Moscoso C.
Santiago	H11N	1220	Expedi Pou
Santigo	HI6T	1380	J. Arismendi Trujillo

STATIONS OF BAHAMAS & JAMAICA

Location	Call Letters	Frequency	Owner
BAHAMAS			
Nassau	ZNS	1540	Bahamas Government
JAMAICA			
Kingston	ZQI	720	Jamaica Bcstg. Co.
Mandeville		580	
Montego Bay		1180	
Point Galina		560	

RADIO CADENA NACIONAL, S. A.

Main Office: Vallarta #1
Mexico 4, D. F.-Mexico
P. O. Box 7892
Cable: RCN — Phone: 46-96-48
Monterrey Office: Edif. Alanis Tamez 509
Padre Mier y Cap. E. Carranza
Monterrey, N. L., Mexico

—PERSONNEL—

President and General Manager.....Rafael Cutberto Navarro
Public Relations.....Emilio Nassar, Jr.
Traffic Dept. .....Enrique Bernal Servín
Publicity Dept.....Agustin Sierra G.

RADIO PROGRAMAS DE MEXICO, S. A.

Institucion Mexicana de Radio
General Offices: Bucareli 109
Phones:
General Offices: 36-29-01 — 12-65-44 — 13-91-14
P. O. Box 1324
Mexico City, Mexico

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President & General Manager.....Clemente Serna Martinez
Vice President.....Antonio Eufracio Ontiveros
Vice President.....Horacio Niño Medina
Manager .....Javier Salcido
Sales Executive.....Lic. Jose Sanchez Navarro
Asst. to Pres. & Gen. Mgr.....Homero Rios D.
Audio & Recording Supervisor.....Ing. Dario Mondragon

RADIO CADENA NACIONAL, S. A. MEMBER STATIONS

Location	Call Letters	Frequency Kcs.
Acapulco, Gro.	XEBB	600
Acapulco, Gro.	XEKU	710
Aguascalientes, Ags.	XERO	1490
Agua Prieta, Son.	XEAQ	1490
Cd. del Carmen, Camp	XECC	1340
Cd. Juarez, Chih.	XEJ	970
Cd. Juarez, Chih.	XEFV	1240
Cd. Juarez, Chih.	XEWG	1490
Cd. Obregon, Son.	XEAP	1290
Cd. Valles, S.L.P.	XECV	610
Cd. Victoria	XEGW	1380
Culiacan, Sin.	XECQ	1300
Chihuahua, Chih.	XEM	1390
Durango, Dgo.	XEDU	860
El Mante, Tamps.	XECM	1450
Ensenada, B. C.	XEDX	1010
Guadalajara, Jal.	XEHL	1010
Guadalajara, Jal.	XEBA	840
Guadalajara, Jal.	XEAD	1150
Guaymas, Son.	XEBQ	1240
Hermosillo, Son.	XEDL	1250
Jimenez, Chih.	XEJZ	1320
Leon, Gto.	XELG	680
Leon, Gto.	XERW	1390
Los Mochis, Sin.	XECU	1470
Matamoros, Tamps.	XEO	970
Matamoros, Tamps.	XEMT	1340
Mazatlan, Sin.	XERJ	1320
Merida, Yuc.	XEZ	600
Mexicali, B.C.	XECL	990
Mexico, D. F.	XERCN	1110
Miguel Aleman, Tamps.	XEHI	1470
Monterrey, N. L.	XET	990
Monterrey, N. L.	XEJM	1450
Monterrey, N. L.	XEG	1050
Mrelia, Mich.	XESF	1300
Nogales, Son.	XECG	1240
Nva. Rosita, Coah.	XENR	980
Nvo. Laredo, Tamps.	XEK	960
Oaxaca, Oax.	XEOA	570
Pachuca, Hgo.	XEPK	1420
Puebla, Pue.	XECD	1170
Reynosa, Tamps.	XEOR	1390
Sahuayo, Mich.	XEGC	1490
Saltillo, Coah.	XEKS	1330
San Luis Potosi, S.L.P.	XEPO	1310
Tampico, Tamps.	XEFW	810
Tapachula, Chis.	XEKQ	670
Tehuantepec, Oax.	XEKZ	600
Tepic, Nay.	XEXT	980
Tijuana, B. C.	XEBG	1550
Toluca, Mex.	XECH	1490
Torreon, Coah.	XEBP	1310
Tuxtla Gutierrez, Chis	XEUE	580
Veracruz, Ver.	XETF	1250
Zacatecas, Zac.	XEXZ	1150

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1959

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ABC-TV Center, Hollywood 27, Calif.
Phone: NOrmandy 3-3311

V. P. West Div.....James G. Riddell
V. P. West Div., Consult.....Earl Hudson
Sales Manager.....Vince Francis

STATIONS

KABC-TV, Los Angeles, Calif.; XETV, San Diego, Calif.; KEYT, Santa Barbara, Calif.; KSBY-TV, San Luis Obispo; KBAK-TV, Bakersfield, Calif.; KJEO-TV, Fresno, Calif.; KSBW-TV, Salinas, Calif.; KGO-TV, San Francisco, Calif.; KHSL-TV, Chico, Calif.; KIEM-TV, Eureka, Calif.; KBES-TV, Medford, Ore.; KGW-TV, Portland, Ore.; KIMA-TV, Yakima, Wash.; KING-TV, Seattle, Wash.; KREM-TV, Spokane, Wash.; KUTV, Salt Lake City, Utah; KBTV, Denver, Colo.; KTVK, Phoenix, Ariz.; KGUN-TV, Tucson, Ariz.; KELP-TV, El Paso, Tex.; KSHO-TV, Las Vegas, Nev.; KKTV, Colorado Springs, Col.; KSWS-TV, Roswell, N. M.; KOAT-TV, Albuquerque, N. M.; KIDO-TV, Boise, Idaho; KKLF-TV, Butte, KOOK-TV, Billings, Mont.; KFBC, Cheyenne, Wyo.; KID-TV, Idaho Falls, Billings, Mont.; KFBB-TV, Great Falls, Montana; KOVR, Sacramento-Stockton, Calif.; KOLO-TV, Reno, Nev.; KTOW, Casper, Wyo.; KOTA-TV, Rapid City; KVIP, Redding, Calif.

ABC Western Division Radio Network

1539 N. Vine St., Hollywood 28, Calif.
Phone: NOrmandy 3-3311

Western Sales Mgr.....Harry Woodworth
Sales Service Mgr.....Sheila Manes
Program Director.....Dresser Dahlstead
Chief Engineer.....Ralph Denechaud

STATIONS

KPMC, Bakersfield; KTIP, Porterville; KROP, Brawley; KARM, Fresno; KABC (O&O), Los Angeles; KFIV, Modesto; KFBK, Sacramento; KSYC, Yreka; KCAL, Redlands; KYOR, Blythe; KREO, Indio; KBAB, San Diego; KGO (O&O), San Francisco; KTMS, Santa Barbara; KWG, Stockton, all California; KVOS, Bellingham; KING, Seattle; KGA, Spokane; KIMA, Yakima; KEPR, Kennewick; KTEL, Walla Walla; KPQ, Wenatchee, all Wash.; KASH, Eugene; KGW, Portland; KFLW, Klamath Falls; KYJC, Medford; all Oregon; KBAR, Burley; KIFI, Idaho Falls, both Idaho; KENO, Las Vegas, Nev.; KOY, Phoenix; KFUN, Las Vegas; KRSN, Los Alamos; KTRC, Santa Fe; KRTN, Raton; KHAM, Albuquerque, all New Mexico; KFBC, Cheyenne; KVOC, Casper, both Wyo.; KSID, Sidney, Neb.; KIXX, Provo; KLUB, Salt Lake City, both Ut.; KHOW, Denver; KGHF, Pueblo, both Colo.

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President .....Charles Sawyer
General Manager.....Homer H. Odom
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P. O. Box 411, Albertville, Ala.
Phone: Albertville 830

Pres., Gen. Mgr.....Pat M. Courington

BRANCH OFFICE

Scottsboro, Ala., James Thompson, Phone 123

STATIONS

WAVU-AM-FM, Albertville, Ala.; WCRI, Scottsboro, Ala.

Alaska Broadcasting System

1001 Tower Bldg., Seattle, Wash.
Phone: MAin 4-6333

General Manager.....Wm. J. Wagner
Representative.....Alaska Radio-TV Sales

STATIONS

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Station KGU, Honolulu, Hawaii

Manager.....William O. Paine

STATIONS

KGU, Honolulu; KTOH, Kauai; KMVI, Maui; KHBC, Hilo.

Appalachian Network

1420 Eastern Pkwy., Louisville 4, Ky.
Phone: HIghland 3779

Gen., Comm. Mgr.....Elmo Mills
Sales Promotion Mgr.....Harry McTigue
Program Director.....Art Grunewald
Publicity Director.....Jack Mills
Chief Engineer.....Dave Jordon

BRANCH OFFICE

P. O. Box 333, London, Ky., Elmo Mills, Gen. Mgr., Phone: VOlunteer 4-2148; Representative, Harry McTigue.

STATIONS

WFTG, London, Ky.; WCPM, Cumberland, Ky.; WNRG, Grundy, Va.; WMNF, Richwood, W. Va.

Arizona Broadcasting System

1101 No. Central Ave., Phoenix, Ariz.
Phone: Alpine 4-4161

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V.P. Chg. of Sales.....Ray C. Smucker
Program Director.....Jack Willis
Chief Engineer.....Harold Haughawout
V.P. Chg. of Prog.....Paul Hughes

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STATIONS

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840 N. Central Ave., Phoenix, Ariz.
Phone: ALpine 8-8181

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3715 Lindell Blvd., St. Louis 8, Mo.
Phone: OLive 2-4500

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Sales Mgr.....Stanley N. Kaplan
Sales Promo. Mgr.....Wm. P. McKibben
Program Dir.....William Armstrong
Publicity Dir.....Harriet Baker
Chief Engineer.....Ralph Ingraham

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WIL, St. Louis, Mo.; WRIT, Milwaukee, Wisc.; KBOX, Dallas, Tex.; WTVO-TV, Rockford, Ill.; WICS-TV, Springfield, Ill.

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700 Buhl Bldg., Detroit 26, Mich.
Phone: WOodward 2-0220

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Program Director.....Edwin E. Nyy
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STATIONS

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Paul Bunyon Bldg., Traverse City, Mich.
Phone: WIndsor 7-7675

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Comm. Mgr.....Robert Detwiler
Chief Engineer.....William H. Kiker

STATIONS

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Cactus State Network

K.I.U.N. Radio, Pecos, Tex.
Phone: Pecos 5-2497

President .....Jack Hawkins
Gen. Mgr., Pub. Dir.....Bill Hubbs
Commercial Mgr. .....David Martin
Sales Prom Mgr.....Lynn Garrett
Prog. Dir., Ch. Engr.....Harry Boehnemann

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STATIONS

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California Farm Network

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Phone: TH 3-9600

Manager.....Milton L. Levy
Radio Director.....Al Tiffany

STATIONS

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California-Oregon TV Trio

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Phone: HIllside 3-3123

Pres., Gen. Mgr.....William B. Smullin
V.P., Sales.....Donald H. Telford
V.P., Engr.....Edward A Malone

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California Northern Group

c/o Station KSYC, Yreka, Calif.
Phone: VIctor 2-4158

President.....D. M. Comstock

STATIONS

KSYC, Yreka; KBLF, Red Bluff; KSUE, Susanville; KRDG, Redding.

California Radio Network

3401 Russell St., Riverside, Calif.
Phone: OVerland 6-0260

Gen. Mgr.....Dale R. Peterson

STATIONS

KPRO Riverside; KREO Indio; KYOR Blythe; KROP Brawley, all Calif.

Capital Radio Network

c/o Station WCEN, Mt. Pleasant, Mich.

President.....Paul A. Brandt

STATIONS

WCEN, Mt. Pleasant; WBRN, Big Rapids; WFBC, Fremont, all Mich.

Carolina Radio Group

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Phone: Durham 8-6129

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General Manager.....H. Tom Morris
Representative ..... Pearson

STATIONS

WTIK, Durham; WFNC, Fayetteville, N. C.; WKIX, Raleigh; WCEC, Rocky Mt.; WRRF, Washington; WGNI, Wilmington; WBBB, Burlington; WSOC, Charlotte; WGBG, Greensboro; WIRC, Hickory; WSAT, Salisbury; WTOB, Winston-Salem, all N. C.

Cascade Broadcasting Co.

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Phone: GLencourt 2-9111

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General Manager.....Thomas C. Bostic
Gen. Sales Mgr.....Herchel R. Cary
Promotion Mgr.....Ed Morrissey
Program Director.....James W. Nolan, Jr.
Engineering Director.....M. E. Burrill

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STATIONS

KLEW-TV, Lewiston, Idaho; KBAS-TV, Ephrata; KEPR-AM-TV, Pasco; KIMA, KIMA-TV, Yakima; KWIQ, Moses Lake, all Wash.

CBS Radio Pacific Network

6121 Sunset Blvd., Hollywood 28, California
Phone: Hollywood 9-1212

Gen. Manager.....Fred Ruegg
Commercial Mgr. .....Gordon Mason
Sales Promotion Mgr.....Phil Hillman
Program Director.....Robert P. Sutton
Publicity Dir. .....Lloyd Brownfield
Chief Engineer.....Ted Denton

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STATIONS

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CBS Television Pacific Network

1313 North Vine St., Los Angeles 28, Calif.
Phone: OLive 1-2345

President .....Merle S. Jones
General Manager.....Clark B. George
Sls. Prom., Info. Serv. Dir.....Austin Heywood
Comm. Mgr.....Robert D. Wood
Prog. Director.....Donald M. Hine
Engineer in Charge.....Edwin Miller

STATIONS

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Colorado Network

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Phone: 599

Representative .....Cory

STATIONS

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Phone: HUbbard 2-2323

Gen. Mgr.....Thomas Y. Gorman
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National Rep.....CBS Radio Spot Sales

STATIONS

WEEI, Boston, Mass.; WTAG, Worcester; WHYN, Springfield-Holyoke, Mass.; WDRC, Hartford; WBRY, Waterbury, Conn.; WPRO, Providence, R. I.; WKNE, Keene; WGIR, Manchester; WKXL, Concord, all N. H.; WGAN Portland; WGUY, Bangor, both Maine; WCAX, Burlington, Vt.

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STATIONS
WNCN, N.Y.C.; WBCN, Boston, Mass.; WHCN, Hartford, Conn.; WXCN, Providence, R. I.

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Phone: PLaza 5-1121
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Asst. to Pres.....Johnston F. Northrop
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Dir. Programming.....Robert H. Salk
Dir. Research.....Charles H. Smith
Dir. Engineering.....George G. Jacobs
Dir. Prom. & Adv.....Robt. J. Sullivan
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Phone: CIrcle 6-7242
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Asst. to President.....Rita Hughes
Promotion Director.....Leonard Kessler
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Baltimore 1, Md.
Phone: LE 9-1680
Exec. in Chg.....Miss L. Wentworth
Room 624, 1000 Main St., Dallas, Texas
Phone: RI 1-5217
Exec. in Chg.....Diane Spiegel
STATIONS
KOFY, San Francisco; KPIK, Colorado Springs; KLAK, Denver; WARL, Washington, D. C.; WOOO, DeLand-Daytona Beach; WMIE, Miami; WHBO, Tampa; KCKN, Kansas City; WBMD, Baltimore; KEVE, Minneapolis-St. Paul; KWEM, Memphis; KCUL, Fort Worth-Dallas; KRCT, Houston; KSOP, Salt Lake City; WCMS, Norfolk, Va.; WEXL, Detroit; WHFC, Chicago; WQIK, Jacksonville; WPFA, Pensacola; KDAV, Lubbock, Tex.; KZIP, Amarillo, Tex.; WENO, Nashville, Tenn.; WBAC, Cleveland, Tenn.; WQSN, Charleston, S. C.; WPNX, Columbus, Ga.; WEAS, Atlanta, Ga.; WABB, Mobile, Ala.; WATV, Birmingham, Ala.; KLRA, Little Rock, Ark.; KFAY, Fayetteville, Ark.; KTCS, Ft. Smith, Ark.; WCBG, Chambersburg, Pa.; WTTL, Madisonville, Ky.; WLDB, Atlantic City, N. J.; WTAQ, LaGrange, Ill.; WMRO, Aurora, Ill.; WREM, Remsen-Utica-Rome, N. Y.

Crosley Broadcasting Corp.

140 W. Ninth St., Cincinnati 2, Ohio
Phone: CHerry 1-1822
Chrmn. of Board.....James D. Shouse
Pres., Gen. Mgr.....Robert E. Dunville
V.P., Television.....John T. Murphy
V.P., Sales.....H. P. Lasker
BRANCH OFFICES
3 E. 54th St., New York 22, N. Y., Phone PLaza 1-5353, H. P. Lasker, V.P. Sales; 360 N. Michigan Ave., Chicago 1, Ill., STate 2-6693, H.Albrecht, V.P. Central Div.
STATIONS
WLW-A (TV), Atlanta, Ga.; WLW-I (TV), Indianapolis, Ind.; WWL-T (TV), WLW (Radio), Cincinnati; WLW-D (TV), Dayton; WLW-C (TV), Columbus, all Ohio.

Dairyland Network

1410 Northwestern Bank Bldg.,
Minneapolis 2, Minn.
Phone: FEderal 8-5689
President.....H. W. Linder
STATIONS
KWLM, Willmar; KWNO, Winona; KMHL, Marshall, Minn.; KTOE, Mankato, Minn.; KDMA, Montevideo, Minn.; KLGR Redwood Falls, Minn.; KFAM, St. Cloud, Minn.

Vic Diehm Radio Group, Inc.

706-716 Hazleton Nat'l. Bank Bldg.
Hazleton, Pa.
Phone: GL 4-3531
President .....Victor C. Diehm
Administration Assistant....Kathryn E. Kahler
Commercial Mgr.....Robert J. Sacco
National Sales Manager.....Thomas A. Tito
Program Director.....Robert Williams
Publicity Director.....Paul Cerula
Chief Engineer.....Arthur Deters
BRANCH OFFICES
Hazleton Nat'l. Bank Bldg., Hazleton, Pa. (WAZL) Victor C. Diehm, Phone: GL 4-3531; Colorado & Poplar Sts., Allentown, Pa. (WHOL) Victor C. Diehm, Phone: HEmlock 4-4801; Drawer "A" Main Post Office, Tallahassee, Fla. (WTAL) Victor C. Diehm, Phone: 2-1270; Bloomsburg, Pa. (WHLM) Harry L. Magee, Phone: STerling 4-5500.
STATIONS
WAZL, Hazleton; WHOL, Allentown; WHLM, Bloomsburg, all Pa.; WTAL, Tallahassee, Fla.

Dixie Broadcasting System

P. O. Box 1008, Hattiesburg, Miss.
Phone: JUniper 3-1743
Pres., Gen. Mgr.....Charles W. Holt

Commercial Mgr.....Stanley Lightsey
Sales Prom. Mgr.....Frank Zalnoski
Prog., Pub. Dir.....Connie I. Holt
Chief Engineer.....Charles Sharpling

BRANCH OFFICES

Montgomery, Ala. (WHHY) Robert N. Robinson; Tulsa, Okla. (KOME) Stan Hagan; McComb, Miss. (WHNY) Carroll Hines.

STATIONS

WHSY, Hattiesburg, Miss.; WNSL, Laurel, Miss.; WHNY, McComb, Miss.; WHXY, Bogalusa, La.; WARB, Covington, La.; WHHY, Montgomery, Ala.; WGCM, Gulfport; WQBC, Vicksburg; WGVM, Greenville; WABG, Greenwood; WKOZ, Kosciusko; WRJW, Picayune; WCLD, Cleveland, all Miss.; WFUN, Huntsville; WAGE, Dothan, both Ala.; WMEN, Tallahassee, Fla.; KOME, Tulsa, Okla.

Dixie Network

Headquarters: Williams Bldg., Jackson, Tenn.
Phone: 7-9611

President .....A. B. Robinson
V. P., Gen. Mgr.....Jack Cecil
Representative....Venard, Rintoul, McConnell

STATIONS

WDXI Jackson; WENK Union City; WTPR Paris; WDXE Lawrenceburg; WDXL Lexington; WDXN Clarkesville, all Tennessee; WCMA Corinth, Miss.

East Coast Network

Box 509, Edenton, N. C.
Phone: Edenton 2178

President .....E. M. Schuman
General Mgr.....R. W. Schuman
Commercial Mgr.....R. P. Harrell
Program Dir.....Boyce Williams
Publicity Dir.....Haney Carson
Chief Engineer.....Anthony Ostopoff

STATIONS

WCDJ, Edenton, N. C.; WMBL, Morehead City; WDDW, New Bern; WTAB, Tabor City; WHED, Washington; All, N. Car.

East Texas Network

205 Austin St., Center, Tex.
Phone: LYric 8-3304

President .....Tom E. Foster

STATIONS

KRBA Lufkin; KDET Center; KSIJ Gladewater; KOSF Nacogdoches; KTXJ Jasper; KIVY Crockett; KNET Palestine; KEBE Jacksonville; KWRD, Henderson; KOGT, Orange; KADO, Marshall, all Texas.

Farm & Home Radio

Cedar & Division, Grand Island, Nebr.
Phone: DU 2-2800

President .....Don Searle
Exec. V.P.....Bill Martin
Sales Mgr.....Bill Moore
Business Mgr.....Willard Morton
Program Dir.....Bill Delzell
Chief Engineer.....U. L. Lynch

STATIONS

KFNF, Shenandoah, Iowa; KXXX, Colby, Kans.

Fetzer Stations

590 W. Maple St., Kalamazoo, Mich.
Phone: FI 5-2101

President.....John E. Fetzer
Executive V.P.....Carl E. Lee
Secy., Treas.....E. L. Tait
Assistant Secretary.....Robt. C. Van Horn

STATIONS

WKZO-AM-TV Kalamazoo, KOLN TV Lincoln, Neb.; WJEF AM-FM, Grand Rapids; WWTV, Cadillac, Mich.; WMBD AM-FM-TV, Peoria, Ill.

Five-Star Group

10th & Fillmore Sts.
c/o Station WREN, Topeka, Kans.
Phone: Central 2-0505

President .....Max Falkenstien
Secy.-Treas. .....Bob Pratt
Representative .....Hollingberry

STATIONS

KOAM, Pittsburg, Kans.; KWBB, Wichita, Kans.; KVGB, Great Bend, Kans.; KGGF, Coffeyville, Kans.; and WREN, Topeka, Kans.

Friendly Group

Exchange Realty Bldg., Steubenville, O.
Phone: ATlantic 2-6265

President.....Jack N. Berkman
Exec. V.P., Gen. Mgr.....John J. Laux
Vice Pres. .....Fred Weber
Sales Prom. Mgr.....Robert Harris
National Sales-TV.....Rod Gibson
National Sales-Radio.....Lee Gaynor
Chief Engineer.....Charles Shepherd

BRANCH OFFICES

52 Vanderbilt Ave., New York 17, N. Y., Phone: MU 3-6977, Rod Gibson, Nat'l. Sales Mgr.; 211 Smithfield St., Pittsburgh 22, Pa., Phone: GR 1-3288, Rex King.

STATIONS

KMLB, Monroe, La.; KODE-AM-TV, Joplin, Mo.; WSTV-AM-TV, Steubenville, Ohio; WPIT, Pittsburgh, Pa.; WBOY-AM-TV, Clarksburg, W. Va.; WPAR, Parkersburg, W. Va.; WAAM-FM, Parkersburg, W. Va.

Gamble-Lane Stations

140 S.W. Columbia, Portland, Ore.
Phone: CA 8-3333

President.....Ted R. Gamble

STATIONS

KOIN TV-AM-FM, Portland, Ore.; KOMO-TV, Seattle, Wash.; KSBW-AM-FM, Salinas anl KSBY-TV San Luis Obispo, Calif.

Gannett Stations

40 Franklin St., Rochester, New York
Phone: BAker 5-6740

Exec. Vice-President .....Paul Miller
Gen. Business Mgr.....L. N. Bitner
Managing Dir., Radio Group..C. G. Delaney

STATIONS

WHEC AM TV, Rochester, N. Y.; WDAN AM TV, Danville, Ill.; WINR, Binghamton, N. Y.

Good Neighbor Stations, Inc.

155 Front St., Manchester, N. H.
Phone: NAtional 4-4075

President.....W. F. Rust, Jr.
Gen. Sls, Prom. Mgr.....Ralph Gottlieb
Comm. Mgr.....James McCann
Gen. Mgr., Sales Prom. Mgr.....Ralph Gottlieb
Pgm. Director.....Wm. Morrissey
Chief Engineer.....Albert Davis

BRANCH OFFICES

York, Pa. (WNOW) F. Richard Hill, Sta. Mgr.; Seventh & Hamilton Sts., Allentown, Pa. (WAEB) Bob Ackley, Sta. Mgr.; Dover, N. H. (WTSN) Ed Callahan, Sta. Mgr., Phone: SHerwood 2-5951; Claremont, N. H. (WTSV) Bill Perry, Sta. Mgr., Phone: 1800; Hanover, N. H. (WTSL) Howard Chase, Sta. Mgr., Phone: 1400; 7 East 47th St., NYC, Peggy Stone, V.P. Radio-TV Reps, Inc., Phone: MU 8-4340.

STATIONS

WKBR Manchester; WTSV, Claremont; and WTSL, Hanover; WTSN, Dover, all in New Hampshire; WNOW, York, Pa.; WAEB, Allentown, Pa.

Great Northern Bestg. System

P. O. Box 1226, Fargo, N. Dak.
Phone: 3584

President.....E. J. McKellar
Sec.-Treas.....R. L. Owens

STATIONS

KVOX, Fargo-Moorehead, Minn.; KLPM, Minot, N. D.; KOVC, Valley City, N. D.; KDLR, Devils Lake, N. D.; KEYJ, Jamestown, N. D.; KBOM, Mandan-Bismarck, N. D.; KGDE, Fergus Falls, Minn.; KNOX, Grand Forks, N. D.; KGCX, Sidney, Mont.

Great Western Network

130 Social Hall Ave., Salt Lake City 11, Utah
Phone: DA 2-5681

Pres., Gen. Mgr.....G. Bennett Larson
Comm. Mgr.....Del Leeson
Local Sales Mgr.....Jack Adamson
Sales Prom., Pub. Dir.....Edw. T. Himstreet
Program Dir.....Ed Kemp
Chief Engineer.....A. L. Gunderson
Representative .....Weed

STATIONS

KDYL, Salt Lake City; KIDO, Boise, Idaho; KSEI, Pocatello, Idaho; KTFI, Twin Falls, Idaho; KXLF, Butte, Mont.; KXLJ, Helena, KXLK, Great Falls, Mont.; KXLL, Missoula, Mont.; KXLQ, Bozeman, Mont.; KOOK, Billings, Mont.

Griffin Radio-TV

Box 1618, Muskogee, Oklahoma
Phone: MU 7-6311

President.....James C. Leake
Sales Prom., Pub. Dir.....Charles Larkin
Chief Engineer.....Robert Snider

BRANCH OFFICES

P.O. Box 9697, Tulsa, Okla. (KTUL-TV) Bill Swanson, Mgr., Phone: HIckory 6-6184; P.O. Box 1788, Little Rock, Ark. (KATV) John Fugate, Mgr., Phone: FRanklin 4-1691; P.O. Box 8557, Tulsa, Okla. (KTUL) James P. Walker, Mgr., Phone: FIllmore 5-1311; P.O. Box 8788, Okla. City, Okla. (KWTV) Edgar T. Bell, Mgr., Phone: VIctor 3-664.

STATIONS

KATV, Little Rock, Ark.; KTUL-AM-TV, Tulsa, Okla. Associated with KWTV, Oklahoma City.

Hearst Stations

959 Eighth Ave., New York 19, N. Y.
Phone: CIrcle 5-7667

V.P., Exec. Dir.....Charles McCabe
V.P., Gen. Mgr.....D. L. Provost

STATIONS

WBAL AM TV Baltimore; WISN AM TV Milwaukee; WCAE, Pittsburgh; WTAE (TV), Pittsburgh, Pa. (50% ownership).

Highland Stations

17 Dunbar St., Keene, N. H.
Phone: Elmwood 2-9230

Representative .....Meeker

STATIONS

WKNE, Keene, N. H.; WKNY, Kingston, N. Y.

Hildreth Network Stations

27 State St., Bangor, Maine
Phone: Bangor 6446

President.....Horace A. Hildreth
Exec. V.P., Gen. Mgr.....Leon P. Gorman, Jr.
Nat'l. Sales Mgr.....William J. Mullen

BRANCH OFFICES

Presque Isle (WAGM AM-TV) Dick Marshall; Houlton (WABM) Dick Marshall; Portland (WPOR) Leon P Gorman, Jr., Exec. V.P., all Maine.

STATIONS

WABI-AM-TV, Bangor; WABM, Houlton; WAGM-AM-TV, Presque Isle; WPOR, Portland, all Maine.

Imperial Broadcasting System, Inc.

6331 Hollywood Blvd., Hollywood 28, Calif.
Phone: HOllywood 2-6464

Pres., Gen. Mgr.....Frank K. Danzig
V.P., Gen. Sls. Mgr.....A. Bartlett Ross, Jr.

STATIONS

KPRO, Riverside; KREO, Indio; KROP, Brawley; KYOR, Blythe, Calif.

Intermountain Network, Inc.

146 S. Main St., Salt Lake City 1, Utah
Phone: Empire 4-3561

Chairman of Board.....George C. Hatch
President.....Lynn L. Meyer
Exec. Vice-Pres.....Jack S. Paige
Assistant to President.....Kenneth J. Hanni
Eng. Director.....W. D'Orr Cozzens

BRANCH OFFICE

P.O. Box 1408, Edgewater Branch, Denver, Colo., Phone: BElmont 7-2734, V.P. in Chg., Jack Shapiro.

STATIONS

KIMN, Denver, Colo.; KGHF, Pueblo, Colo.; KYSN, Colo. Springs, Colo.; KCRT, Trinidad, Colo.; KBNZ, La Junta, Colo.; KLMR, Lamar, Colo.; KGIW, Alamosa, Colo.; KYOU, Greeley, Colo.; KCOL, Ft. Collins, Colo.; KRLN, Canon City, Colo.; KWIK, Pocatello, Idaho; KIFI, Idaho Falls, Idaho; KLIX, Twin Falls, Idaho; KRAL, Rawlins, Wyo.; KGEM, Boise, Idaho; KBMY, Billings, Mont.; KATL, Miles City, Mont.; KPRK, Livingston, Mont.; KOPR, Butte, Mont.; KXLJ, Helena, Mont.; KXLO, Lewistown, Mont.; KOAL, Price, Utah; KMON, Great Falls, Mont.; KOWB, Laramie, Wyo.; KBTK, Missoula, Mont.; KDGO, Durango, Colo.; KNEB, Scottsbluff, Neb.; KORK, Las Vegas, Nev.;

KELK, Elko, Nev.; KOLR, Sterling, Colo.; KALL, Salt Lake City, Utah; KLO, Ogden, Utah; KOVO, Provo, Utah; KVNU, Logan, Utah; KSVC, Richfield, Utah; KVEL, Vernal, Utah; KURA, Moab, Utah; KLUK, Evanston, Wyo.; KVRS, Rock Springs, Wyo.; KOVE, Lander, Wyo.; KVOC, Casper, Wyo.; KWYO, Sheridan, Wyo.; KPOW, Powell, Wyo.; KFBC, Cheyenne, Wyo.

Jefferson Standard Broadcasting Company

1 Jefferson Pl., Charlotte, N. C.
Phone: EDison 3-8833

President.....Joseph M. Bryan
Exec. V.P., Gen. Mgr.....Charles Crutchfield

STATIONS

WBT, WBTV Charlotte, N. C.; WBTW (TV) Florence, S. C.

Knorr Bestg. Corp. (Grp.)

15001 Michigan Ave., Dearborn, Mich.
Phone: TIffany 6-8500

Pres., Gen. Mgr.....Fred A. Knorr
Comm Mgr.....John O. Gilbert, II
Sales Prom., Pub. Dir.....Lee C. Hanson
Program Dir.....Richard S. Buller
Chief Engineer.....Jerrold L. Martin

BRANCH OFFICES

Mich. Nat'l. Bank Bldg., Battle Creek, Mich., Paul J. Haller, Managing Dir., Phone: WO 4-7174; 15001 Michigan Ave., Dearborn, Mich., John J. Carroll, Managing Dir., Phone: TI 6-8500; 112 W. Water St., Flint 3, Mich., W. Eldon Garner, Managing Dir., Phone: CE 9-7608; 441 Wildwood Ave., Jackson, Mich. Nathan H. Alberstein, Comm. Mgr., Phone: ST 4-7181; 2435 Holland Ave., Saginaw, Mich., Geo. M. Millar, V.P., Phone: PL 2-8161.

STATIONS

WKMH, Dearborn-Detroit; WSAM, Saginaw; WKHM, Jackson; WKMF, Detroit-Flint; WELL, Battle Creek, all Mich.

Don Lee Broadcasting System

1313 North Vine Street, Hollywood 28, Calif
Phone: HOllywood 2-2133

V.P., Gen. Mgr.....Norman Boggs
Sec.-Treas.....A. M. Quinn
V.P., Programming.....Tony LaFrano
Nat'l. Sales Dir.....Paul H. Martin
Sales Manager.....Terry Mann
Press Info. Dir.....Tony Arnone
Promotion Mgr.....Russell Smith
News & Special Events.....Les Mawhinney
Chief Engineer.....Robert Bullock

BRANCH OFFICES

415 Bush St., San Francisco 8, Cal., Wendell Campbell, V.P., Phone: YUkon 2-9200; National Reps., H-R Representatives; New York, Chicago, San Francisco, Detroit, Atlanta, Houston, Dallas, New Orleans.

STATIONS

KMAP, Bakersfield, Calif.; KPAY, Chico, Calif.; KXO, El Centro, Calif.; KRDG, Redding, Calif.; KYNO, Fresno, Calif.; KHJ, Los Angeles, Calif.; KMYC, Marysville, Calif.; KYOS, Merced, Calif.; KPRL, Paso Robles, Calif.; KGMS, Sacramento, Calif.; KSBW, Salinas, Calif.; KITO, San Bernardino, Calif.; KGB, San Diego, Calif.; KFRC, San Francisco, Calif.; KVEC, San Luis Obispo, Calif.; KTMS, Santa Barbara, Calif.; KWG, Stockton, Calif.; KCOK, Tulare, Calif.; KWJB, Globe, Arizona; KGLU, Safford, Ariz.; KATO, Reno, Nevada; KWIL, Albany, Oregon; KWIN, Ashland, Oregon; KAST, Astoria, Oregon; KBND, Bend, Oregon; KOOS, Coos Bay, Oregon; KORE, Eugene, Oregon; KFJI, Klamath Falls, Oregon; KPOJ, Portland, Oregon; KRXL, Roseburg, Oregon; KSLM, Salem, Oregon; KPUG, Bellingham, Wash.; KELA, Centralia, Wash.; KWLK, Longview, Wash.; KGY, Olympia, Wash.; KVI, Seattle, Wash.

ADDITIONAL GROUPS AVAILABLE: KOY, Phoenix, Arizona; KTUC, Tucson, Arizona; KSUN, Bisbee, Arizona; KVOY, Yuma, Arizona; KVNA, Flagstaff, Arizona; KAWT, Douglas, Arizona; KVNC, Winslow, Arizona; KWJB, Globe, Ariz.; KGLU, Safford, Ariz.

The Linder Group

Box 393, Willmar, Minn.
Phone: BElmont 5-1340

Representative .....Pearson

STATIONS

KLGR Redwood Falls, KMHL Marshall, KWLM Willmar, KDMA Montevideo, KTOE Mankato, all Minnesota.

Lobster Network of Maine

212 Middle St., Portland, Maine
SPruce 5-2336

President .....Faust Couture
Gen. Mgr.....Melvin L. Stone
Commercial Manager.....David L. Royte
Sales Promotion Manager.....John Libby
Program Director.....Howard Leonard
Publicity Director.....James Nields III
Chief Engineer.....T. Richard Dunn

BRANCH OFFICES

225 Lisbon St., Lewiston, Me., Faust Couture, Pres., Phone: 2-7650; 160 Bangor St., Augusta, Me., Norman Gallant, Mgr., Phone: MAyfair 3-3878; 26 Central St., Bangor, Me., James Hinchey, Mgr., Phone: 7354; 89 Congress St., Rumford, Me., Kenneth Ellis, Mgr., Phone: 1057; 61 Water St., Skowhegan, Me., Harry Heustis, Mgr., Phone: GReenwood 4-2727; School St., Sanford, Me., John Carlson, Mgr., Phone: 1574; P. O. Box 65, Caribou, Me., Elby Stevens, Mgr., Phone: 3731.

STATIONS

WLOB, Portland; WCOU, Lewiston; WFAU, Augusta; WRUM, Rumford; WGHM, Waterville; WGUY, Bangor; WFST, Caribou; WSME, Sanford, all Maine.

Long Radio Enterprises

P. O. Box 1391, Bay City, Tex.
Phone: CI 5-4642

Managing Director.....J. G. Long
Gen., Comm. Mgr.....Harry L. Becker

STATIONS

KIOX, Bay City; KVIC, Victoria; KTLW, Texas City, Tex.

Maine Broadcasting System

157 High St., Portland 3, Me.
Phone: SPruce 2-0181

President.....William H. Rines
General Manager.....Donald K. Powers
Chief Engineer.....Charles R. Brown

BRANCH OFFICES

Water St., Augusta, Me., Les Hubley, Sta. Mgr., Phone: MAyfair 3-4735; Main St., Bangor, Me., Ed Guernsey, Sta. Mgr., Phone: BAngor 2-4657.

STATIONS

WCSH, Portland; WLBZ, Bangor; WRDO, Augusta; all Maine.

J. Elroy McCaw Stations

7 Central Pk. West, New York 23, N. Y.
Phone: JUdson 2-7000

STATIONS

KTVW (TV), Seattle, Wash.; WINS, New York; KELA, Centralia, Wash.; KALE, Richland, Wash.; KONA (TV), Honolulu; KTVR (TV), Denver; KDAY, Hollywood, Calif.

McClatchy Beeline Stations

21st & Q, Sacramento 4, Calif.
Phone: GIlbert 2-5011

President .....Eleanor McClatchy
Dir. of Sales.....Keith Collins

STATIONS

KFBK, Sacramento; KERN, Bakersfield; KBEE, Modesto; KMJ-AM-TV, Fresno, all Calif.; KOH, Reno, Nev.

Meredith Station Group

17th & Locust Sts., Des Moines, Iowa
Phone: ATlantic 8-8511

President .....Fred Bohen
Vice Pres.....E. T. Meredith
Treas., Radio-TV Dir.....Payson Hall
Asst. Dir. Radio-TV.....C. A. Larson

STATIONS

KCMO AM FM TV Kansas City, KPHO AM TV Phoenix, Ariz., WOW AM TV Omaha, WHEN AM TV, Syracuse; KRMG Tulsa, Okla.

Metropolitan Broadcasting Corp.

205 E. 67 St., N. Y., N. Y.
Phone: LE 5-1000

Board Chairman.....John W. Kluge
President.....Richard D. Buckley
V.P., TV Oper.....Bennet H. Korn
Treasurer.....Richard L. Geismar
Secretary .....Arthur Israel
Comptroller .....Joseph J. Madden
Assistant Treasurer .....Clemens M. Weber
Gen. Counsel, Asst. Sec'y.....Robert Dreyer

BRANCH OFFICES

Hotel Raleigh, 12th St. & Penna. Ave. NW, Washington 4, D. C. (WTTG) John E. McArdle, Sta. Mgr., Phone: STerling 3-5300; 5000 Euclid Ave., Cleveland 3, O. (WHK) Henry W. Simmen, Sta. Mgr., Phone: EXpress 1-5000.

STATIONS

WNEW-TV-AM-FM, NYC; WTTG, Wash., D.C.; WHK-AM-FM, Cleveland, O.

Midnight Sun Broadcasting Co.

Box 910
c/o KFAR, Fairbanks, Alaska

STATIONS

Comprises KFAR, Fairbanks; KENI, Anchorage; KJNO, Juneau; KTKN, Ketchikan, all Alaska.

The Mid-South Network

WELO Bldg., Tupelo, Miss.
Phone: VI 2-7658

President.....Birney Imes, Jr.
General Manager.....Bob Evans

STATIONS

WCBI, Columbus; WONA, Winona; WMOX, Meridian; WROX, Clarksdale; WNAG, Grenada; WROB, West Point; WAMY, Amory, all Mississippi.

Miracle Valley Radio Network

3rd & N. St. N.
Station WETZ, New Martinsville, W. Va.

Executive .....John T. Taylor
Representative .....Clark

STATIONS

WMOD, Moundsville; WETZ, New Martinsville; WCEF, Parkersburg, all W. Va.

Montana Metropolitan Markets Group

146 S. Main St., Salt Lake City, Utah

Sales Manager.....Lynn L. Meyer

STATIONS

KBMY, Billings; KMON, Great Falls; KOPR, Butte, Mont.

National Spanish Language Network

370 Lexington Ave., Suite 610,
New York 17, N. Y.
Phone: MUrray Hill 5-1300

PERSONNEL (KWKW)

President.....Marshall S. Neal
General Manager.....Arthur Gordon
Commercial Mgr.....Dan Curtin
Sales Prom., Pub. Dir.....Al Alperton

BRANCH OFFICE

672 S. Lafayette Pk. Pl., Los Angeles, Calif., Phone: DUnkirk 2-3200, Ch. Exec., Harlan Oakes.

STATIONS

KWKW, Los Angeles; XEXX, Tijuana-San Diego; KGST, Fresno, all Calif.; KABQ, Albuquerque, N. M.; KIFN, Phoenix; KEVT, Tucson; both Ariz.; KIWW, San Antonio; KCCT, Corpus Christi; XEJ, El Paso; XEO, Brownsville; XEOR, McAllen; KLVL, Houston; all Texas.

New England Regional Network

26 Grove St., Hartford, Conn.
Phone: JAckson 5-0801

Chairman.....Paul W. Morency

STATIONS

WTIC, Hartford; WJAR, Providence; WCSH, Portland; WLBZ, Bangor; WRDO, Augusta, Me.

Newhouse Newspaper Stations

224 Harrison St., Syracuse, N. Y.
Phone: 3-7111

STATIONS

WSYR AM TV Syracuse, WPTA-TV Harrisburg, KOIN AM TV Portland, Ore.; WABT, WAPI, Birmingham, Ala.; KTVI-TV, St. Louis.

North Country Stations of Vermont

Concord Ave., St. Johnsbury, Vt.
Phone: Ploneer 8-2344

Pres., Gen. Mgr. ..... E. Dean Finney
Assistant Manager ..... Donald Thurston

STATIONS

WTWN, St. Johnsbury; WIKE, Newport; WSNO, Barre, Vt.

Northeast Radio Network

Bibbins Hall, Terrace Hill, Ithaca, N. Y.
Phone: 4-6357

Pres. ..... R. B. Gervan
General Manager ..... H. S. Brown
Program Supervisor ..... John Deal
Engineering Manager ..... Donald Udey

STATIONS

WRRE-FM, Bristol Center; WRRC-FM, Cherry Valley; WRRD-FM, DeRuyter; WRRA-FM, Ithaca; WFLY-FM, Troy-Alb.-Schen.; WRRL-FM, Weathersfield; WNBF, Binghamton; WELM, Elmira; WWHG, Hornell; WHCU, Ithaca; WJTN, Jamestown; WMSA, Massena; WHLD-AM-FM, Niagara Falls; WHDL-AM-FM, Olean; WEAV, Plattsburgh; WHFM, Rochester; WGY, Schenectady; WHEN, Syracuse; WRUN, Utica-Rome; WDLA, Walton; WWNY, Watertown; WKOP-FM, Binghamton; WJTN-FM, Jamestown; WHLD-FM, Niag. Falls-Buff.; WRUN-FM, Utica-Rome; WGNY, Newburgh; WKIP, Poughkeepsie; WHAM, Rochester, all New York; WEJL, Scranton, Pa.

OK Group

Headquarters: 505 Baronne St., New Orleans.
Phone: TU 5363

President ..... Jules J. Paglin
Exec. V.P., Gen. Mgr. ..... Stanley Ray Jr.
Representative ..... Stars National

STATIONS

WBOK New Orleans; KYOK Houston; KAOK Lake Charles; WXOK Baton Rouge; WLOK, Memphis; WGOK, Mobile, Ala.

The Oregon Trail Network

2030 Auburn Ave.,
c/o Sta. KBKR, Baker, Oregon

General Manager ..... Gordon Capps

STATIONS

KSRV, Ontario, Ore.; KBKR, Baker, Ore.; KLBM, LaGrande, Ore.

Ozark Network

1037 S. Glenstone, Springfield, Mo.

General Manager ..... Richard Bradley
Representative ..... Best

STATIONS

KICK, Springfield; KBTN, Neosho; KRMO, Monett; KWPM, West Plains; KALM, Thayer; KLRS, Mountain Grove, KBHM, Branson, Mo.; KMDO, Fort Scott, Kans.

Plough Broadcasting Stations

112 Union Ave., Memphis, Tenn.

Owner ..... Abe Plough

STATIONS

WMPX, Memphis, Tenn.; WJJD, Chicago, Ill.; WCOP AM-FM, Boston; WCAO AM-FM, Baltimore, Md.

John Poole Stations

6540 Sunset Blvd., Hollywood, Calif.
Phone: HOllywood 3-3205

President ..... John H. Poole
Gen. Mgr. ..... David T. Harris
Representative ..... Weed

STATIONS

KBIG Avalon, KBIF, Fresno, Calif.

The Rahall Group

Box 689, Allentown, Pa.
Phone: HEmlock 3-3166

President ..... N. Joe Rahall
General Manager ..... Ogden R. Davies

STATIONS

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Phone: LOngacre 4-8000

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Rollins Broadcasting, Inc.

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Phone: OLympia 4-8881

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Vice-President .... Mrs. Madalyn Pruett Copley
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Dir. of Sales ..... Albert R. Lanphear
Dir. Public Rel. ..... Tim Crow
Engineering Dir. ..... G. Russell Chambers

BRANCH OFFICES

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STATIONS

WJWL, Georgetown, Del.; WAMS, Wilmington, Del.; WBEE, Chicago, Ill.; WGEE, Indianapolis, Ind.; KATZ, St. Louis, Mo.; WNJR, Newark, N. J.; WPTZ-TV, Plattsburgh, N. Y.; WRAP, Norfolk, Va.

Rounsaville Radio Stations

3165 Mathieson Dr., N.E., Atlanta, Ga.
Phone: CEdar 3-2195

Pres., Gen. Mgr.....Robert W. Rounsaville
V.P., Natl. Sales Mgr. .....Harold F. Walker
Vice-President .....John Fulton
Sales Promotion Manager.....Harold Walker
Chief Engineer.....Paul Cram

STATIONS

WQXI, Atlanta, Ga.; WLOU, Louisville, Ky.; WCIN, Cincinnati, Ohio; WMBM, Miami, Fla.; WVOL, Nashville, Tenn.; WYLD, New Orleans, La.; WTMP, Tampa, Fla.

Scripps Howard Group

1121 Union Central Bldg., Cleveland, Ohio
Phone: MAin 1-1811

President.....Jack R. Howard

STATIONS

WEWS Cleveland, WCPO AM-FM-TV Cincinnati, WNOX Knoxville, WMC, WMCT-TV Memphis.

Southeastern Key Market Network

P. O. Box 600, Florence, Ala.
Phone: AT 2-7711

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General Manager.....Bill Mapes
Traffic Manager.....Bettye Fowler
Representative .....RVH; Forjoe

STATIONS

ALABAMA: WAVU, Albertville; WRFS, Alexander City; WCTA, Andalusia; WHMA, Anniston; WJMW, Athens; WATM, Atmore; WAUD, Auburn; WEZB, Birmingham; WEBJ, Brewton; WRAG, Carrollton; WKLF, Clanton; WFMH, Cullman; WHOS, Decatur; WXAL, Demopolis; WAGF, Dothan; WIRB, Enterprise; WULA, Eufaula; WWWF, Fayette; WTCB, Flomaton; WOWL, Florence; WZOB, Fort Payne; WHEP, Foley; WGAD, Gadsden; WGEA, Geneva; WGYV, Greenville; WGSV, Guntersville; WJBB, Haleyville; WERH, Hamilton; WBHP, Huntsville; WPBB, Jackson; WWWB, Jasper; WRLD, Lanett; WJAM, Marion; WABB, Mobile; WMFC, Monroeville; WAPX, Montgomery; WCRL, Oneonta; WJHO, Opelika; WAMI, Opp; WOZK; Ozark; WFHK, Pell City; WPNX, Phenix City; WPID, Piedmont; WELR, Roanoke; WWWR, Russellville; WCRI, Scottsboro; WHBB, Selma; WMLS, Sylacauga; WHTB, Talladega; WJDB, Thomasville; WTBF, Troy; WTBC, Tuscaloosa; WTUS, Tuskegee; WETU, Wetumpka.

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KENTUCKY: WFLW, Monticello.

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Southern Michigan Network

WTVB Bldg., Coldwater, Mich.
Phone: BRoadway 9-9119

General Manager.....E. Harold Munn, Jr.
Commercial Manager....Normand H. Moore
Chief Engineer.....Virgil Royer

STATIONS

..WTVB-AM-FM, Coldwater; WSTR-AM-FM, Sturgis, both Mich.

Southern Minnesota Network

101 N. Second St.
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The Southwest Network

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Commercial Manager.....Audian H. Paxson
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Phone: WEbster 4700

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Dir., Engineering.....Robert Tilton

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Phone: MU 7-8436

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STATIONS
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Texas Broadcasting System

Herald Square, Dallas, Tex.
Phone: RI 2-6811
General Manager.....Clyde W. Renbert

STATIONS
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Texas Spanish Language Network

c/o Suite 610, 370 Lexington Ave., N. Y. C. 17
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Reps.....Nat'l. Time Sls.: Oakes; Harry

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XEJ, Juarez (El Paso); KIWW, San Antonio; KTXN, Austin; XEO, Brownsville; XEOR, McAllen, Tex.

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4801 W. Freeway, Fort Worth 1, Tex.
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Comm., Sales Prom. Mgr.....Dale Drake
Chief Engineer.....James T. Peterson

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Supplemental: KRRV, Sherman; KPLT, Paris; KENS, San Antonio; KBWD, Brownwood; KTRH, Houston; KFDA, Amarillo; KRIO, McAllen; KGVL, Greenville; WACO, Waco; KNOW, Austin, all Texas.

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Phone: JU 6-1212
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Coordinator, Bcst. Ops.....Ole G. Morby

STATIONS
KDYL-AM-FM, KTVT, Salt Lake City, Utah; KLZ-AM-TV, Denver, Colo.; WOOD-AM-TV, Grand Rapids, Mich.; WFBM-AM-TV, Indianapolis, Ind.; WTCN-AM-TV, Minneapolis, Minn.

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General Manager .....Wally Voigt
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Radio & TV Division
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Dir. of Natl. Sales.....Edward H. Benedict
Dir. Public Rel., Pgmng....John D. Scheuer, Jr.
Dir. of Engineering.....Henry E. Rhea
Business Mgr.....John C. Harlan
Research Mgr.....Richard W. Gideon
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STATIONS
WFIL-AM-FM-TV, Philadelphia; WNBF-AM-FM-TV, Binghamton, N. Y.; WFBG-AM-TV, Altoona, Pa.; WNHC-AM-FM-TV, New Haven, Conn.; WLBR-TV, Lebanon, Pa.

Tri-Mart Radio Network

P. O. Box 631, Salem, Ore.
Phone: EM 4-8433
Sales Promotion Manager.....Dave Hoss

STATIONS
KSLM, Salem; KFLY, Corvallis; KORE, Eugene, Ore.

Tri-W Network

Bankhead-Long Bldg.
Station WWWB, Jasper, Ala.
President.....W. W. Bankhead
Representative .....Keystone

STATIONS
WWWB, Jasper; WWWF, Fayette; WWWR, Russellville, Ala.

Upper Midwest Broadcasting System

512 Nicolett Bldg., Minneapolis, Minn.
Phone: FEderal 6-9631
President.....Louis M. Knopp

STATIONS
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Eighth & Eye Sts., N.W., Washington, D. C.
President .....Richard Eaton
Representative .....McGillvra

BRANCH OFFICE
420 Madison Ave., New York, N. Y.

STATIONS
WOOK, WFAN-FM, Washington, D. C.; WARK, Hagerstown; WSID, Baltimore; WINX, Rockville, Md.; WANT, Richmond; WYOU, Newport News, Va.; WJMO, Cleveland, Ohio.

West Texas Television Network

7400 College Ave., Lubbock, Texas
Phone: SHerwood 4-2345
Pres., Gen. Mgr.....W. D. "Dub" Rogers
General Sales Manager..E. A. "Buzz" Hassett
Representative .....Branham

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Westinghouse Broadcasting Co., Inc.

122 E. 42nd St., New York 17, N. Y.
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Adm. Asst. to Pres.....C. C. Woodard, Jr.
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Nat. Radio Sales Mgr.....P. B. Bascom
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BRANCH OFFICES
2818 Prudential Plaza, Chicago, Ill., Phone: STate 2-1856; 1625 "K" St., N.W., Washington, D. C., Phone: STerling 3-0903.

STATIONS
KPIX, San Francisco, Calif.; WOWO, Fort Wayne, Ind.; WBZ-WBZA, Boston-Springfield, Mass.; WBZ-TV, Boston, Mass.; KYW, Cleveland, Ohio; KYW-TV, Cleveland, Ohio; KEX, Portland, Ore.; KDKA, Pittsburgh, Pa.; KDKA-TV, Pittsburgh, Pa.; WIND, Chicago, Ill.; WJZ-TV, Baltimore, Md.; WBZ-FM, Boston, Mass.; KDKA-FM, Pittsburgh, Pa.; KYW-FM, Cleveland, O.; KEX-FM, Portland, Ore.

Wisconsin Network

230 First Ave. S., Wisconsin Rapids, Wis.
Phone: 723
President.....John M. Walter
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STATIONS
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Wyoming Cowboy Network

KFBC, 2923 East Lincolnway, Cheyenne, Wyo.
Phone: 4-4461

STATIONS
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Phone: Commonwealth 6-0800
President .....Norman Knight
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Nat'l. Sales Mgr.....Proctor Jones
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Chief Engineer .....Irving B. Robinson

STATIONS
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TELEVISION 1959

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Editor-In-Chief
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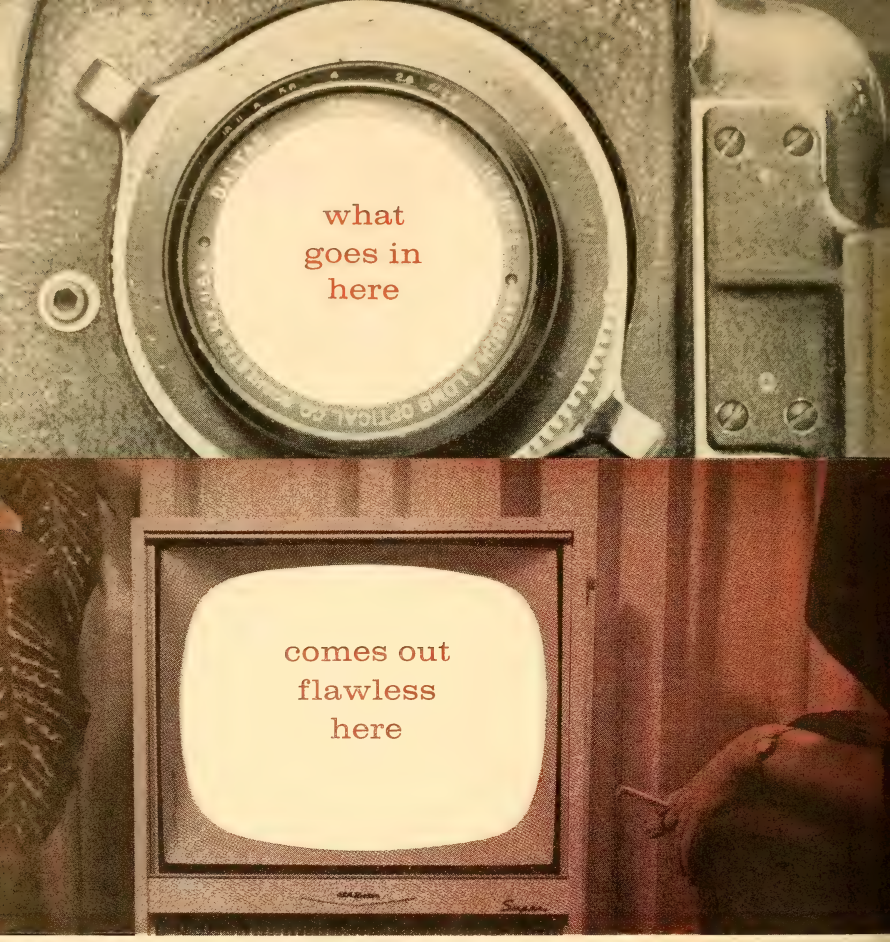
(From 1947 to 1958)

Year	*Table & Portable*	*Console*	*Phono-Combi.*	*Total*	*Value (add 000)*
1947	116,315	37,039	25,217	178,571	$ 50,000
1948	646,509	179,181	149,310	975,000	230,000
1949	1,792,691	989,220	218,089	3,000,000	580,000
1950	2,941,560	3,820,060	702,180	7,463,800	1,350,000
1951	2,275,901	2,774,859	334,038	5,384,798	956,986
1952	2,837,507	3,038,895	219,878	6,096,280	1,049,000
1953	3,224,724	3,755,340	235,763	7,215,827	1,230,298
1954	4,249,339	3,011,536	85,840	7,346,715	1,028,540
1955	4,439,676	3,199,796	117,049	7,756,521	1,071,020
1956	4,753,787	2,556,845	75,397	7,387,029	938,596
1957	3,845,807	2,433,449	120,089	6,399,345	832,747
1958	2,716,876	2,068,627	134,925	4,920,428	667,899

TELEVISION RETAIL SALES

Year	*Table-Portable*	*Console*	*Phono-Combi.*	*Total*
1953	2,904,135	3,225,191	211,245	6,370,571
1954	4,007,040	3,183,584	126,410	7,317,034
1955	4,217,653	3,090,828	112,603	7,421,084
1956	4,754,787	2,556,845	75,397	938,596
1957	3,976,961	2,486,412	96,847	6,560,220
1958	2,936,321	(2,203,761)		5,140,082

Source: EIA.



when film
is processed at
CFI

From original photography to release prints, skilled CFI technicians accurately interpret the creative objectives of the cinematographer. Exacting CFI laboratory control and advanced processing methods insure maximum definition and correct tone reproduction . . . consistently.

CONSOLIDATED FILM INDUSTRIES
959 Seward St., Hollywood 38, California • HOllywood 9-1441
521 W. 57th St., New York 19, New York • CIrcle 6-0210

COMPLETE 35MM AND 16MM FILM SERVICES

NATIONWIDE NETWORK FINANCIAL FIGURES FOR 1957-1955

Nationwide Networks Only, 1957-1955
(Including Owned and Operated Stations)

Item	*1957 (Millions)*	*1956 (Millions) (—)*	*1955 (Millions) (*)*
		Broadcast Revenues	
Radio	$ 73.5	$ 70.2	$ 74.5
Television*	467.9	442.3	374.
Total	$541.4	$512.5	$448.5
		Broadcast Expenses	
Radio	$ 73.5	$ 69.8	$ 69.4
Television*	397.2	356.9	306.0
Total	$470.7	$426.7	$375.4
		Broadcast Income (before Federal Income Tax)	
Radio	$ .0	$ .4	$ 5.1
Television*	70.7	85.4	63.0
Total	$ 70.7	$ 85.8	$ 73.1

Note: RADIO—(—) Includes operation of 19 network owned stations in 1956 and 21 in 1957. (*) Includes 2,947 AM, AM-FM or independent stations in 1956 and 3,143 in 1957.

TELEVISION—(*) Includes three post-freeze stations (UHF). (—) 1956 data covers three networks and 15 owned and operated stations; 95 pre-freeze and 364 post-freeze stations (269 VHF and 95 UHF). (—) Data for 1955 covers four networks and 16 owned and operated stations, 95 pre-freeze and 325 post-freeze stations (225 VHF and 103 UHF).

Source: FCC.

The Standard of Quality

Wherever Films Are Used

EASTMAN PROFESSIONAL MOTION PICTURE FILMS

THE EASTMAN 16mm PROJECTOR, MODEL 275

THE EASTMAN 16mm CONTINUOUS PROJECTOR, MODEL 300

THE EASTMAN TELEVISION RECORDING CAMERA

Whether you use film to bridge the coast-to-coast gap of time and space . . . to overcome the confinements of studio walls . . . or to pre-test your investment in time and talent, Eastman is always the first choice both for production and projection.

Motion Picture Film Department

EASTMAN KODAK COMPANY

Rochester 4, N. Y.

Agents for the Sale and Distribution of Eastman Professional Motion Picture Films

W. J. GERMAN, INC.

Fort Lee, N. J.; Chicago, Ill.; Hollywood, Calif.

Estimated 1958 Expenditures of National And Regional Spot Television Advertisers

— BY PRODUCTS —

Product	Est. Exp. 1958
AGRICULTURE	$ 1,350,000
Feeds, Meals	746,000
Miscellaneous	604,000
ALE, BEER, & WINE	44,214,000
Beer & Ale	40,299,000
Wine	3,915,000
AMUSEMENTS, ENTERTAINMENT	559,000
AUTOMOTIVE	7,376,000
Anti-Freeze	112,000
Batteries	131,000
Cars	4,134,000
Tires & Tubes	1,554,000
Trucks & Trailers	132,000
Miscellaneous Accessories & Supplies	1,313,000
BUILDING MATERIAL, EQUIPMENT, FIXTURES	2,789,000
Fixtures, Plumbing, Supplies	562,000
Materials	656,000
Paints	1,185,000
Power Tools	59,000
Miscellaneous	327,000
CLOTHING, FURNISHINGS, ACCESSORIES	13,241,000
Clothing	11,269,000
Footwear	1,445,000
Hosiery	497,000
Miscellaneous	30,000
CONFECTIONS & SOFT DRINKS	28,237,000
Confections	12,039,000
Soft Drinks	16,198,000
CONSUMER SERVICES	14,605,000
Dry Cleaning & Laundries	81,000
Financial	2,181,000
Insurance	2,773,000
Medical & Dental	151,000
Moving, Hauling, Storage	317,000
Public Utilities	7,099,000
Religious, Political, Unions	1,224,000
Schools & Colleges	135,000
Miscellaneous Services	644,000

Product	Est. Exp. 1958
COSMETICS & TOILETRIES	46,749,000
Cosmetics	8,133,000
Deodorants	3,426,000
Depilatories	295,000
Hair Tonics & Shampoos	8,674,000
Hand & Face Creams, Lotions	2,813,000
Home Permanents & Coloring	5,890,000
Perfumes, Toilet Waters, etc.	1,704,000
Razors, Blades	1,904,000
Shaving Creams, Lotions, etc.	1,694,000
Toilet Soaps	10,744,000
Miscellaneous	1,472,000
DENTAL PRODUCTS	14,467,000
Dentifrices	11,132,000
Mouthwashes	2,455,000
Miscellaneous	880,000
DRUG PRODUCTS	44,626,000
Cold Remedies	12,863,000
Headache Remedies	7,792,000
Indigestion Remedies	8,988,000
Laxatives	3,082,000
Vitamins	2,825,000
Weight Aids	1,917,000
Miscellaneous Drug Products	6,285,000
Drug Stores	874,000
FOOD & GROCERY PRODUCTS	135,687,000
Baked Goods	26,469,000
Cereals	11,552,000
Coffee, Tea & Food Drinks	32,140,000
Condiments, Sauces, Appetizers	5,515,000
Dairy Products	7,853,000
Desserts	2,023,000
Dry Foods (Flour, Mixes, Rice, etc.)	8,314,000
Fruits & Vegetables, Juices	9,429,000
Macaroni, Noodles, Chili, etc.	1,934,000
Margarine, Shortenings	6,673,000
Meat, Poultry & Fish	6,366,000
Soups	461,000
Miscellaneous Foods	6,420,000
Miscellaneous Frozen Foods	1,454,000
Food Stores	9,084,000
GARDEN SUPPLIES & EQUIPMENT	661,000
GASOLINE & LUBRICANTS	24,479,000
Gasoline & Oil	23,411,000
Oil Additives	858,000
Miscellaneous	210,000

(*Continued on Page 776*)

Economee TV

78 Fact-Based Half Hours!

Host-Narrator TRUMAN BRADLEY

SCIENCE FICTION THEATRE

TV's unique series of space-age adventures with big name stars in exciting fiction dramas. Winning top multi-run ratings . . . Las Vegas 20.5, Wichita 24.8, Orlando 20.3, Harlingen-Weslaco . . . **27.4**

Economee TV

Citizen! Communist! Counterspy!

Starring RICHARD CARLSON

I LED 3 LIVES

From the secret files of a counterspy for the FBI. 11 gripping half-hour stories of the patriotic American who led three lives for his country. Buffalo 17.2, Colorado Springs 16.3, Honolulu 16.2, Albany-Schenectady-Troy . . . **24.9**

Economee TV

Action! Gallantry! Excitement!

Starring The Corps Of Cadets

WEST POINT

Economee's star-spangled rating winner now available for first off-network showings! Ratings like these: Buffalo 22.9, Philadelphia 19.2, Wichita 25.3, Green Bay . . . **26.3**

SMASH RE-RUN RATINGS

AND RESULTS... for stations and advertisers!

Economee TV

Tempus as our country's history!

Starring The U. S. Midshipmen

MEN OF ANNAPOLIS

Already snapped up by a host of leading stations and advertisers who see big rating opportunities for this power-packed prestige series: Boise 28.4, Buffalo 23.2, Beaumont-Port Arthur 24.8, Charlotte . . . **28.7**

Economee TV

Mystery! Thrills! Romance!

Starring KENT TAYLOR

BOSTON BLACKIE

America's most successful mystery show! 58 high-scoring half hours with ratings like these: Birmingham 20.3, Buffalo 18.5, Mobile 21.0, Burlington-Plattsburgh . . . **25.2**

Economee TV

America's Favorite Family Show!

Starring MACDONALD CAREY

DR. CHRISTIAN

39 quality-produced, success-proved half hours winning sensational ratings like these for the show that delivers the all-family audience: New Orleans 21.2, Kansas City 18.6, Cincinnati 20.2, Pittsburgh . . . **26.8**

Economee TV

78 High-Rated Half Hours!

Starring DAVID BRIAN

MR. DISTRICT ATTORNEY

Rated No. 1 nationally time after time! Look at these recent multi-run ratings scored by these authentic behind-the-scenes law-enforcement dramas: Portland, Ore. 24.4, Albany-Schenectady-Troy 18.4, San Antonio 19.2, Birmingham . . . **21.3**

CURRENT FILES PACKED WITH SUCCESS STORIES

In market after market, for show after show, the story's the same: Economee TV series offer unlimited opportunities to strengthen programming, win larger audiences, build sales and profits! All series available for full or alternate sponsorship or as spot carriers to fit sales or program needs.

RATING-PROVED! ZIV-PRODUCED!

Economee TV

ECONOMEE TELEVISION PROGRAMS, INC.,
488 Madison Ave., New York 22, N.Y.

Other Economee TV Series: The Unexpected, Your TV Theatre, The Eddie Cantor Comedy Theatre, Yesterday's Newsreel, Sports Album, The Living Book.

Economee TV

Action and suspense . . . romance and humor!

Host HERBERT MARSHALL

TIMES SQUARE PLAYHOUSE

Top Hollywood stars, brilliant stories, and masterful showmanship in every half hour program. 39 exciting dramas with ratings like Philadelphia 13.6, St. Louis 19.5, Cleveland 20.6, San Antonio . . . **32.5**

ALL RATINGS SHOWN ARB or PULSE, 1958

Economee TV

Great new stars in each show!

Host-Narrator ADOLPHE MENJOU

FAVORITE STORY

78 success-proved half hours based on stories written by the world's greatest authors. Charleston 18.3, Huntington-Ashland 22.1, Birmingham . . . **22.8**

Economee TV

Puts a smile in your programming!

Starring ANN BAKER

MEET CORLISS ARCHER

[illegible] half hour situation comedy [illegible] stages, [illegible] directed. Pittsburgh 17.4, Buffalo **20.0**

Estimated 1958 Expenditures of National And Regional Spot Television Advertisers

— BY PRODUCTS —

(Continued from Page 773)

Product	Est. Exp. 1958
HOTELS, RESORTS, RESTAURANTS	423,000
HOUSEHOLD CLEANERS, CLEANSERS, POLISHES, WAXES*	29,650,000
Cleaners, Cleansers*	24,051,000
Floor & Furniture Polishes, Waxes	4,146,000
Glass Cleaners	392,000
Home Dry Cleaners	405,000
Shoe Polish	148,000
Miscellaneous Cleaners	508,000
HOUSEHOLD EQUIPMENT—APPLIANCES	4,621,000
HOUSEHOLD FURNISHINGS	2,926,000
Beds, Mattresses, Springs	1,671,000
Furniture & Other Furnishings	1,255,000
HOUSEHOLD LAUNDRY PRODUCTS	29,940,000
Bleaches, Starches	4,814,000
Packaged Soaps, Detergents*	23,217,000
Miscellaneous	1,909,000
HOUSEHOLD PAPER PRODUCTS	5,163,000
Cleansing Tissues	1,411,000
Food Wraps	1,417,000
Napkins	347,000
Toilet Tissue	755,000
Miscellaneous	1,233,000
HOUSEHOLD, GENERAL	4,101,000
Brooms, Brushes, Mops, etc.	430,000
China, Glassware, Crockery, Containers	356,000
Disinfectants, Deodorizers	1,090,000
Fuels (heating, etc.)	488,000
Insecticides, Rodenticides	821,000
Kitchen Utensils	89,000
Miscellaneous	827,000
NOTIONS	384,000
PET PRODUCTS	4,411,000
PUBLICATIONS	757,000
SPORTING GOODS, BICYCLES, TOYS	3,045,000
Toys & Games	2,819,000
Miscellaneous	191,000
STATIONERY, OFFICE EQUIPMENT	149,000
TELEVISION, RADIO, PHONOGRAPH, MUSICAL INSTRUMENTS	1,501,000
Antennas	108,000
Radio & Television Sets	208,000
Records	750,000
Miscellaneous	435,000
TOBACCO PRODUCTS & SUPPLIES	31,119,000
Cigarettes	28,164,000
Cigars, Pipe Tobacco	2,562,000
Miscellaneous	393,000
TRANSPORTATION & TRAVEL	2,937,000
Air	1,469,000
Bus	666,000
Rail	100,000
Miscellaneous	100,000
WATCHES, JEWELRY, CAMERAS	4,459,000
Cameras, Accessories, Supplies	290,000
Clocks & Watches	1,925,000
Jewelry	160,000
Pens & Pencils	1,988,000
Miscellaneous	96,000
MISCELLANEOUS	7,144,000
Trading Stamps	892,000
Miscellaneous Products	2,760,000
Miscellaneous Stores	3,492,000
TOTAL	$511,770,000

* Liquid cleaners (i.e. Lestoil) now included in sub-class, "cleaners, cleansers."

'EQUAL ACCESS' DRIVE GAINS GROUND

. . . Canon 35 Study Is Important Step

By ROBERT O. SWEZEY
Chairman, NAB Freedom
of Information Committee

CANON 35 of the Canons of Judicial Ethics of the American Bar Association is still the focal point of the broadcasters' struggle for equal access and recognition comparable to that afforded the print media. It will be recalled that Canon 35, which has been officially adopted in some eighteen states and followed as a matter of course in many others, arbitrarily denies the use of radio and television equipment as well as photographic equipment in the coverage of court proceedings. Considerable headway has been made during the past year in familiarizing lawyers, broadcasters and, to a certain extent, the general public with the arguments, pro and con, on this issue. Many articles have been written and many speeches made. Gradually, out of the welter of argument and discussion, it has become apparent that the real question involved is only whether photography and the broadcasting of court proceedings will interfere with the due administration of justice. If they do not, there is no basis for their prohibition.

A signal forward step was taken by the American Bar Association itself, motivated by the insistent appeals of the broadcasters, the press photographers, and a progressive element within the legal fraternity, including a number of prominent judges and attorneys. In the annual meeting of the Association held in Los Angeles in August of 1958, the House of Delegates, following the recommendation of its Board of Governors, authorized the President of the ABA to appoint a special committee composed of nine members of the Association "to conduct a continuing study of the problem involved in connection with Canon 35 and the proposed amendment, with the authority to conduct such surveys (with the prior approval of the Board of Governors) as may be deemed necessary to obtain reliable factual data on the experience of judges and lawyers in those courts where either photography, televising or broadcasting, or all of them are permitted." In due course, after the Los Angeles meeting, the President of the ABA appointed that committee, which is presently considering the problem assigned to it. We anticipate that the committee will give the broadcasters ample opportunity to meet with the committee and fully discuss the situation.

The most helpful judicial support which our position has received during the past year was the decision of the Oklahoma Criminal Court of Appeals—the court of last resort in criminal matters—rendered in the case of Lyles vs. Oklahoma in September, which held that Canon 35 was"obsolete and unrealistic", and that radio and television are entitled to the same courtroom rights as the press. It remains for us broadcasters to demonstrate convincingly that we can cover court proceedings without causing interference or distraction of the participants; that television and radio are bona fide professional news media, and not merely purveyors of entertainment; that we are willing and able to conform to the standards of conduct essential to the preservation of dignity of court proceedings.

BMI For SERVICE in TV

Service continues to be one of the basic theme songs at BMI. Not only are its facilities offered to its TV licensees, but to producers, advertising agencies and their clients, TV film distributors, music conductors, directors, and everyone in TV concerned with music and programming. This service is apparent in the day to day activities of BMI and is provided in many forms, such as:

- Assistance in the selection or creation of music for theme, background, bridge, cue or incidental mood music.
- Help in protecting music ownership rights.
- Aid in music clearance.
- Answers to questions concerning copyrights, music right for future residual usage and help in solving all other problems concerning the use of music in TV.

TELEVISION *Sketch* BOOK

A regular monthly service of pre-tested musical sketches for the producer, director and artist.

. . . practical working scripts for the presentation of songs in dramatic, comic and pictorial fashion. The very latest popular song hits as well as the standard favorites are developed into photogenic sketches which can be used effectively as complete musical shows, as production numbers in variety shows, or for scene-setting segments. *Look for the BMI TV Sketchbook when it reaches your station each month.*

Let BMI give you the TV Music Story — Call or write BMI TV SERVICE department.

BROADCAST MUSIC, INC.

589 FIFTH AVENUE, NEW YORK 17, N. Y.

NEW YORK • CHICAGO • HOLLYWOOD • TORONTO • MONTREAL

TELEVISION DAILY

presents

TELEVISION NETWORKS

O & O STATIONS
AFFILIATED OUTLETS
U. S. MAP OF NETWORK
EXECUTIVE PERSONNEL

1959

DAYTIME TV SHOWS CAN SUCCEED

. . . But They Can't Be Built Overnight

By OLIVER TREYZ

President, ABC Television

OCTOBER 13, 1958, one of the three most important dates in ABC history, found ABC Television reaching a status of full competition with its rivals.

On that day, ABC Television launched six new daytime programs, including some 70 quarter-hours, the largest block of new programs ever started by any network at one time. This culminating step in ABC-TV's growth was highlighted by the fact that the new shows were 95% sold out when they went on the air.

* * *

"Operation Daybreak," as it was called in the trade, was preceded by many months of preparation and planning. Like a military operation, careful attention was given to strategy, tactics, logistics and manpower. And, above all, advertisers' needs were kept in mind.

These needs were personal salesmanship, maximum audience potential and maximum audience dispersion.

In order to accomplish these aims the following was instituted: live programs with strong personalities were selected; and clock time scheduling, which has the advantage of higher sets in use and of scheduling shows across the nation at a time when the show fits the established daily habits of viewers, was employed. In order to attain maximum audiences, advertiser's commercials were dispersed throughout the entire "Operation Daybreak" schedule.

Prior to the launching of our expanded schedule, ABC Television recognized that success in daytime television does not come overnight. Daytime shows take time to build. Program sampling must take place. In order to do this, established viewing habits must be overcome, and in turn, a steadfast loyal audience must be recruited.

* * *

In its early months, "Operation Daybreak" followed our predictions, building month by month. Critical and viewer praise proved to us that our planning was sound.

ABC Television has added a new dimension to daytime viewing—a third focal point for viewers. As in the nighttime hours where ABC Television earlier broke established patterns to bring about a three-network economy, so, too, daytime is now a three-way competition. And a three-way competition it will remain.

* * *

The benefits of three national television network services are obvious. As in any sound business, increased competition improves the end product. The three-network economy in the daytime will bring better programming to the viewer at a minimum cost to the advertiser.

For television generally, the key to programming strength lies in the strong three network pattern. I am convinced that daytime television has a great future and that ABC-TV will continue to offer the programming that has met with such acclaim.

ABC TELEVISION NETWORK

JAMES G. RIDDELL
Vice President in Charge of Western Division

James G. Riddell was elected vice president in charge of the Western Division in February, 1959. He is a native of Glasgow, Scotland, and came to the United States at an early age. He entered the broadcasting industry in 1931 at Detroit with Station WXYZ. After successive promotions he was named general manager of the station when it was purchased by ABC in 1946. In 1950 he became president and general manager of WXYZ, Inc. Riddell was instrumental in launching WXYZ-TV, which pioneered in daytime operations. He is married and the father of two daughters.

WILLIAM P. MULLEN
Vice President in Charge of Sales

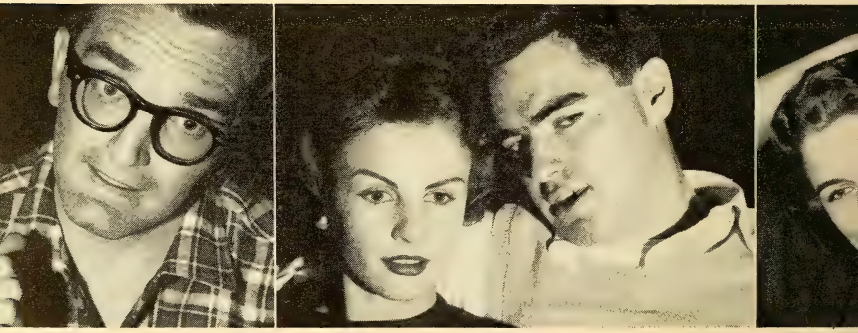
William P. Mullen was appointed vice president in charge of television sales in late March, 1958. Formerly head of ABC-TV's Detroit Sales Division, he joined the network's Sales Department in May, 1955. Before joining ABC-TV, Mullen was eastern sales manager for John W. Loveton Productions; account executive with Trans-Film, Inc. and Cappel MacDonald & Co.; and was associated with the William Morris Agency and the CBS Television Network. He served in the U.S. Army during World War II with the rank of lieutenant colonel and was executive officer for the Armed Forces Radio Service. Mullen lives in Port Washington, Long Island with his wife and son.

THOMAS W. MOORE
Vice President In Charge of Programming and Talent

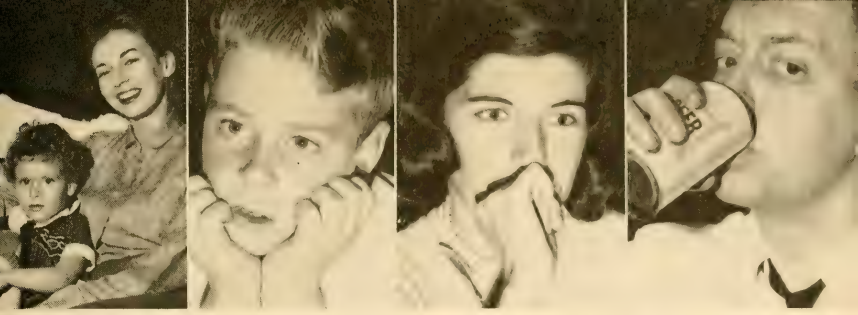
Thomas W. Moore, ABC-TV vice president in charge of programming and talent since March, 1958, was formerly vice president in charge of sales, having resigned his post as general sales manager for CBS-TV Film Sales in 1957. He had been with the CBS film organization for five years, as an account executive on the West Coast since 1952 and as general sales manager in New York since 1956. Moore was born in Meridian, Miss. and was educated at Mississippi State College and the University of Missouri. His communications career started with his post as classified advertising manager with the Meridian Star. After serving as a naval aviator from 1941 to 1945, Moore became vice president in charge of advertising and public relations for the Forest Lawn Memorial Park in Los Angeles. He lives in Darien, Conn. with his wife and two children.

ABC Television has gained more homes

combined...wins top ratings most

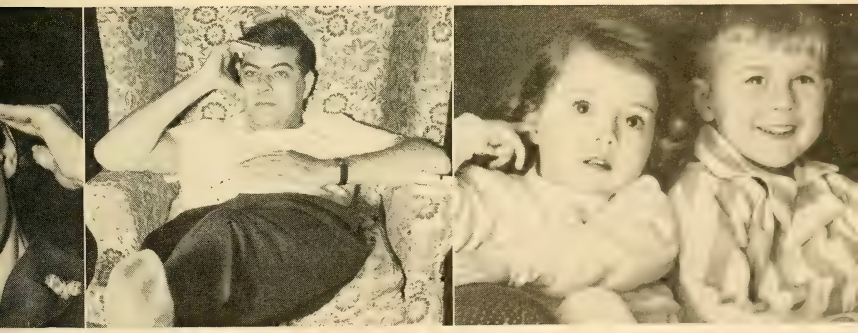


in the Top Ten. Clearly, America



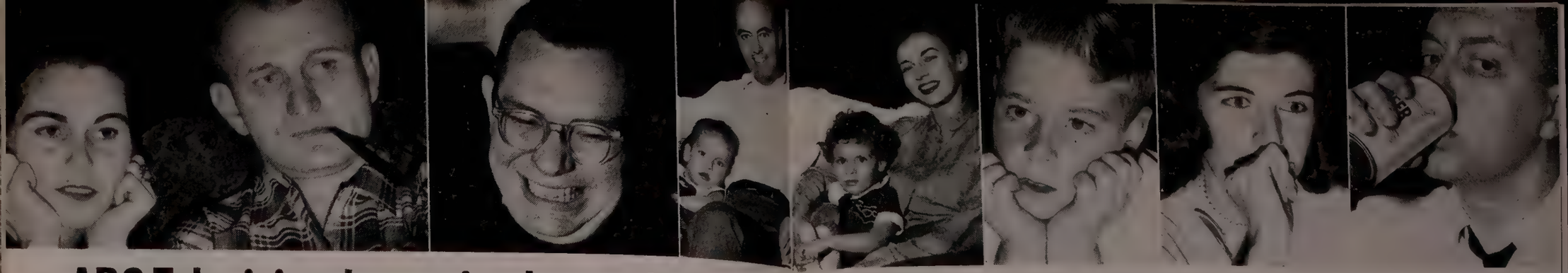
by far than the two other networks

nights of the week...has most programs

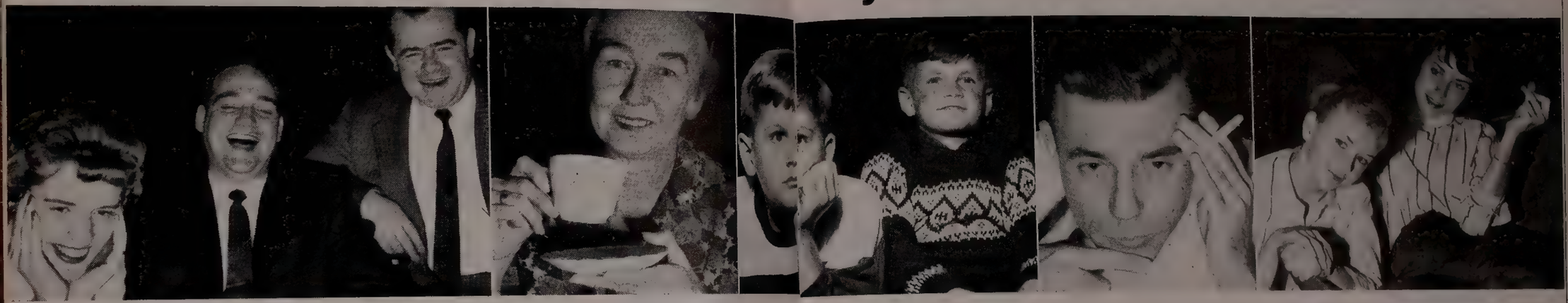


has turned to ABC-TV. Have you?

ABC TELEVISION



ABC Television has gained more homes by far than the two other networks



combined...wins top ratings most nights of the week...has most programs

in the Top Ten. Clearly, America has turned to ABC-TV. Have you?

ABC TELEVISION

AMERICAN BROADCASTING COMPANY, INC.

(A Division of American Broadcasting-Paramount Theatres, Inc.)
7 West 66th Street, New York 23, N. Y.
Telephone Number: SUsquehanna 7-5000

OFFICERS

Leonard H. Goldenson....President of American Broadcasting-Paramount Theatres & President of American Broadcasting Company
Simon B. Siegel....Financial V.P. of AB-PT and V.P. & Treasurer of ABC
Oliver Treyz.....Pres. TV Network
Julius Barnathan.....Vice President
James W. Beach.....Vice-President
Alfred Beckman .....Vice-President
Slocum Chapin .....Vice-President
Girard Chester .....Vice-President
Donald Coyle .....Vice-President
Sanford Cummings .....Vice-President
John Daly .....Vice-President
Edward DeGray .....Vice-President
Theodore Fetter .....Vice-President
Michael J. Foster.....Vice-President
Henry T. Hede.....Vice President
Robert H. Hinckley .....Vice-President
Earl Hudson .....Vice-President
Frank Marx .....Vice-President
John H. Mitchell .....Vice-President
Thomas Moore .....Vice-President
William P. Mullen .....Vice-President
Sterling C. Quinlan.....Vice-President
James G. Riddell.....Vice President
Stephen Riddleberger.....Vice President
Selig Seligman .....Vice-President
Joseph Stamler .....Vice-President
William H. Trevarthen.....Vice President
Thomas Velotta .....Vice-President
Mortimer Weinbach .....Vice-President & General Counsel
Omar Elder.....Secretary & Assistant General Counsel
Michael P. Boland.....Assistant Treasurer
J. Russell Gavin.....Assistant Treasurer

TELEVISION

Oliver Treyz.....President of ABC-TV Network

Engineering

Frank Marx.....Vice-President in Charge
G. Edward Hamilton.....Dir. of Eng. Oprs.
Richard Hamilton..Supervisor of Communications
George Milne.....Dir. of Traffic & Comm.
Clure Owen .....Administrative Assistant
John Preston...Director of Engineering Facilities
Lawrence A. Ruddell.....Recording Director
Reginald Willcocks.....Traffic Manager
Merle Worster...Eastern Engineering Ops. Mgr.

Finance, Personnel & General Services

Simon B. Siegel.....Finan. V.P. of AB-PT & V.P. & Treasurer of ABC
George Ast.....Purchasing Agent
Michael P. Boland .....Assistant Treasurer
Joseph Fitzpatrick.....Internal Auditor
J. Russell Gavin.....Assistant Treasurer
Edward Graessle.....Manager of Treasury Affairs
Marie McWilliams.....Director of Personnel
Joseph Spagnola..Dir. of Office & Studio Services

Legal

Mortimer Weinbach .....Vice-President & General Counsel
Omar Elder..Secretary & Ass't. General Counsel
Richard L. Freund.....Dir. of Labor Relations

Programming

Thomas W. Moore.....Vice-President in Charge of Programming and Talent
Theodore H. Fetter.....V.P. & Program Director
Giraud Chester.....V.P. in Charge of Daytime Programs
Armund Grant.....Dir. Daytime Progms.
John B. Green.....Ntwk. Exec. Producer
Frederick P. Laffey.....Business Manager & Budget Officer
Leonard Maskin.....Admin. Mgr.
Daniel Melnick...Program Development Manager
William Seaman....Program Production Manager
William Whitehouse.....Dir. of Sports

Services

Walter Trevarthen.....V.-P. in Charge
Bernard Paulson.....Mgr., Production Services
John Kneeshaw.....Oprs. Mgr.
Ruth K. Blainee.....Bus. Mgr.
James McNaughton.....Executive Art Director
Frederick J. Schuhman.....Studio Services Coordinator
Arthur Segal.....Plant Svcs. Spv.

News, Special Events & Public Affairs

John Daly.....Vice-President in Charge of News, Special Events & Public Affairs
Donald G. Coe...Dir. of Special Events and Ops.
Catharine Lynch .....Librarian
Francis N. Littlejohn.....Dir. of News & Public Affairs
Wiley Hance.....Mgr. of Public Affairs

Press Information

Michael J. Foster.....Vice-President in Charge
Stephen Strassberg..Director of Press Information
Sidney R. Mesibov.....Dir. of Spec. Exploitation Projects

Station Clearance

Donald S. Shaw Jr..Director of Station Clearance
Joseph Giaquinto....Manager Station Clearance

Continuity Acceptance

Grace Johnsen .....Director

Advertising

Dean Linger.....Dir. of Advertising

Sales

William P. Mullen.....V.P. in Charge
Donald W. Coyle.....V.P. & TV Gen. Sales Mgr.
Slocum Chapin.....V.P. in charge of Western Division TV Net-sales
Henry T. Hede.....V.P. Admin. Sls. Mgr.
Charles Ayres.....Eastern Sales Mgr.
Harold Day.....Dir. of Daytime Sales

Owned & Operated Stations

Stephen Riddleberger.....V.P. in Chg.

Station Relations

Alfred R. Beckman.....V.P. in Charge
Ralph S. Hatcher.....Mgr., Station Rel.

Research and Sales Development

Julius Barnathan.....V.P. in Chg. TV Research
Bert Briller.....Dir. of Sales Development
Robert P. Engelke....Mgr. of Sales Development

ABC Film Syndication, Inc.

1501 Broadway

Henry G. Plitt.....President
Richard P. Morgan.....V.P. in Chge. Operations
William L. Clark.....Vice-President & Director of Western Sales Division
Lee Francis..Advertising & Promotion Manager
Joseph F. Greene.....Asst. to V.P., Synd. Sales
Raymond Fox .....Comptroller

CHICAGO

190 N. State St., Chicago, Ill.

Sterling C. Quinlan.....Vice-President in Charge of WBKB
James W. Beach.....Vice-President and Director of Network TV
Grover Allen.....Exec. Producer
Ralph Andrews.....Film Director
Manuel Fingerhut.....Comptroller, WBKB
William Gillogly.....Dir. of Sales, TV Net.
Elliott W. Henry, Jr.....Pub. and Prom. Dir.
William P. Kusack.....Manager of Engineering Dept.
Rex Maupin.....Dir. of Music for WBKB & ABC C. D.
Con O'Dea.....Manager, WBKB News & Special Events
Daniel Schuffman.....Program Manager, WBKB
Matthew Vieracker....General Manager, WBKB

DETROIT

1700 Stroh Bldg., Detroit 26, Mich.

Elizabeth Ashton.....Traffic Manager
Joseph C. Cassel.....Comptroller
Harold Christian.....V. P., in Charge of Merchandising & Research
Ralph Dawson.....Television Sales Manager
Charles Kocher.....Chief Engineer
John Lee.....Television Studio Manager
John Pival.....Vice-President for Television
Peter Strand.....TV Executive Producer
Hal Gordon.....Musical Director

HOLLYWOOD

ABC Television Center
Hollywood 27, Calif.

James G. Riddell....Vice-President, Western Div.
J. Cliford Anderson...Director of Labor Relations
Jack Brembeck.....Mgr., Adv., Pub., Promo.
Dorothy L. Brown..Continuity Acceptance Editor, Western Division
Milt Fishman.....Dir. Radio-TV News
Rowe S. Giesen.....Mgr. Prog. Svcs.
Theodore Grenier.....Chief Engineer, Western Division
Earl Hudson.....V.P., Advisory, W.D.
Courtney McLeod.....Admin. Mgr., TV Progs.
Norma T. Olson.....Director TV Program Operations
Daniel P. O'Reilly.....Dir. News Dept.
Austin Peterson....Prog. Con. TV Netwk, W.D.
Frank G. Ralston, Jr.....Network Film Dept. Dir.
Peter G. Robinson...Program Director, KABC-TV
Elton Rule.....Sales Manager, KABC-TV
Florence T. Schiro.....Personnel Director
Selig Seligman.....V.P. & Gen. Mgr. KABC-TV
John C. Wagner....Controller, Western Division
Ernest Stern.....Dir. of Publicity Western Division
Elliott F. Alexander..Mgr. of Adv. & Prom., W. D.
Sanford Cummings.....V.P. Net. Prog. Dept.
Mitchell L. Gamson.....ABC Coordinator-Warner Bros. TV
Gene Gordon.....ABC-Disney Coord.
Chester Kulman.....Mgr. Film Dept., KABC-TV
Howard H. Lipstone.....Spv. Guest Relations
Robert Rowen.....Mgr. Purchasing Dept.
Norman Sloane.....Sales Serv. Mgr. & Office Mgr., KABC-TV

SAN FRANCISCO

420 Taylor St., San Francisco 2, Calif.

John H. Mitchell.....V. P. in Charge of San Francisco Office
George Rice.....Program Manager
Vincent Francis.Western Division Sales Manager TV Network
Harry Jacobs.....Chief Engineer & Building Maintenance Manager
Edith Kirby.....Traffic Manager
Robert Mitchell.....Film Editor
Noel Pazdral.....TV Sls. Opr. Mgr.
Lorraine Pedersen..Continuity Acceptance Editor
David Sacks.....Sales Manager, KGO-TV
Henry Saroyan..Comptroller & Purchasing Agent
Edward Smith.....Production Manager
Yale Roe.....Nat. Spot Sales Mgr.

WASHINGTON

4461 Connecticut Ave., N.W.
Washington, D. C.

Robert H. Hinckley....Vice-President in Charge of Washington Office

WABC-TV, NEW YORK

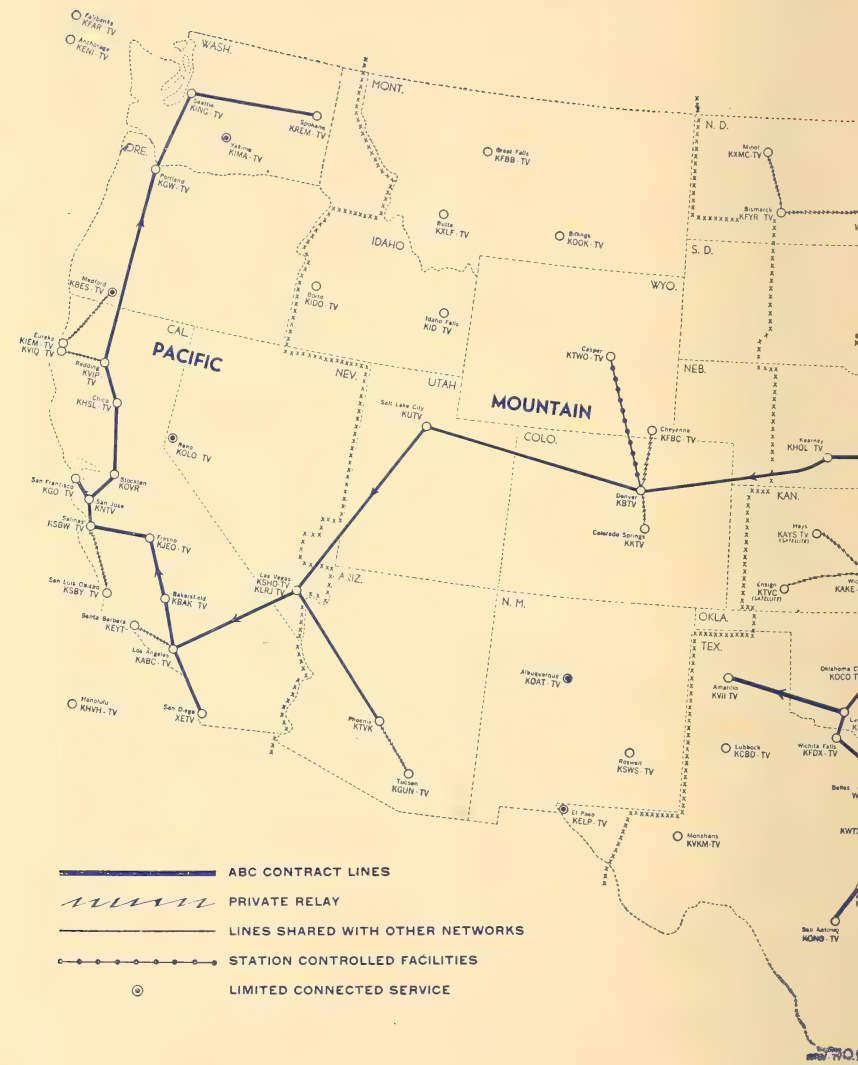
7 West 66th St., New York 22, N. Y.

Joseph Stamler.....V.P. in Charge of WABC-TV
Gordon Kunz..Production Manager of WABC-TV
James Szabo.....Sales Mgr.
Alvin Hollander, Jr.....Program Director
Takashi Kako.....Film Director
Lawrence Eisenberg.....Publicity Director
Libby Calamio.....Art Director

ABC-TV Station Affiliates Association
BOARD OF GOVERNORS

Chairman—Joseph Hladki.....KCRG-TV, Cedar Rapids, Ia.
Vice-Chmn.—Brent Kirk.....KUTV, Salt Lake City, Utah
Secty.—Donald Davis.....KMBC-TV, Kansas City, Mo.
Treas.—Howard Maschmeier.....WNHC, New Haven, Conn.
Joseph Bernard.....KTVI-TV, St. Louis, Mo.
John Dilly.....WSJV, Elkhart, Indiana
Joseph Drilling.....KJEO-TV, Fresno, Calif.
John Gelder.....WCHS-TV, Charleston, W. Va.
D. A. Noel.....WHBQ-TV, Memphis, Tenn.

ABC TELEVIS


WASH.
MONT.
N. D.
S. D.
IDAHO
WYO.
NEB.
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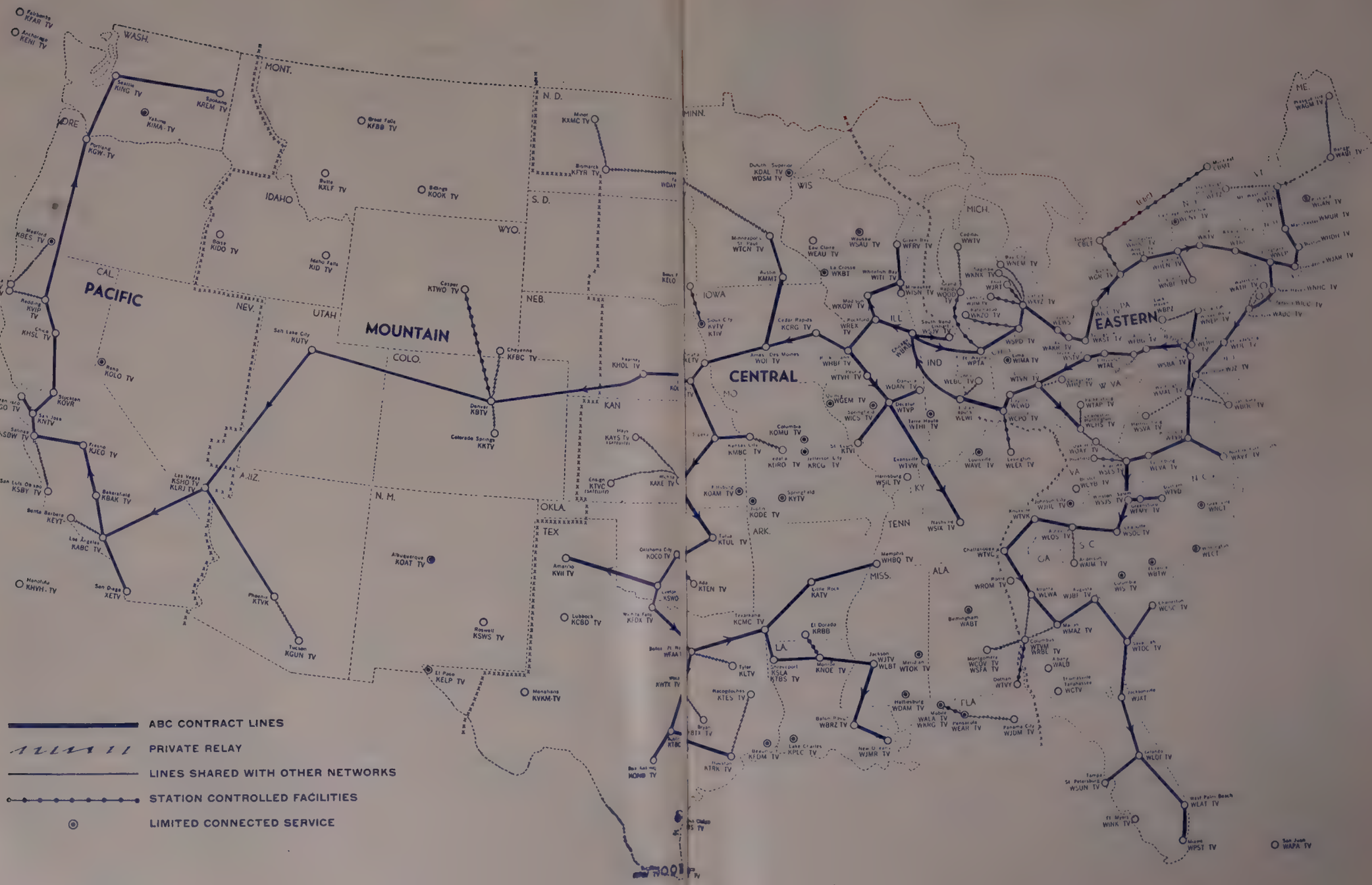
ARIZ.
N. M.
OKLA.
TEX.
PACIFIC
MOUNTAIN
Seattle KING-TV
Spokane KREM-TV
Yakima KIMA-TV
Portland KGW-TV
Medford KBES-TV
Eureka KIEM-TV
KVIQ-TV
Redding KVIP-TV
Chico KHSL-TV
Reno KOLO-TV
Stockton KOVR
San Francisco KGO-TV
San Jose KNTV
Fresno KJEO-TV
Bakersfield KBAK-TV
San Luis Obispo KSBY-TV
Santa Barbara KEYT
Los Angeles KABC-TV
San Diego XETV
Honolulu KNVH-TV
Great Falls KFBB-TV
Butte KXLF-TV
Billings KOOK-TV
Boise KIDO-TV
Idaho Falls KID-TV
Casper KTWO-TV
Salt Lake City KUTV
Cheyenne KFBC-TV
Denver KBTV
Colorado Springs KKTV
Las Vegas KSHO-TV
KLRJ-TV
Phoenix KTVK
Tucson KGUN-TV
Albuquerque KOAT-TV
Roswell KSWS-TV
El Paso KELP-TV
Monahans KVKM-TV
Minot KXMC-TV
Bismarck KFYR-TV
Kearney KHOL-TV
Hays KAYS-TV (satellite)
Enid KTVC (satellite)
Amarillo KVII-TV
Lubbock KCBD-TV
Wichita Falls KFDX-TV
Oklahoma City KOCO-TV
San Antonio WOAI-TV
ABC CONTRACT LINES
PRIVATE RELAY
LINES SHARED WITH OTHER NETWORKS
STATION CONTROLLED FACILITIES
LIMITED CONNECTED SERVICE

ION NETWORK

CENTRAL
EASTERN
WIS.
MICH.
IND.
ILL.
OHIO
PA.
N.Y.
W. VA.
VA.
N.C.
S.C.
GA.
ALA.
MISS.
TENN.
KY.
ARK.
LA.
FLA.
MO.
Duluth Superior KDAL TV WDSM TV
Minneapolis St. Paul WTCN TV
Austin KMMT
Wausau WSAU TV
Eau Claire WEAU TV
La Crosse WKBT
Green Bay WFRV TV
Whitefish Bay WITI TV
Milwaukee WISN TV
Madison WKOW TV
Cedar Rapids KCRG TV
Rockford WREX TV
Ames Des Moines WOI TV
Peoria WTVH TV
Springfield WICS TV
Decatur WTVP
Terre Haute WTHI TV
Columbia KOMU TV
Kansas City KMBC TV
Sedalia KTRS TV
Jefferson City KRCG TV
St. Louis KTVI
Springfield KYTV
Joplin KODE TV
Little Rock KATV
Texarkana KCMC TV
El Dorado KRBB
Shreveport KSLA KTBS TV
Monroe KNOE TV
Tyler KLTV
Nacogdoches KTES TV
Baton Rouge WBRZ TV
Lake Charles KPLC TV
Beaumont KFDM TV
Houston KPRC TV
Jackson WJTV WLBT
Meridian WTOK TV
Hattiesburg WDAM TV
Mobile WALA TV WKRG TV
Pensacola WEAR TV
New Orleans WJMR TV
Panama City WJDM TV
Memphis WHBQ TV
Nashville WSIX TV
Chattanooga WTVC
Knoxville WTVK
Johnson City WJHL TV
Asheville WLOS TV
Charlotte WSOC TV
Greenville WFBC TV
Columbia WIS TV
Anderson WAIM TV
Atlanta WLWA
Augusta WJBF TV
Macon WMAZ TV
Columbus WTVM WRBL TV
Montgomery WCOV TV WSFA TV
Dothan WTVY
Albany WALB
Thomasville Tallahassee WCTV
Jacksonville WJXT
Savannah WTOC TV
Orlando WLOF TV
Tampa St. Petersburg WSUN TV
West Palm Beach WEAT TV
Ft. Myers WINK TV
Miami WPST TV
San Juan WAPA TV
Birmingham WABT
Harrisburg WSJL TV
Evansville WTVW
Louisville WAVE TV
Lexington WLEX TV
Cincinnati WCPO TV
Dayton WLWD
Toledo WSPD TV
Cleveland WJW TV
Akron WAKR TV
Youngstown WFMJ TV
Pittsburgh WTAE
Charleston Huntington WCHS TV
Parkersburg WTAP TV
Clarksburg WBOY TV
Bluefield WHIS TV
Roanoke WSLS TV
Lynchburg WLVA TV
Harrisonburg WSVA TV
Richmond WTVR
Norfolk WAVY TV
Raleigh WRAL TV
Durham WTVD
Greensboro WFMY TV
Winston Salem WSJS TV
Charlotte WBTV
Wilmington WECT
Columbia WCSC TV
Bangor WABI TV
Portland WCSH TV
Boston WNAC TV
Providence WJAR TV
Hartford WTIC TV
Springfield WWLP TV
Albany WRGB TV
Buffalo WGR TV
Rochester WHEC TV
Syracuse WSYR TV
Binghamton WNBF TV
Utica WKTV
Watertown WWNY TV
Burlington WCAX TV
Lewiston WGR TV
Toronto CBLT
Detroit WWJ TV
Lansing WILX TV
Kalamazoo WKZO TV
Grand Rapids WOOD TV
Saginaw WNEM TV
Bay City WNEM TV
Cadillac WWTV
Sault Ste. Marie WWTV
Ft. Wayne WPTA
Lima WIMA TV
Columbus WTVN
Zanesville WHIZ TV
Steubenville WSTV
Wheeling WTRF TV
Clarksburg WBOY TV
Charleston WCHS TV
Huntington WSAZ TV
Lexington WLEX TV
Knoxville WTVK
Chattanooga WTVC
Nashville WSIX TV
Memphis WHBQ TV
Birmingham WABT
Atlanta WLWA
Augusta WJBF TV
Macon WMAZ TV
Columbus WTVM WRBL TV
Savannah WTOC TV
Jacksonville WJXT
Orlando WLOF TV
Tampa St. Petersburg WSUN TV
West Palm Beach WEAT TV
Ft. Myers WINK TV
Miami WPST TV
San Juan WAPA TV

ABC TELEVISION NETWORK



PROGRAMMING IS TV's CORNERSTONE

. . . Talent, $$$ Essential Ingredients

By LOUIS G. COWAN

President, CBS Television

PROGRAMMING is the very essence of the television business. The success and growth of networking depends on good programming. This year the CBS Television Network will continue to spend millions of dollars in program research and experimentation to conceive and engender new ideas. The care, feeding and continued improvement of our programs have always been given first priority. At the present time, our Program Department has in various stages of development some 31 programs. Not all of them will ultimately appear on the Network. But ideas beget ideas, and out of this creative process comes our most valuable new material.

To achieve our purpose of quality programming, we have gathered together the biggest, most imaginative, most talented creative staff in broadcasting. Its membership reads like an honor roll of television's top award winners, among them: Fred Coe, John Houseman, Herbert Brodkin, Bob Banner, Ralph Nelson, Nat Hiken, Delbert Mann, John Frankenheimer, Gordon Duff, Arthur Penn, Barry Wood, Leland Hayward, Cy Howard, Perry Lafferty, Fred Friendly, Marlo Lewis, Rod Serling, Robert Alan Aurthur and Reginald Rose.

This long-term commitment to creative leadership is the chief reason in my opinion why the CBS Television Network has continued to rank first both in audience and advertising for the past four years. To keep pace with our own leadership philosophy and the audience's unremitting demands for fresh entertainment, we must be consistently on the prowl for new talent, new ideas, new concepts.

Besides cultivating our own resources, of course, we must do everything in our power to encourage all outside program sources. The importance of the contribution of independent packagers to our network schedule cannot be stressed too often. They originate many of the medium's finest and most popular network programs. And it is precisely because program production comes from so many different streams that the nation's audiences can be assured of a fresh, continually improving flow of new television entertainment.

On the CBS Television Network, our advertisers, too, benefit by having the opportunity to choose the best from two worlds—the network-developed shows and the outside packages.

Of course, in the area of news and public affairs, the Network assumes a special responsibility for the creation and development of its own programs. We recognize a primary obligation to keep the public informed and to maintain fairness and balance in the presentation of all matters of controversy. That is why, when it comes to news, current events and public issues, the Network produces all its own programs.

Television is an immensely powerful instrument, certainly the most powerful instrument of communications yet devised by men. It is still so young that we have only just begun to tap its capacity to inform and entertain.

CBS TELEVISION NETWORK

LOUIS G. COWAN,
President of the CBS Television Network Division

Louis G. Cowan became president of the CBS Television Network Division on March 12, 1958. He had joined the staff of CBS, Inc. in May, 1956 in the newly-created position of vice president—Creative Services. In this capacity he was responsible for assisting Executive, Operating and Service management in obtaining maximum effectiveness in each of the company's operating divisions having to do with creative product. Mr. Cowan had joined CBS Television as a producer in August, 1955—responsible for the creation of new ideas and new programs in coordination with the CBS Television Network's executive production staff. He is the winner of two Peabody Awards, four Ohio State Institute for Education By Radio-Television Awards, and three Variety Showmanagement Awards. Before joining CBS, Mr. Cowan had been President of Louis G. Cowan, Inc. The fifty-odd radio and television programs he has produced have included $64,000 QUESTION, MEET THE VEEP, STOP THE MUSIC, CONVERSATION, KAY KYSER'S COLLEGE OF MUSICAL KNOWLEDGE, QUIZ KIDS and others. Mr. Cowan was born in Chicago in 1909 and is a graduate of the University of Chicago. He is married to the former Pauline Spiegel and is the father of four children.

HUBBELL ROBINSON, JR.
Executive Vice President in Charge of Network Programs

Hubbell Robinson, Jr. was named CBS Television executive vice president in charge of network programs on March 19, 1956. Previously he had held the title of vice president in charge of network programs since July, 1951. Mr. Robinson joined CBS in 1947 as CBS vice president and director of programs. Before joining the network he had been vice president and director of radio for Young & Rubicam, Inc. In 1944, he left Y&R to join the Blue Network, now ABC, as vice president and director of programs and in 1945 he went to Foote, Cone & Belding, Inc., as vice president in charge of radio. Mr. Robinson was born in Schenectady, N. Y., on Oct. 16, 1905. He attended Phillips Exeter Academy, then Brown University from which he received his A.B. in 1927. After graduation Mr. Robinson was a reporter on the Schenectady Union Star, and later on the Knickerbocker Press in Albany. In 1928, he went to New York City to review motion pictures for the Exhibitor Herald, a trade paper. Shortly after he decided on advertising as a career and during his 16-year association went from messenger boy to vice president of the agency.

WILLIAM H. HYLAN
Vice President of Sales Administration

William H. Hylan was appointed CBS Television Network vice president of sales administration in February, 1957. Previously, Mr. Hylan had held the post of vice president in charge of network sales. Mr. Hylan was account executive for CBS Radio Sales until 1941. In July of that year he enlisted in the U. S. Army, remaining in the service until November, 1945, when he returned to CBS as assistant to the director of station administration. Three years later he joined CBS Television Network Sales. From 1948 to 1951 Mr. Hylan served as account executive in CBS Television Network Sales. In July, 1951, he was named assistant sales manager and in January, 1952, he was appointed Eastern sales manager. He was named to his present post in December, 1952. Mr. Hylan was born in New York City in 1915. He is a graduate of Yale University, class of 1937. In the Army, he saw service in Egypt, Palestine, Lebanon, Syria, Greece and Austria with the Counter-Intelligence Corps and the Office of Strategic Services. Mr. Hylan is married and has three children, a boy and two girls. His home is in Westport, Conn.

The novelty of television has worn off . . .

Each year as television's audience continued to grow, the prudent ones among us cautioned against a hasty acceptance of its heady statistics.

Each year, they said you would have to wait for it to settle down . . . until the audience got used to having a moving, talking picture in their living rooms.

And each year the audience grew larger.

Surely, now in the twelfth year of network television it seems reasonable to agree that television is no longer a novelty — that the audience and the advertiser have had time to evaluate it.

It is clear to even the most conservative eye that television today is more attractive to the American family than ever before.

During 1958 the average television family watched more than ever—an average of five hours and five minutes a day. *Any night at 9, for example, three families out of every five could be found watching television.*

By March 1, 1959, there was at least one television set in 44,700,000 homes—87% of the nation's total. *And 6,000 new television homes are being added every day.*

Advertisers are reaching the largest audiences in history at a lower cost per thousand customers than any printed medium can provide.

However you evaluate television today—as a medium of entertainment and information—or as an advertising vehicle—it clearly retains its compelling ability to hold the interest of its audience.

And it always will.

For television moves in the main stream of American life. And the continuing novelty in the images it brings to the viewer reflects the ever changing world of his experience.

Because it reaches more people — at the same instant—than any other form of mass communication, American business invests more of its national advertising appropriation in television than in any other advertising medium.

Because it is attracting the largest nighttime audiences in all television (as shown in the 85 consecutive Nielsen Reports issued since July 1955) the CBS Television Network continues to be the largest single advertising medium in the world.

CBS TELEVISION NETWORK

CBS TELEVISION
A DIVISION OF CBS, INC.

485 Madison Avenue, New York 22, N. Y.
Telephone: PLaza 1-2345

Production Center: 524 W. 57th St., New York 19, N. Y.
Telephone: JUdson 6-6000

Registered Telegraphic Address—CBSINC NEW YORK

NOTE: A full listing of the CBS, Inc., Board of Directors and Officers, as well as Radio Div. executive personnel will be found on Page 250.

CBS TELEVISION DIVISION OFFICERS

Louis G. Cowan.....President
Hubbell Robinson Jr.....Exec. V.P. in Charge of Network Programs
Harry G. Ommerle....Vice-President in Charge of Network Programs
Michael Dann.....Vice President in Charge of Network Programs, New York
William Dozier.....Vice President, Programs, Hollywood
Guy Della Cioppa.....Vice President & Director of Network Programs, Hollywood
R. M. Weitman.....V.P. Prog. Devel.
Oscar Katz....V.P. in Chg. of Daytime Programs
H. Leslie Atlass.....Vice-President in Charge of Central Division
Edward L. Saxe....V.P. in Charge of Operations General Services
William H. Hylan..V.-P. of Sales Administration
Thomas Dawson..Vice-President—Network Sales
Edmund C. Bunker...Vice-President and General Sales Manager, Network Sales
William B. Lodge..Vice-President of Engineering and Station Relations
W. Spencer Harrison.....Vice-President and Business Mgr. of Talent & Contract Properties
Charles S. Steinberg.....Vice President, Inform. Svcs.
Thos. K. Fisher.....Vice-President and General Attorney
William J. Flynn.....Controller

Network Sales

Thomas H. Dawson....Vice-President—Network Sales
Edmund C. Bunker.....Vice-President, General Sales Manager, Network Sales
Sam K. Maxwell.....Daytime Sales Manager
Roland Blair.....Mid-Western Sales Manager
Robert Swats.....Detroit Sales Manager
William J. Fagan.....Business Manager
Robert Hoag.....Program Sales Mgr.
Edward F. Lethen, Jr.....Manager of Network Sales Development
George Zurich.....Sales Service Manager
George A. Kolpin.....Contract Manager

Affiliate Relations

Carl Ward.....Vice-President in Charge
Gordon Hayes.....National Mgr.
Robert Wood.....Mgr., Contracts & Records
Bert Lown.....Western Manager
Ed Scovill.....Midwest Manager
David R. Williams.....Eastern Manager
Donald Clancy.....Administrative Manager
Robert F. Jamieson...Mgr. of Station Contracts

Network Programs

Hubbell Robinson, Jr...Executive Vice President in Charge of Network Programs
Harry G. Ommerle....Vice-President in Charge of Network Programs
Michael Dann.....Vice-President in Charge of Network Programs, N. Y.
William Dozier .....Vice-President, Programs, Hollywood
Guy Della Cioppa.....Vice-President & Director, Network Programs, Hollywood
R. M. Weitman.....V.P. Prog. Devel.
Oscar Katz.....Vice President in Charge of Daytime Programs
Lester Gottlieb.....Director, Progr. Develop.
Robert D. Martin....Talent & Casting Director New York
Bert Berman..Dir. of Daytime Pgm. Development
Richard Lewine.....Director, Special Programs

Operations

Edward L. Saxe.....Vice-President in Charge of Operations
Henry Grossman....Dir. of Facilities Operations
R. G. Thompson.....Director of Technical Operations
E. Carlton Winckler.....Dir. Prod. Opers.
H. C. Meier....Manager of Network Operations
Newell T. Schwin.....Dir. Production Sls.
Walter R. Pierson.....Dir. Production Facilities Planning
Albert J. Raymond.....Mgr. of Theater and Stage Operations
Anthony Boschetti.....Manager of Procurement
Paul Wittlig.....Manager of New Effects Development
Orville Sather,..Manager of Technical Operations
M. Clay Adams....Manager of Film Productions Operation

Gordon Shadwick.....Manager of Film Service Operations
George Lehmann.....Manager of Scenery Construction

Advertising & Sales Promotion

William Golden.....Creative Director
George Bristol..... .....Operations Director
Robert Strunsky.....Copy Chief
Alex Kennedy....Director of Program Promotion
Richard Golden....Director of Sales Presentations
David Fuchs.....Mgr., Sales Presents.
Leonard Broom.....Promotion Mgr., N. Y.
Edward Side.....Production Manager

Press Information

Charles Steinberg.....Vice President Information Services
Hank Warner.....Director, Press Information
Harry Feeney.....Manager of Trade & Business News
Robert Blake.....Director—Hollywood
Dorothy Leffler....Director of Magazine Division

Research

Jay Eliasberg .....Director
Rose Marie O'Reilly.....Manager of Ratings
Tore Hallonquist..Manager of Program Analysis
Leonard DeNooyer.....Mgr., Coverage Div.

Engineering

William B. Lodge.....V.P., Engineering and Affiliate Relations
A. B. Chamberlain.....Dir. of Engineering
H. A. Chinn.....Chief Engineer
J. D. Parker.....Chief Radio Engineer

Business Affairs

W. Spencer Harrison...Vice-President and Business Mgr. of Talent & Contract Properties
Philip Feldman.....V.P. & Bus. Mgr., Talent & Contracts, Hollywood
Merritt H. Coleman..Director of Business Affairs
David Klinger.....Budget Control Manager

Accounting

William J. Flynn.....Comptroller
Norman C. Hadley....Director, Accounting Ops.

Executive Division, Hollywood

H. G. Theis....Director of Operation, Hollywood
Lester H. Bowman.....Dir., Phys. Ops., L.A.
James Melick.....Director of Production Adm.

News & Public Affairs

Sig Mickelson.....Vice-President in Charge of News and Public Affairs
John F. Day.....Director of News
Irving Gitlin.....Director of Public Affairs
Elmer Lower.....Director of Special Projects
Jack Bush....Manager of News Film Production
George Crothers.....Director of Educational & Religious Broadcasts
Henry Wefing.....Executive Assistant to Director News
James Burke.....Assignment Editor, CBS News
David Zellmer..Executive Producer of TV News
Robert Skedgell..Exec. Producer of Radio News
William MacPhail.....Director of Sports
Theodore F. Koop.....Director of News and Public Affairs, Washington

CBS TELEVISION STATIONS DIVISION

Merle S. Jones.....President
Craig Lawrence....Vice President in Charge of CBS Television-Owned Stations

WCBS-TV, 488 Madison Ave. New York 22, N. Y.

Frank Shakespeare, Jr.....General Manager
Norman E. Walt.....Sales Manager
Clarence Worden..Assistant to General Manager
Dan Gallagher.....Program Director
Robert Patt.....Promotion Manager
William C. Lacey.....Film Manager
John Horn.....Publicity Manager

WBBM-TV, 410 N. Michigan Ave. Chicago, Ill.

H. Leslie Atlass..Vice-President, Central Division

KNXT, 1313 North Vine St. Los Angeles 28, Calif.

Clark B. George.....General Manager

WCAU-TV, City Line & Monument Aves.; Phila., Pa

John Schneider.....General Manager

KMOX-TV, 12th & Cole Streets St. Louis 4, Mo.

Gene Wilkey.....General Manager

CBS Television Spot Sales

Bruce Bryant.....General Manager
Ben Margolis.....Business Manager
Robert F. Davis.....Research Manager
Arthur Elliott, Jr.....Eastern Sales Manager
Frank Elliott.....Director Sales Development
W. Thomas Dawson.....Director Sales Promotion

Branch Offices

John White.....Midwestern Sales Manager
630 N. McClurg Ct., Chicago
H. H. Holtshouser.....Atlanta Manager
805 Peachtree St., N.E., Atlanta, Ga.
Howard Marsh.....Detroit Manager
932 Fisher Bldg., Detroit 2, Mich.
Richard Loftus.....San Francisco Manager
Palace Hotel, San Francisco
Edward A. Larkin.....Los Angeles Manager
1313 N. Vine St., Los Angeles

CBS Films, Inc.

Sam Cook Digges.....Adm. Vice-President
Leslie Harris.....Vice-President, Production
John Howell.....Vice President & Gen. Sls. Mgr.
Fred Mahlstedt.....Dir. Oper. & Prodn.
Eugene Moss.....Sales Promotion Manager
Walter Scanlon.....Merchandising Manager
Murray Benson.....Dir. of Licensing
Robert Fuller.....Dir. of Publicity
Howard Kany.....Dir. of Intern. Bus. Rel.

Terrytoons Division

Paul Terry, William Weiss

Advertising & Sales Promotion

John Cowden.....Vice-Pres. in Charge
Tom Means .....Director

Information Services

Charles Oppenheim .....Director
Howard Berk.....Dir. of Publicity, CBS Owned TV Stations & CBS-TV Spot Sls.

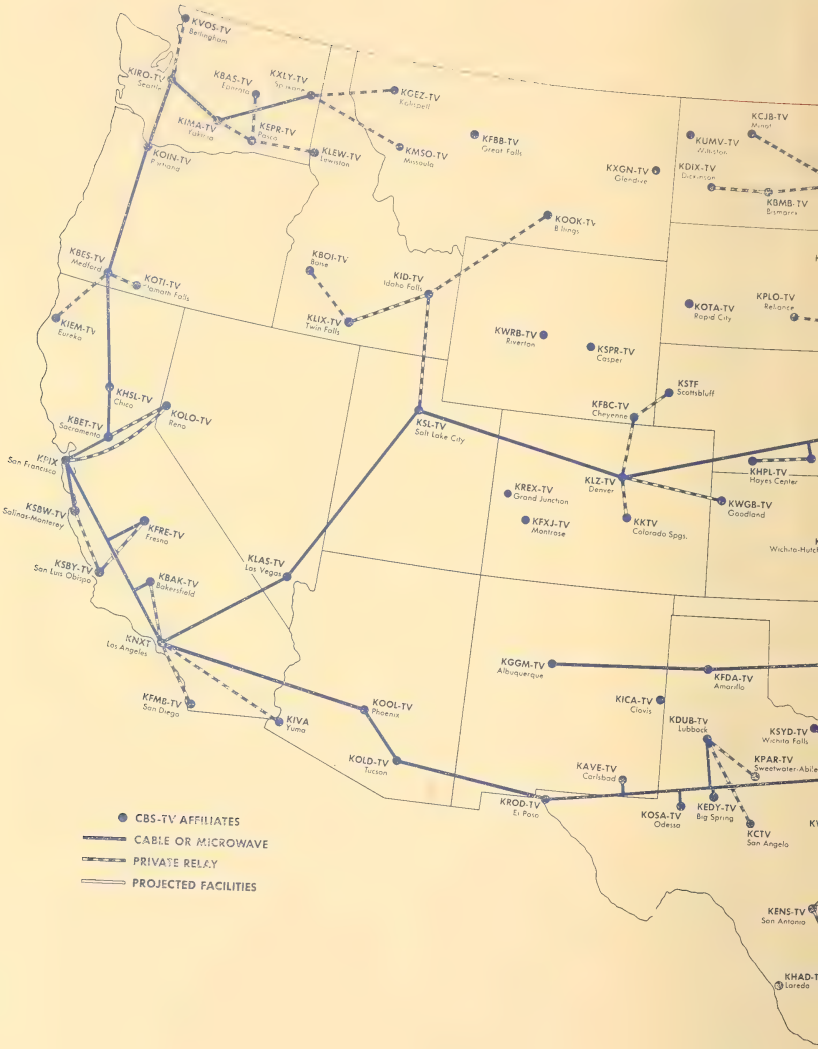
Legal

Thomas K. Fisher.....V.P. & Gen. Attorney

Programming

Hal Hough .....Director

CBS TELEVIS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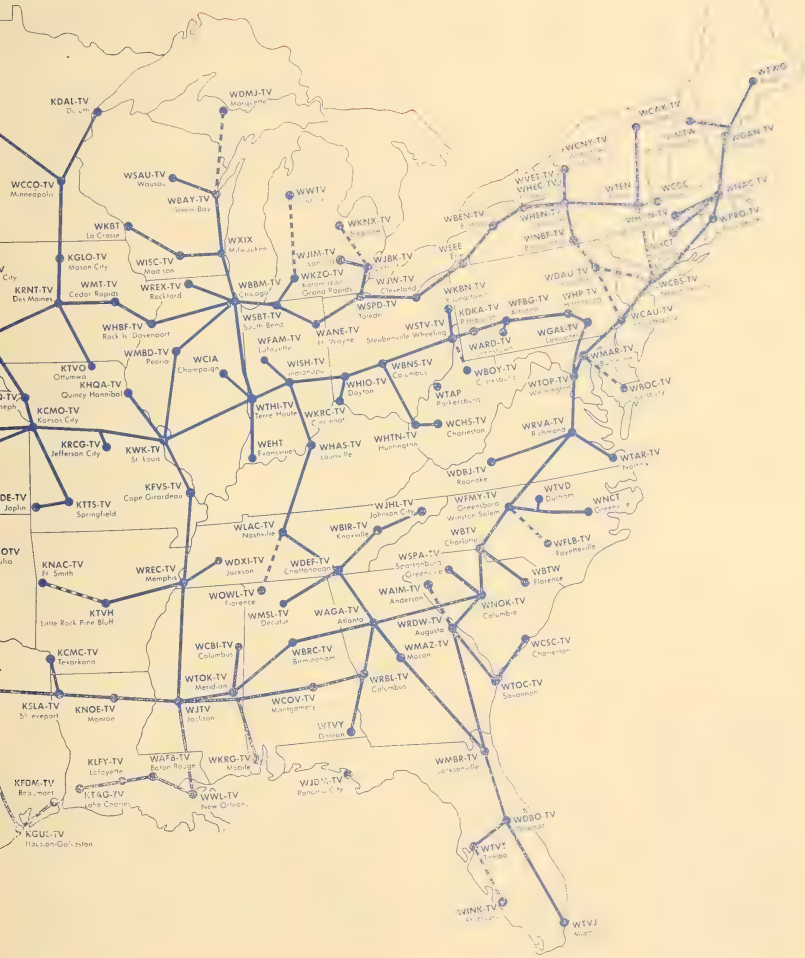
KBAS-TV Ephrata
KXLY-TV Spokane
KGEZ-TV Kalispell
KIMA-TV Yakima
KEPR-TV Pasco
KOIN-TV Portland
KLEW-TV Lewiston
KMSO-TV Missoula
KFBB-TV Great Falls
KCJB-TV Minot
KUMV-TV Williston
KXGN-TV Glendive
KDIX-TV Dickinson
KGMB-TV Bismarck
KOOK-TV Billings
KBES-TV Medford
KOTI-TV Klamath Falls
KBOI-TV Boise
KID-TV Idaho Falls
KLIX-TV Twin Falls
KIEM-TV Eureka
KOTA-TV Rapid City
KPLO-TV Reliance
KWRB-TV Riverton
KSPR-TV Casper
KSTF Scottsbluff
KFBC-TV Cheyenne
KHSL-TV Chico
KOLO-TV Reno
KBET-TV Sacramento
KSL-TV Salt Lake City
KFIX San Francisco
KHPL-TV Hayes Center
KREX-TV Grand Junction
KLZ-TV Denver
KWGB-TV Goodland
KFXJ-TV Montrose
KKTV Colorado Spgs.
KSBW-TV Salinas-Monterey
KFRE-TV Fresno
KSBY-TV San Luis Obispo
KLAS-TV Las Vegas
KBAK-TV Bakersfield
KNXT Los Angeles
KGGM-TV Albuquerque
KFDA-TV Amarillo
KICA-TV Clovis
KDUB-TV Lubbock
KSYD-TV Wichita Falls
KPAR-TV Sweetwater-Abilene
KFMB-TV San Diego
KIVA Yuma
KOOL-TV Phoenix
KOLD-TV Tucson
KAVE-TV Carlsbad
KROD-TV El Paso
KOSA-TV Odessa
KEDY-TV Big Spring
KCTV San Angelo
KENS-TV San Antonio
CBS-TV AFFILIATES
CABLE OR MICROWAVE
PRIVATE RELAY
PROJECTED FACILITIES

ON NETWORK


KDAL-TV
Duluth
WDMJ-TV
Marquette
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Minneapolis
WSAU-TV
Wausau
WBAY-TV
Green Bay
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La Crosse
KGLO-TV
Mason City
WISC-TV
Madison
KRNT-TV
Des Moines
WMT-TV
Cedar Rapids
WREX-TV
Rockford
WBBM-TV
Chicago
WSBT-TV
South Bend
WHBF-TV
Rock Island-Davenport
WMBD-TV
Peoria
WCIA
Champaign
KTVO
Ottumwa
KHQA-TV
Quincy Hannibal
KCMO-TV
Kansas City
KRCG-TV
Jefferson City
KWK-TV
St. Louis
KTTS-TV
Springfield
KFVS-TV
Cape Girardeau
KNAC-TV
Ft. Smith
KTVH
Little Rock Pine Bluff
KCMC-TV
Texarkana
KSLA-TV
Shreveport
KNOE-TV
Monroe
KLFY-TV
Lafayette
KFDM-TV
Beaumont
KTAG-TV
Lake Charles
KGUL-TV
Houston-Galveston
WWTV
WKNX-TV
WJIM-TV
WKZO-TV
WJBK-TV
WJW-TV
WSPD-TV
Toledo
WANE-TV
Ft. Wayne
WFAM-TV
Lafayette
WISH-TV
Indianapolis
WTHI-TV
Terre Haute
WKRC-TV
Cincinnati
WEHT
Evansville
WHAS-TV
Louisville
WHIO-TV
Dayton
WBNS-TV
Columbus
WSTV-TV
Steubenville Wheeling
WTHN-TV
Huntington
WFBG-TV
Altoona
WGAL-TV
Lancaster
WARD-TV
Johnstown
WBOY-TV
Clarksburg
WTAP
Parkersburg
WCHS-TV
Charleston
WRVA-TV
Richmond
WDBJ-TV
Roanoke
WTAR-TV
Norfolk
WTOP-TV
Washington
WMAR-TV
Baltimore
WBOC-TV
Salisbury
WTVD
Durham
WNCT
Greenville
WFLB-TV
Fayetteville
WBTW
Florence
WNOK-TV
Columbia
WCSC-TV
Charleston
WTOC-TV
Savannah
WMBR-TV
Jacksonville
WDBO-TV
Orlando
WTVT
Tampa
WINK-TV
Fort Myers
WTVJ
Miami
WLAC-TV
Nashville
WBIR-TV
Knoxville
WJHL-TV
Johnson City
WFMY-TV
Greensboro Winston Salem
WBTV
Charlotte
WSPA-TV
Spartanburg Greenville
WAIM-TV
Anderson
WAGA-TV
Atlanta
WRDW-TV
Augusta
WMAZ-TV
Macon
WDXI-TV
Jackson
WDEF-TV
Chattanooga
WREC-TV
Memphis
WOWL-TV
Florence
WMSL-TV
Decatur
WCBI-TV
Columbus
WBRC-TV
Birmingham
WTOK-TV
Meridian
WCOV-TV
Montgomery
WJTV
Jackson
WRBL-TV
Columbus
WTVY
Dothan
WAFB-TV
Baton Rouge
WKRG-TV
Mobile
WWL-TV
New Orleans
WJDM-TV
Panama City
WTNC
WCAX-TV
WGAN-TV
WCNY-TV
WIVET-TV
WHEC-TV
WTEN
WCDC
WNBC-TV
WPRO-TV
WHEN-TV
WNBF-TV
WBEN-TV
WSEE
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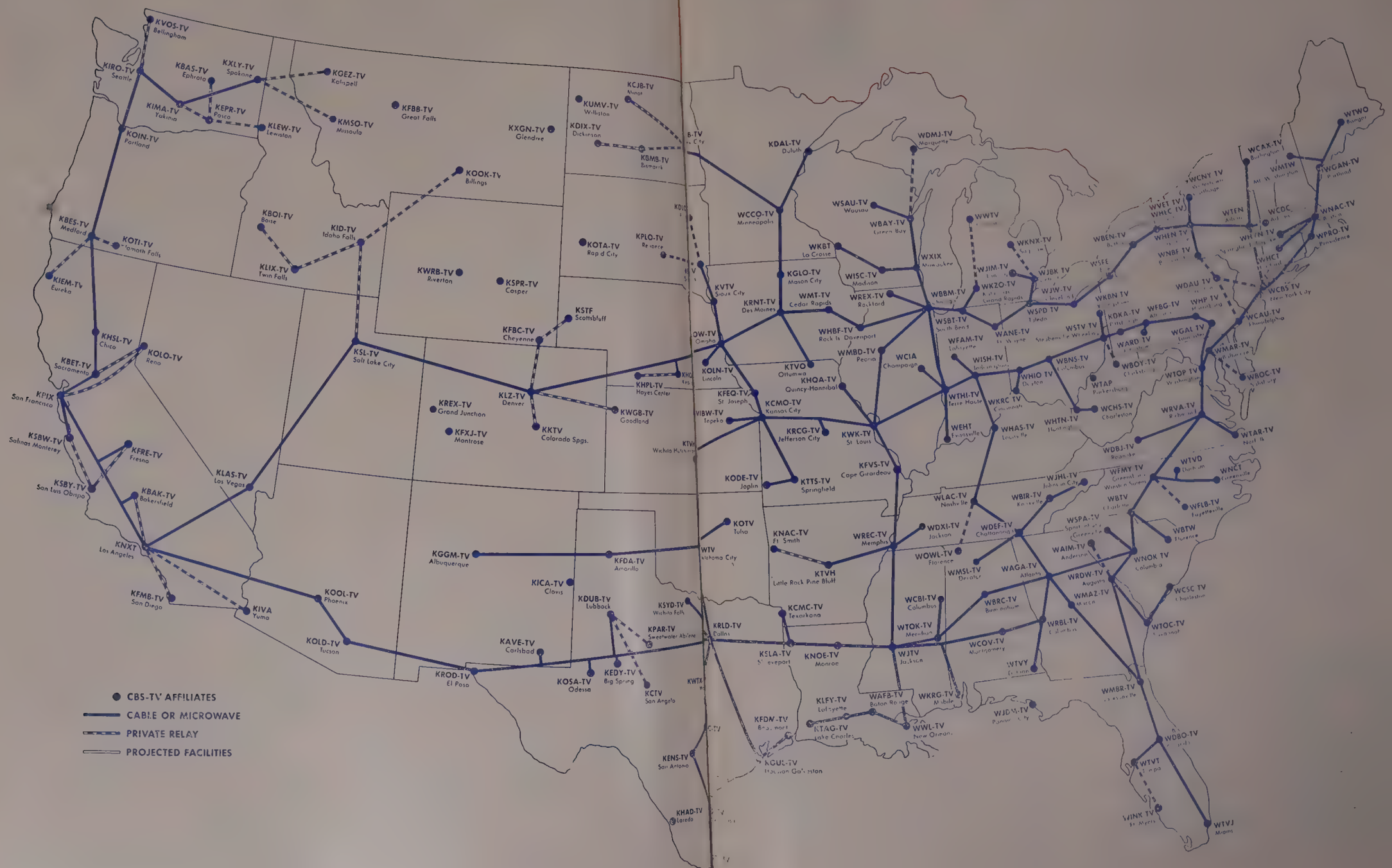
WKBN-TV
WFBG-TV
WHP-TV
KDKA-TV
WCAU-TV
WTAP

CBS TELEVISION NETWORK



NETWORK TV OFFERS BARGAIN BUYS
. . . To The Small-Budget Advertiser

By WALTER D. SCOTT
Executive Vice President
NBC-TV Network

IN this era of big budget network programming there is a tendency to completely lose sight of the fact there are many network TV opportunities designed specifically for the small-budget advertiser.

Today an advertiser with an annual budget as small as $500,000 can use network television, and over an extended period of time. In fact, the opportunity to buy and use network TV in small units has never been greater. All three networks now offer nighttime minutes, low cost news programs, favorably priced daytime periods and participations in sports series, all at reasonable rates.

* * *

As result of these economy-sized patterns and greatly increased flexibility, network television is serving a surprising number of modest budget advertisers. During 1958 alone, many smaller advertisers bought time on NBC-TV, most for the first time. Among them were Amity Leather Products Company, Arkin Industries, Burgess Vibrocrafters, Drexel Furniture Company, National Brewing, Rock of Ages, the Shakespeare Company and Stark Nurseries.

Advertisers with a budget of well under $1,000.000 can order from a wide choice of year-round campaigns on web TV, be identified with a variety of exciting, quality programs and have their commercial messages seen in over 100 leading markets. Here are some of the schedules available to such an advertiser:

* * *

Sponsorship of four special filmed telementaries on the 20th Century, three of which are full-hour programs and the fourth 90-minutes, all scheduled in prime time periods during 1959; an alternate-week one-minute message in "Ellery Queen" (Friday nights) or "Cimarron City" (Saturday nights) over a 52-week period; sponsorship of an "NBC News" program on alternate weeks over a 39-week period; sponsorship of one daytime quarter-hour program segment on alternate weeks over a 52-week period, or two contiguous (i.e. on the same day) daytime quarter-hour segments on alternate weeks over a 39-week period; two participations weekly in either the "Today" program or "The Jack Paar Show," or one participation weekly in each, all over a 52-week period.

* * *

In short, a cost-conscious advertiser seeking to sell more goods and enhance prestige can select the television campaign that's best for him from a wide variety of advertising patterns and programs — specials, mystery, western, news or variety— any time of the day or night, on network television.

NBC TELEVISION NETWORK

ROBERT E. KINTNER
President of NBC

Robert E. Kintner was elected to his present post as President of NBC on July 11, 1958, after having served as executive vice president, television network, since February, 1958. He joined NBC Jan. 1, 1957, as an executive vice president and the following month was named executive vice president, television network programs and sales. Kintner, a former president of ABC, joined the editorial staff of the New York Herald Tribune following his graduation from Swarthmore College. He became Washington correspondent for that newspaper and later, with Joseph Alsop, wrote a nationally syndicated Washington column. He also co-authored several magazine articles and books. In 1941 he joined the Army, serving overseas and with the War Department Bureau of Public Relations in Washington. He joined ABC in 1944 as vice president with supervision of programming, public services, public relations and advertising. In 1946 he was elected executive vice president and in 1949 became president. He resigned in October, 1956.

DAVID C. ADAMS
Senior Executive Vice President

David C. Adams was elected to the new position of senior executive vice president on February 6, 1959. Since September, 1956, he had been executive vice president, corporate relations. Mr. Adams joined NBC in December, 1947, as assistant general counsel. He was named vice president and general attorney of RCA Communications, Inc., in 1948, but returned to NBC in January, 1949, as assistant to the executive vice president. He was elected a vice president in February, 1953, and the next year was named a staff vice president. Before joining NBC, Mr. Adams was with the FCC, serving successively as chief of the International Legal Section of the Common Carrier Division, assistant chief of the Common Carrier Division and assistant to the general counsel. In 1943 he joined the Army, serving first with an anti-aircraft battalion and later with Military Intelligence. Adams was born in Buffalo and was graduated from the University of Buffalo and its law school (1937). He practiced law in Buffalo prior to joining the FCC.

WALTER D. SCOTT
Executive Vice President, Television Network

Walter D. Scott was appointed executive vice president, television network, in February, 1959. Before his election as head of the television network, Mr. Scott had been vice president, television network sales. An executive with more than 30 years service in NBC, Mr. Scott joined the network's sales department in 1938. He was named eastern sales manager in 1949, and in February, 1951, was promoted to New York radio network sales manager. In November, 1952, he was appointed to the new post of administrative sales manager. He held this position until he was elected vice president and national sales manager, television network, in December, 1955. He was named vice president, television network sales, in January, 1958. Before joining NBC, Mr. Scott served in the sales department of Hearst Radio, Inc., and before that on the advertising staff of the Daily Oklahoman and Times. He is a graduate of the University of Missouri School of Journalism.

By the dawn's early light...

On January 27, 1958, in a grim postscript to Sputnik, President Eisenhower said: "National security requires that prompt action be taken to improve and expand the teaching of science . . ." Only one high school student in four was studying physics, only one in three taking chemistry. Since 1950, the number of qualified high school science teachers had dropped an alarming 53%.

On October 6, 1958, the National Broadcasting Company, in partnership with leading American educational and industrial organizations*, undertook prompt action by launching the world's largest class. The subject: Atomic Age Physics. Telecast five times weekly from 6:30-7:00 a.m., NBC's Continental Classroom exposed a priceless national asset—the knowledge and teaching skill of eminent physicist Harvey E. White—to teachers and students throughout America. And strange things began to happen . . .

As dawn broke over America, television sets flicked on in homes, in fraternity lounges, in high school and college classrooms, in dormitories, in engineering laboratories. In rapid sequence, 149 stations cleared time for the course; 265 colleges and universities offered full academic credit; 27,000 students mailed in 50 cents each for a syllabus; an estimated 270,000 Americans began sitting in with Dr. White and his students on their home sets.

Dr. James R. Killian, Jr., White House scientific advisor, considers Continental Classroom "truly a bold educational experiment in the nation's interest." How far can it go, in one two-semester stroke, toward erasing the most perilous educational lag this nation faces? No one is certain. But the only television network ever to use its commercial facilities to create a national classroom is certain that it is worth finding out.

NBC TELEVISION NETWORK

*THE AMERICAN ASSOCIATION OF COLLEGES FOR TEACHER EDUCATION • BELL TELEPHONE SYSTEM • THE FORD FOUNDATION • THE FUND FOR THE ADVANCEMENT OF EDUCATION • GENERAL FOODS FUND • INTERNATIONAL BUSINESS MACHINES • PITTSBURGH PLATE GLASS FOUNDATION • STANDARD OIL COMPANY OF CALIFORNIA • UNITED STATES STEEL

NATIONAL BROADCASTING COMPANY, INC.

30 Rockefeller Plaza, New York 20, N. Y.
Telephone: CIrcle 7-8300

Registered Telegraphic Address: NATBROCAST NEW YORK

NOTE: A full listing of the NBC corporate personnel, as well as the board of directors, will be found on Page 265.

DEPARTMENTS

EXECUTIVE

Robert W. Sarnoff.....Chairman of the Board
Robert E. Kintner.....President

ADMINISTRATION

J. M. Clifford.....Exec. V.P., Administration

NBC OWNED STATIONS & NBC SPOT SALES

P. A. Sugg.....Exec. V.P., NBC Owned Stations & NBC Spot Sales
Thomas S. O'Brien.....Dir., Business Affairs
Anthony C. Krayer.....Business Manager

NBC Spot Sales

Richard H. Close.....Dir., NBC Spot Sales
Edwin T. Jameson.....Dir., TV Spot Sales
Walter B. Davison..Mgr., Western TV Spot Sales
John J. Ryan.....Mgr., Eastern TV Spot Sales
John C. Treacy.....Mgr., TV Spot Sales, Detroit
Morton Gaffin.....Dir., New Bus. & Prom.
John W. Mulholland..Mgr. Central TV Spot Sales
David Scott.....Mgr., New England Spot Sales

NBC Owned Stations

WRCA-TV, New York

William N. Davidson....V.P. & General Manager

WNBC, New Britain-Hartford

Peter B Kenney.....V.P. & General Manager

WRC-TV, Washington

Carleton D. Smith.....V.P. & General Manager

WNBQ, Chicago

Lloyd Yoder.....V.P. & General Manager

WRCV-TV, Philadelphia

Ray Welpott.....V.P. & General Manager

KRCA, Los Angeles

Thomas C. McCray.....V.P. & General Manager

TELEVISION NETWORK

TV NETWORK ADMINISTRATION

Walter D. Scott.....Exec. V.P., TV Network
David Levy.....V.P., TV Network Programs and Talent

TV NETWORK BUSINESS AFFAIRS

Norman Racusin.....Director, Business Affairs
John J. Heywood.....Director, Unit Manager

NEWS

William McAndrew.....Vice President, News
Joseph O. Meyers.....Director, News
Julian Goodman.....Mgr., News & Special Events, Washington
William Ray.....Mgr., News, Central Div.
Stanley G. Rotkewicz...Mgr., Budgets & Pricing
Eugene E. Juster.....Manager, News Film
Samuel M. Sharkey, Jr.....Editor, News
Edward Stanley.....Director, Public Affairs
George Heineman.....Mgr. Public Affairs
Leslie C. Vaughan.....Manager, Administration News

SPORTS

Thomas S. Gallery.....Director, Sports

TELEVISION NETWORK PROGRAMS

Robert F. Lewine.....V.P., Network Programs
Jerry Danzig.....V.P., Participating Programs
Robert F. Aaron.....Mgr., Daytime Prog. Admin.
Louis B. Ames.....Mgr., NBC Opera Unit
Alan Courtney.....Dir. Nighttime Programs
Joseph P. Cunneff.....Mgr., Night. Progr. Opera.
Ross Donaldson.....Dir. Script Services
Roger Gimbel.....Exec. Prod. Daytime Prog.
John Greene.....Mgr., Day Prog. Opera.
Donald B. Hyatt.....Mgr., Special Projects
Carl Lindemann, Jr.....Dir. Day Programs
Thomas Madigan.....Mgr., Night Prog. Opera.
Albert McCleery.....Exec. Producer
Roger Muir.....Exec. Producer
James H. Nelson.....Prog. Services
George M. Rogers, Jr.....Mgr., Administ. Participating Programs
Herbert Sussan.....Dir. Special Programs
David Tebet.....Gen. Program Exec.
Ernest V. Theiss.....Mgr. Night Prog. Admins.

Music

Samuel Chotzinoff.....Gen. Music Director

TELEVISION NETWORK SALES

Walter D. Scott.....V.P., TV Network Sales

Don Durgin.....V.P., TV Network Sales

Edward R. Hitz.....V.P., TV Sales, Central Div.

Thomas B. McFadden....V.P., Gen. Sales Exec.

Charles R. Abry.....Gen. Sales Exec.

Raymond F. Eichman.....Dir. Sales Presentations & Promotion

Harry T. Floyd.....Mgr., TV Sales, Western Div.

Stephen Flynn.....Dir., TV Sales Services

Walter W. Gross.....Mgr., TV Sales, Detroit

David Hedley.....Mgr., TV Sales Presentations

James Hergen.....Director, Partic. Program Sales

Arthur Johnson.....Mgr., Station Sales

Richard L. Linkroum.....Dir., Spec. Pgm. Sales

Robert McFadyen...Dir., TV Sales Development

Hamilton Robinson.....Mgr., Office Services

Andrew Ross.....Art Dir., Sales Plann.

Dean Shaffner.....Dir., Sales Planning

Ira Wolff.....Mgr., Sales Prom.

FACILITIES OPERATIONS

Robert L. Stone.....V.P., Facilities Operation

Nicholas Gilles.....Director, Business Affairs

Sherman Hildreth.....Dir., Station Fac. Ops.

Radio Network Facilities Operations

Gerald M. Seller.....Dir., Radio Net. Fac. Ops.

Paul Gallant.....Mgr., Radio Technical Ops.

Henry P. Hayes.....Mgr., Radio Recording Sales

James Chenard.....Business Mgr.

Charles Bennis.....Mgr., Radio Recording

Design, Art & Scenic Production

Walter E. Giebelhaus.....Dir., TV Net. Design, Art & Scenic Prodn.

Edward J. Bennett.....Mgr., Design & Art

Curtis Blank.....Mgr., Prodn. Services

Peter Bonardi.....Mgr., Scenic Const. & Painting

John P. Seibert.....Business Mgr.

General Services

William S. Hedges.....V.P., General Services

Michael Clancy.....Supervisor, Protection

Edwin L. Dunham...Mgr., Music Library & Svcs.

Mildred Joy.....Chief Librarian

Film Operations

James A. Glenn.....Dir., TV Net. Film Ops.

Henry Moss.....Mgr., Film Services

Stanley Parlan.....Mgr., Film Coordination & Preparations

Chas. L. Townsend.....Mgr., Film & Kine Oper.

Edward A. Whitney.....Mgr., Bcst. Routine

Charles Corcoran.....Mgr., Video Tape, Film, & Kine Operations

TV Network Live Operations

Anthony Hennig.....Dir., TV Net. Live Ops.

Richard Aimone.....Mgr., Effects

Thomas H. Phelan.....Mgr., Maint. & Plant Fac.

Humbert Rodomista....Mgr., Scheduling & Adm.

John B. Rogers.....Mgr., Studio & Theatre Ops.

Courtney A. Snell.....Mgr., N. Y. Field Ops.

Thomas G. Tart.....Business Mgr.

Operations Control & Planning

Norman H. Grant...Dir., Ops. Control & Planning

Richard H. Edmondson.....Mgr., Tech. & Ops. Planning

Robert MacKichan.....Mgr., Show Requirements & Estimating

George McElrath.....Mgr., Broadcast Central

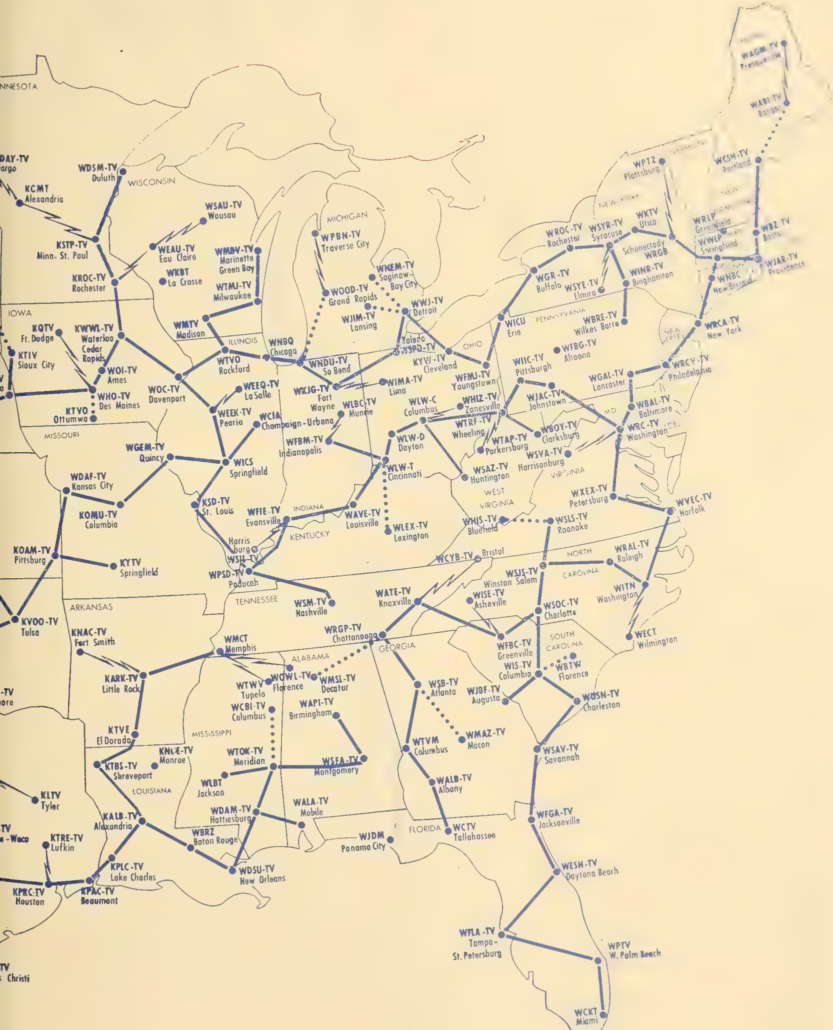
Peter Affe.....Mgr., Facilities Planning & Utilization

John J. Weir.....Mgr., Broadcast & Operations

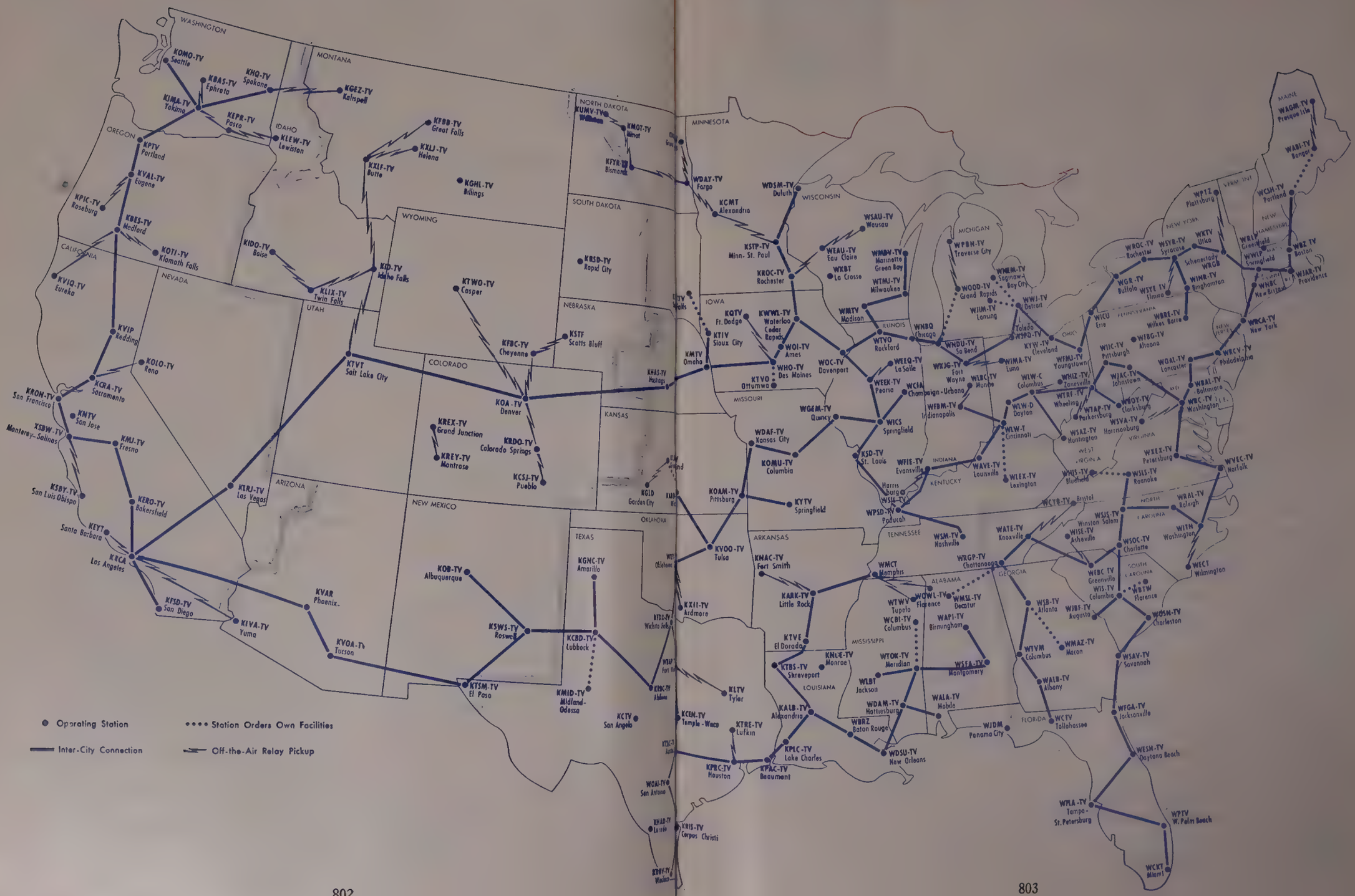
NBC TELEVIS

MONTANA
IDAHO
WYOMING
NORTH DAKOTA
SOUTH DAKOTA
NEBRASKA
KANSAS
OKLAHOMA
TEXAS
COLORADO
NEW MEXICO
ARIZONA
UTAH
NEVADA
CALIFORNIA
KOMO-TV Seattle
KHQ-TV Spokane
KBAS-TV Ephrata
KIMA-TV Yakima
KEPR-TV Pasco
KGEZ-TV Kalispell
KFBB-TV Great Falls
KXLJ-TV Helena
KXLF-TV Butte
KGHL-TV Billings
KLEW-TV Lewiston
KPTV Portland
KVAL-TV Eugene
KPIC-TV Roseburg
KBES-TV Medford
KOTI-TV Klamath Falls
KIDO-TV Boise
KID-TV Idaho Falls
KLIX-TV Twin Falls
KVIQ-TV Eureka
KVIP Redding
KOLO-TV Reno
KCRA-TV Sacramento
KRON-TV San Francisco
KNTV San Jose
KSBW-TV Monterey-Salinas
KMJ-TV Fresno
KSBY-TV San Luis Obispo
KERO-TV Bakersfield
KEYT Santa Barbara
KRCA Los Angeles
KFSD-TV San Diego
KIVA-TV Yuma
KLRJ-TV Las Vegas
KTVT Salt Lake City
KTWO-TV Casper
KFBC-TV Cheyenne
KOA-TV Denver
KREX-TV Grand Junction
KREY-TV Montrose
KRDO-TV Colorado Springs
KCSJ-TV Pueblo
KOB-TV Albuquerque
KSWS-TV Roswell
KVAR Phoenix
KVOA-TV Tucson
KTSM-TV El Paso
KUMV-TV Williston
KMOT-TV Minot
KFYR-TV Bismarck
KRSD-TV Rapid City
KSTF Scotts Bluff
KHAS-TV Hastings
KGLD Garden City
KGNC-TV Amarillo
KCBD-TV Lubbock
KMID-TV Midland-Odessa
KCTV San Angelo
WOAI-TV San Antonio
Operating Station
Station Orders Own Facilities
Inter-City Connection
Off-the-Air Relay Pickup

ION NETWORK


WAGM TV Presque Isle
WABI TV Bangor
WCSH-TV Portland
WPTZ Plattsburg
WRLP Greenfield
WWLP Springfield
WBZ TV Boston
WJAR-TV Providence
WNBC New Britain
WKTV Utica
WSYR-TV Syracuse
WROC-TV Rochester
Schenectady WRGB
WINR-TV Binghamton
WGR-TV Buffalo
WSYE-TV Elmira
PENNSYLVANIA
WICU Erie
WBRE-TV Wilkes Barre
WRCA-TV New York
WFBG-TV Altoona
WJIC-TV Pittsburgh
WGAL-TV Lancaster
WRCV-TV Philadelphia
WJAC-TV Johnstown
WBAL-TV Baltimore
WRC-TV Washington
WBOY-TV Clarksburg
WSVA-TV Harrisonburg
VIRGINIA
WXEX-TV Petersburg
WVEC-TV Norfolk
WSLS-TV Roanoke
WHIS-TV Bluefield
WEST VIRGINIA
WSAZ-TV Huntington
WTAP-TV Parkersburg
WTRF-TV Wheeling
WHIZ-TV Zanesville
WFMJ-TV Youngstown
KYW-TV Cleveland
OHIO
WSPD-TV Toledo
WWJ-TV Detroit
WNEM-TV Saginaw-Bay City
WOOD-TV Grand Rapids
WJIM-TV Lansing
WPBN-TV Traverse City
MICHIGAN
WIMA-TV Lima
WLW-C Columbus
WLW-D Dayton
WLW-T Cincinnati
WLEX-TV Lexington
WAVE-TV Louisville
KENTUCKY
INDIANA
WLBC-TV Muncie
WFBM-TV Indianapolis
WKJG-TV Fort Wayne
WNDU-TV So Bend
WNBQ Chicago
ILLINOIS
WTVO Rockford
WEEQ-TV La Salle
WEEK-TV Peoria
WCIA Champaign-Urbana
WICS Springfield
KSD-TV St. Louis
WFIE-TV Evansville
Harrisburg
WSIL-TV
WPSD-TV Paducah
WMTV Madison
WTMJ-TV Milwaukee
WMBV-TV Marinette Green Bay
WSAU-TV Wausau
WEAU-TV Eau Claire
WKBT La Crosse
WISCONSIN
WDSM-TV Duluth
KCMT Alexandria
KSTP-TV Minn.-St. Paul
KROC-TV Rochester
MINNESOTA
DAY-TV Fargo
IOWA
KQTV Ft. Dodge
KTIV Sioux City
KWWL-TV Waterloo Cedar Rapids
WOI-TV Ames
WHO-TV Des Moines
KTVO Ottumwa
WOC-TV Davenport
MISSOURI
WGEM-TV Quincy
WDAF-TV Kansas City
KOMU-TV Columbia
KOAM-TV Pittsburg
KYTV Springfield
KVOO-TV Tulsa
ARKANSAS
KNAC-TV Fort Smith
KARK-TV Little Rock
KTVE El Dorado
WMCT Memphis
TENNESSEE
WSM-TV Nashville
WATE-TV Knoxville
WCYB-TV Bristol
WRGP-TV Chattanooga
WSJS-TV Winston Salem
NORTH CAROLINA
WRAL-TV Raleigh
WITN Washington
WISE-TV Asheville
WSOC-TV Charlotte
WFBC-TV Greenville
SOUTH CAROLINA
WIS-TV Columbia
WBTW Florence
WECT Wilmington
WUSN-TV Charleston
WJBF-TV Augusta
GEORGIA
WSB-TV Atlanta
WMAZ-TV Macon
WTVM Columbus
WALB-TV Albany
WSAV-TV Savannah
ALABAMA
WOWL-TV Florence
WMSL-TV Decatur
WTWV Tupelo
WCBI-TV Columbus
WAPI-TV Birmingham
WSFA-TV Montgomery
MISSISSIPPI
WTOK-TV Meridian
WLBT Jackson
WDAM-TV Hattiesburg
WALA-TV Mobile
FLORIDA
WJDM Panama City
WCTV Tallahassee
WFGA-TV Jacksonville
WESH-TV Daytona Beach
WFLA-TV Tampa-St. Petersburg
WPTV W. Palm Beach
WCKT Miami
KNOE-TV Monroe
KTBS-TV Shreveport
LOUISIANA
KALB-TV Alexandria
WBRZ Baton Rouge
WDSU-TV New Orleans
KPLC-TV Lake Charles
KPAC-TV Beaumont
KPRC-TV Houston
KTRE-TV Lufkin
KLTV Tyler
Waco
Christi

NBC TELEVISION NETWORK



THE EARLY YEARS OF A FILM NETWORK . . . Another National Program Service?

By CHARLES (Bud) BARRY

President, NTA Film Network

THERE'S said to be a shining new Cadillac cruising Madison Avenue bearing a sign that reads "Made in Las Vegas . . . the hard way." Somehow that strikes me as a particularly fitting mode of transportation for a network executive in the television market today.

With Ely Landau, chairman of the parent company, wearing his white coat and rubber gloves, the NTA Network was born just about three years ago. Since then the network has accomplished some rather amazing things. I'm not trying to sound like a cigarette commercial, but because it is a pretty accurate way of putting it, I say we have accomplished some things that couldn't be done.

We have organized a group of stations into a cohesive whole . . . we have persuaded a group of major advertisers to accept the film network concept . . . we have persuaded, on many a Sunday afternoon and occasionally during the evening hours, a group of "right minded" citizens to turn their dials to our program while happily ignoring our not always friendly competitors.

We have done this without that greatest of aids to a network—the very heart of network broadcasting—the coaxial cable hooking all of the components together for a national simultaneous broadcast. We have done it the hard way, via film on a bicycle. And what's more, without that second essential in network broadcasting—prime time on prime stations.

Nevertheless, we are genuinely grateful to the far-seeing clients who did put their faith and their dollars behind the NTA Film Network.

But in the 1959-60 market place one cannot afford much time to look back, for if there is one essential fact in this business it is . . . the future lies to him who plans for it.

The challenges of my career always seem to have been based upon dreams of tomorrow. But of all the tests of this kind I have ever faced, none has intrigued me more than the challenge of planning the necessary "Where Do We Go From Here" with the NTA Film Network.

This one is classic in its demands, because the following fundamental problems must be solved:

a. Not enough independent stations in many markets.
b. Not enough prime time available on stations already affiliated with our major competitors.
c. Not enough programs.
d. Too many agencies and advertisers reluctant to back us during our growth period.

We are convinced that the American advertising industry and the American public can support another national program service. If we can make that program service imaginative, fresh and untrammeled, we believe that we can continue to build our own effective network. We further believe that the key of our network future lies foursquare on our program future.

NTA TELEVISION NETWORK, INC.

10 Columbus Circle, New York 19, N. Y.

Telephone: JUdson 2-7300

Chairman of the Board.....Ely A. Landau

President.....Charles C. Barry

Exec. Vice President.....Oliver A. Unger

Vice President.....Harold Goldman

Vice President.....Edythe Rein

Vice President.....David Melamed

Treasurer .....Eric Haight

Secretary.....H. I. Bucher

Controller.....Burton Lippman

Board of Directors.....Ely A. Landau, Oliver A. Unger, Harold Goldman, Edythe Rein, Harold Kovner, Charles C. Barry.

Director of Station Relations....Anthony Azzato

Exec. Dir. Advertising, Promotion, Merchandising Lester Krugman

Dir. of Network Operations....Lynn Christenson

Director of Press.....Harry Algus

Dir. of Promotion, Sales Service..Martin Roberts

Dir. of Merchandising.....Irving Lichtenstein

Creative Director, Advertising.....Ernest Fladell

BRANCH OFFICES

Chicago

612 N. Michigan Ave.

Chicago, Ill.

MI 2-5561

Hollywood

8721 Sunset Blvd.

Hollywood, Calif.

OL 2-7222

SWEETEST THING IN SIGHT

It all started in 1957 among 30,000,000 Americans. Suddenly NTA television was responsible for the biggest mass "crush," since Shirley Temple first showed her adorable face, some 20 years ago. In 1958, NTA's Shirley Temple programs once again worked their wonderful kind of weekend magic, from coast to coast. Weekend magic for advertisers, too, as Vick Chemical, Ideal Toys, Westinghouse, Phillips-Van Heusen, Congoleum-Nairn, Necchi-Elna, Shwayder Bros., all tuned in to this unique television bonanza. Unique because the values expand every time NTA expands on its schedule of new Temple feature films. 1959 is no exception! Here's why:

In 1959 you get 87.5% coverage of U.S. television homes with a lineup of 63 key stations. You get the security of a 2-year track record which shows you the big, all-family audience, the low cost-per-M you want. You buy participations—as few or as many as you need. You combine products. You divide regions. You do it all because little Shirley as a child star has it all on the NTA Television Network. What's more, your buy into the Shirley Temple Spring Specials earns you an opportunity to protect for next Fall and Winter, too. Give it all a good close look, and then meet the sweetest thing in sight on the NTA TELEVISION NETWORK.

SHIRLEY TEMPLE SPRING SPECIALS / SHIRLEY TEMPLE FALL FESTIVAL '59

(8 weekends: April 5 through May 24, 1959)

(12 weekends: Oct. 4 through Dec. 20, 1959)

Phone, wire, write, Charles (Bud) Barry, President, NTA Television Network, 10 Columbus Circle, New York 19, N.Y. JU 2-7300 NTA TELEVISION NETWORK

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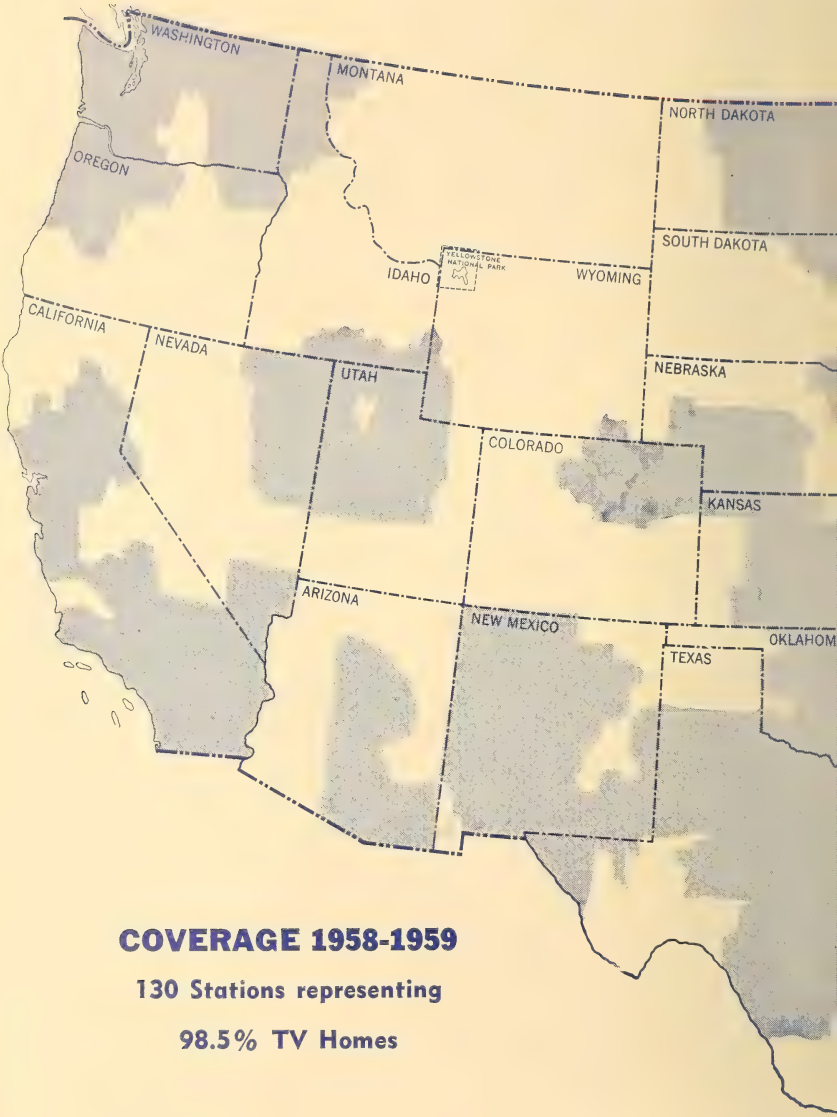
NTA TELEVISIO

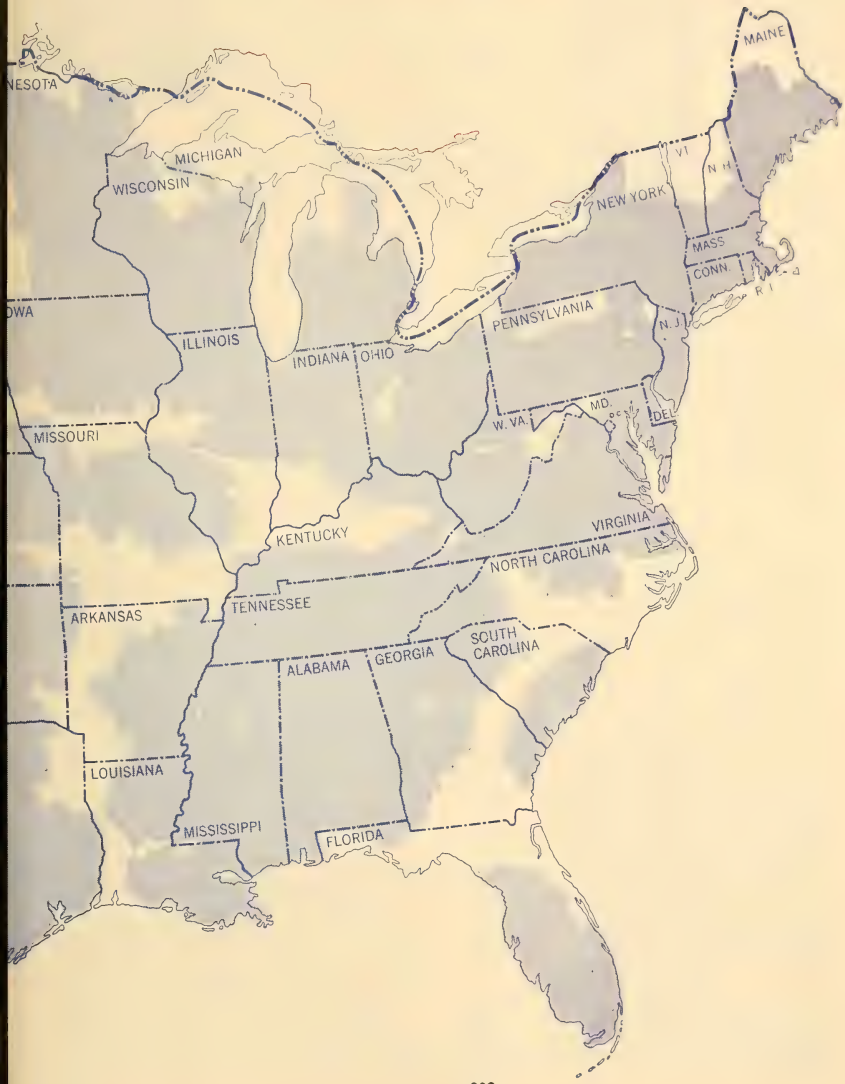


COVERAGE 1958-1959

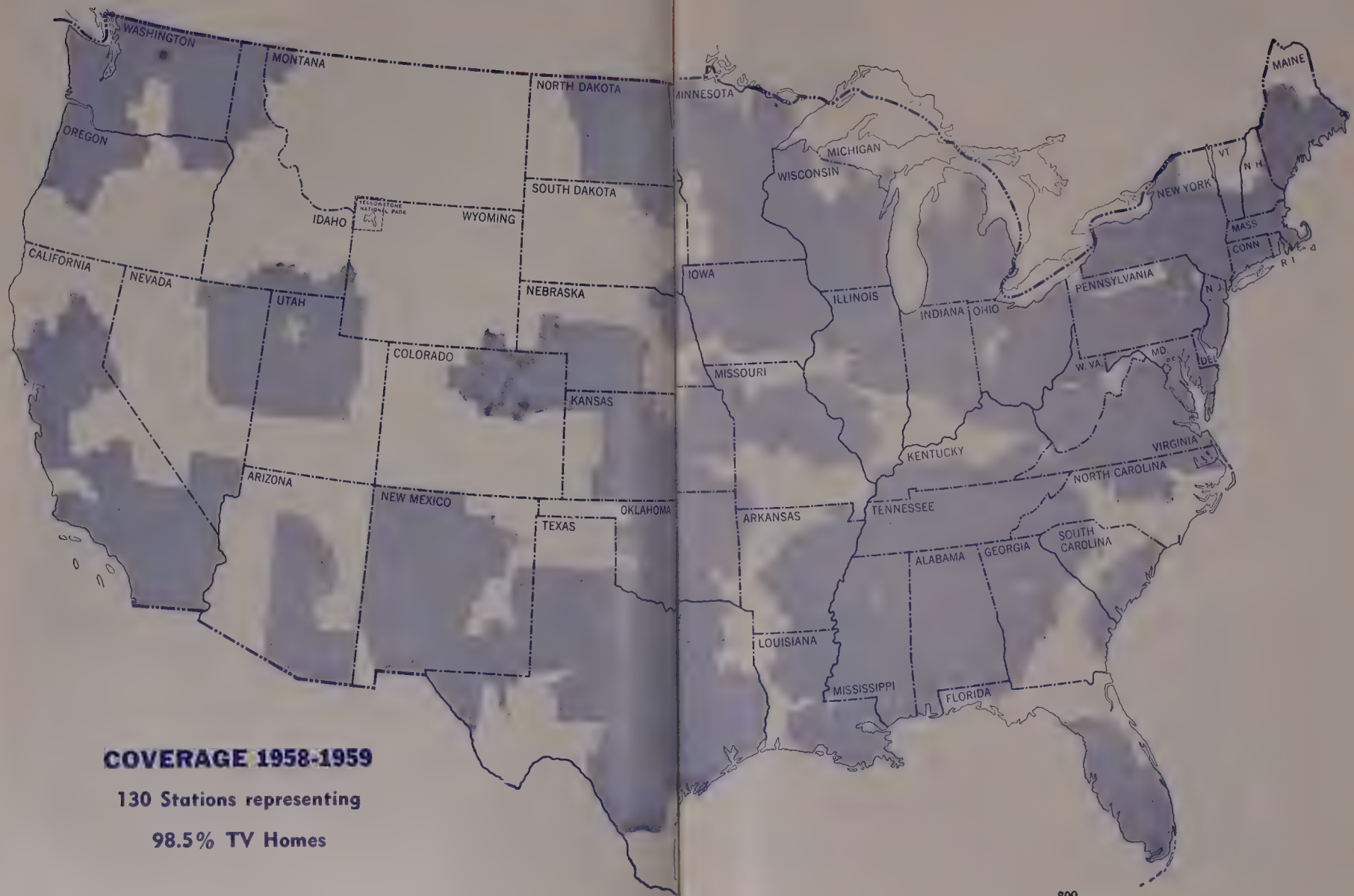
130 Stations representing

98.5% TV Homes

NETWORK


NESOTA
MICHIGAN
WISCONSIN
OWA
ILLINOIS
INDIANA
OHIO
MISSOURI
KENTUCKY
ARKANSAS
TENNESSEE
LOUISIANA
MISSISSIPPI
ALABAMA
GEORGIA
FLORIDA
SOUTH CAROLINA
NORTH CAROLINA
VIRGINIA
W. VA.
MD.
DEL.
PENNSYLVANIA
N. J.
NEW YORK
VT.
N. H.
MAINE
MASS.
CONN.
R. I.

NTA TELEVISION NETWORK



COVERAGE 1958-1959

130 Stations representing

98.5% TV Homes

TELEVISION FILM'S FOREIGN MARKET—

. . . A New Horizon For The Industry

By HAROLD GOLDMAN

President, NTA International, Inc.

THE burgeoning television industry outside of the United States is rapidly assuming an important role in the overall planning of TV production and distribution companies.

The foreign market today offers one of the greatest areas of expansion in our industry. Results accomplished during the past year have served to strengthen that conviction in no uncertain terms. As a consequence, increased efforts are being expended in that area. At NTA, we have organized, not too long ago, NTA International, Inc., which is to supervise our television and theatrical activities throughout the world.

* * *

There are approximately 25-million television sets in operation today in more than 50 countries outside of the United States. Sales opportunities abound in the United Kingdom where more than 9-million TV sets are in operation.

A study of the foreign markets reveals that Great Britain is the most important market today for the sale of television properties. Second place honors must go to Canada with a set count in excess of 3-million. Australia ranks third in importance serving more than a half-million receivers.

Japan, with more than a million-and-a-half sets, is enjoying a television boom and is rapidly taking its place among the leaders in searching the market for suitable product.

* * *

To take care of the needs of this increasing world-wide activity, the production and distribution companies are keeping close touch with developments and adding to their staffs. As President of NTA International, I will be making constant trips to our international offices to keep abreast of events and gear our operations to meet prevailing conditions.

Foreign stations are constantly on the alert for good product. Features and half-hour series are enjoying wide popularity in all areas. While there is an over-abundance of product at the moment, the demand will be increasing as more and more stations begin operations and additional sets make their appearance in homes.

In line with the expanding television picture overseas, income from that source is constantly on the upswing. In the not too distant future, receipts from foreign distribution should equal at least one-third of the total gross billing of companies engaged in international operations.

* * *

As the foreign picture becomes brighter, co-production endeavors with producers in other countries will increase. We, at NTA, have recently entered into an association with the British Broadcasting Corporation for the production of "The Third Man," a 39-week series starring Michael Rennie. We plan to undertake similar co-production deals in other countries. Current plans call for such arrangements to be made with governmental and independent agencies in France, Italy, Japan, Canada and Australia.

NTA's activities in the international field have now expanded into ten countries.

TELEVISION DAILY

presents

TV STATIONS

KEY PERSONNEL
ADDRESSES & PHONE
ALPHABETICALLY LISTED
BY STATES AND CITIES
STATISTICAL COVERAGE

1959

TELEVISION STATIONS

Commercial Stations of U. S., Territories and Possessions

Station	City—State	Page
CKLW-TV	Detroit-Windsor, Mich./Ont.	852
KABC-TV	Los Angeles, Calif.	823
KAKE-TV	Wichita, Kan.	846
KALB-TV	Alexandria, La.	847
KARD-TV	Wichita, Kan.	846
KARK-TV	Little Rock, Ark.	819
KATV	Little Rock, Ark.	821
KAVE-TV	Carlsbad, N. M.	863
KAYS-TV	Hays, Kan.	845
KBAK-TV	Bakersfield, Calif.	821
KBES-TV	Medford, Ore.	875
KBET-TV	Sacramento, Calif.	823
KBLR-TV	Goodland, Kan.	845
KBMB-TV	Bismarck, N. D.	868
KBOI-TV	Boise, Ida.	839
KBTV	Denver, Colo.	827
KBTX-TV	Bryan, Tex.	886
KCBD-TV	Lubbock, Tex.	891
KCEN-TV	Temple, Tex.	894
KCIX-TV	Nampa, Ida.	839
KCKT	Great Bend, Kans.	845
KCMC-TV	Texarkana, Tex.	894
KCMO-TV	Kansas City, Mo.	857
KCMT	Alexandria, Minn.	853
KCOP-TV	Los Angeles, Calif.	823
KCOR-TV	San Antonio, Tex.	893
KCRA-TV	Sacramento, Calif.	824
KCRG-TV	Cedar Rapids, Iowa	844
KCSJ-TV	Pueblo, Colo.	827
KCTV	San Angelo, Tex.	893
KDAL-TV	Duluth-Superior, Minn.	853
KDIX-TV	Dickinson, N. D.	868
KDKA-TV	Pittsburgh, Pa.	879
KDUB-TV	Lubbock, Tex.	891
KEDY-TV	Big Spring, Tex.	886
KELO-TV	Sioux Falls, S. D.	882
KELP-TV	El Paso, Tex.	887
KENI-TV	Anchorage, Alaska	818
KENS-TV	San Antonio, Tex.	893
KERO-TV	Bakersfield, Calif.	821
KETV	Omaha, Neb.	860
KEY-T	Santa Barbara, Calif.	825
KFAR-TV	Fairbanks, Alaska	818
KFBB-TV	Great Falls, Mont.	859
KFBC-TV	Cheyenne, Wyo.	901
KFDA-TV	Amarillo, Tex.	885
KFDM-TV	Beaumont, Tex.	886
KFDX-TV	Wichita Falls, Tex.	894
KFEQ-TV	St. Joseph, Mo.	858
KFJZ-TV	Fort Worth, Tex.	889
KFMB-TV	San Diego, Calif.	824
KFRE-TV	Fresno, Calif.	821
KFSD-TV	San Diego, Calif.	824
KFVS-TV	Cape Girardeau, Mo.	857
KFYR-TV	Bismarck, N. D.	868
KGBT-TV	Harlingen, Tex.	889
KGGM-TV	Albuquerque, N. M.	863
KGHL-TV	Billings, Mont.	858
KGLD	Garden City, Kan.	845
KGLO-TV	Mason City, Iowa	844
KGMB-TV	Honolulu, Hawaii	837
KGNC-TV	Amarillo, Tex.	885
KGNS-TV	Laredo, Tex.	891
KGO-TV	San Francisco, Calif.	824
KGUL-TV	Galveston-Houston, Tex.	889
KGUN	Tucson, Ariz.	819
KGW-TV	Portland, Ore.	875
KHAS-TV	Hastings, Neb.	859
KHJ-TV	Los Angeles, Calif.	823
KHOL-TV	Kearney, Neb.	859
KHQ-TV	Spokane, Wash.	898
KHQA-TV	Hannibal, Mo.	857
KHSL-TV	Chico, Calif.	821
KHVH-TV	Honolulu, Hawaii	837
KICA-TV	Clovis, N. M.	863
KID-TV	Idaho Falls, Ida.	839
KIEM-TV	Eureka, Calif.	821
KIMA-TV	Yakima, Wash.	899
KING-TV	Seattle, Wash.	898
KINY-TV	Juneau, Alaska	818
KIRO-TV	Seattle, Wash.	898
KIVA	Yuma, Ariz.	819
KJEO	Fresno, Calif.	821
KKTV	Colorado Springs, Colo.	825
KLAS-TV	Las Vegas, Nev.	861
KLFY-TV	Lafayette, La.	847
KLIX-TV	Twin Falls, Ida.	839
KLOR-TV	Provo, Utah	894
KLRJ-TV	Las Vegas, Nev.	861

Station	City—State	Page
KLTV	Tyler, Tex.	894
KLZ-TV	Denver, Colo.	825
KMBC-TV	Kansas City, Mo.	857
KMID-TV	Midland, Tex.	892
KMJ-TV	Fresno, Calif.	821
KMMT	Austin, Minn.	853
KMOS-TV	Sedalia, Mo.	858
KMOX-TV	St. Louis, Mo.	858
KMSO-TV	Missoula, Mont.	859
KMSP-TV	Minneapolis-St. Paul, Minn.	855
KMTV	Omaha, Neb.	860
KMVI	Wailuku, Hawaii	837
KNAC-TV	Fort Smith, Ark.	819
KNOE-TV	Monroe, La.	847
KNOP-TV	North Platte, Neb.	860
KNOX-TV	Grand Forks, N. D.	869
KNTV	San Jose, Calif.	825
KNXT	Los Angeles, Calif.	823
KOA-TV	Denver, Colo.	827
KOAM-TV	Pittsburg, Kan.	846
KOAT-TV	Albuquerque, N. M.	863
KOB-TV	Albuquerque, N. M.	863
KOCO-TV	Enid, Okla.	874
KODE-TV	Joplin, Mo.	857
KOIN-TV	Portland, Ore.	875
KOLD-TV	Tucson, Ariz.	819
KOLN-TV	Lincoln, Neb.	859
KOLO-TV	Reno, Nev.	861
KOMO-TV	Seattle, Wash.	898
KOMU-TV	Columbia, Mo.	857
KONA-TV	Honolulu, Hawaii	837
KONO-TV	San Antonio, Tex.	893
KOOK-TV	Billings, Mont.	859
KOOL-TV	Phoenix, Ariz.	818
KOSA-TV	Odessa, Tex.	892
KOTA-TV	Rapid City, S. D.	882
KOTI-TV	Klamath Falls, Ore.	875
KOTV	Tulsa, Okla.	874
KOVR-TV	Stockton, Calif.	825
KPAC-TV	Port Arthur, Tex.	892
KPAR-TV	Abilene, Tex.	885
KPHO-TV	Phoenix, Ariz.	818
KPIX	San Francisco, Calif.	824
KPLC-TV	Lake Charles, La.	847
KPLR-TV	St. Louis, Mo.	858
KPRC-TV	Houston, Tex.	889
KPTV	Portland, Ore.	875
KQTV	Fort Dodge, Iowa	844
KRBC-TV	Abilene, Tex.	885
KRCA	Los Angeles, Calif.	823
KRCG-TV	Jefferson City, Mo.	857
KRDO-TV	Colorado Springs, Colo.	825
KREM-TV	Spokane, Wash.	898
KREX-TV	Grand Junction, Colo.	827
KREY-TV	Montrose, Colo.	827
KRGV-TV	Weslaco, Tex.	894
KRIS-TV	Corpus Christi, Tex.	886
KRLD-TV	Dallas, Tex.	887
KRNT-TV	Des Moines, Iowa	844
KROC-TV	Rochester, Minn.	855
KROD-TV	El Paso, Tex.	889
KRON-TV	San Francisco, Calif.	824
KRSD-TV	Rapid City, S. D.	882
KRTV	Great Falls, Mont.	859
KSBW-TV	Salinas, Calif.	824
KSBY-TV	San Luis Obispo, Calif.	825
KSD-TV	St. Louis, Mo.	858
KSHO-TV	Las Vegas, Nev.	861
KSL-TV	Salt Lake City, Utah	894
KSLA-TV	Shreveport, La.	848
KSPR	Casper, Wyo.	901
KSTP-TV	St. Paul-Minneapolis, Minn.	855
KSWO-TV	Lawton, Okla.	874
KSWS-TV	Roswell, N. M.	863
KSYD-TV	Wichita Falls, Tex.	894
KTAG-TV	Lake Charles, La.	847
KTBC-TV	Austin, Tex.	886
KTBS-TV	Shreveport, La.	848
KTEN	Ada, Okla.	874
KTES	Nacogdoches, Tex.	892
KTHV	Little Rock, Ark.	819
KTIV	Sioux City, Iowa	845
KTLA	Los Angeles, Calif.	823
KTNT-TV	Tacoma-Seattle, Wash.	899
KTRE-TV	Lufkin, Tex.	892
KTRK-TV	Houston, Tex.	891
KTRX	Kennewick-Pasco, Wash.	898
KTSM-TV	El Paso, Tex.	889
KTTS-TV	Springfield, Mo.	858
KTTV	Los Angeles, Calif.	823
KTUL-TV	Tulsa, Okla.	874
KTVA	Anchorage, Alaska	818
KTVB	Boise, Ida.	839
KTVC-TV	Ensign, Kan.	845
KTVE	El Dorado, Ark.	819
KTVF	Fairbanks, Alaska	818
KTVH	Hutchinson, Kan.	845
KTVI	St. Louis, Mo.	858
KTVK	Phoenix, Ariz.	819
KTVO	Ottumwa, Iowa	845
KTVR	Denver, Colo.	827
KTVT	Salt Lake City, Utah	895
KTVU	San Francisco-Oakland, Calif.	824
KTVW	Seattle, Wash.	898
KTWO-TV	Casper, Wyo.	901
KUAM-TV	Agana, Guam	902
KULR	Kalispell, Mont.	859
KUTV	Salt Lake City, Utah	895
KVAL-TV	Eugene, Ore.	875
KVAR	Mesa, Ariz.	818
KVII-TV	Amarillo, Tex.	885

Station	City—State	Page
KVIP	Redding, Calif.	823
KVIQ-TV	Eureka, Calif.	821
KVKM-TV	Monahans, Tex.	892
KVOA-TV	Tucson, Ariz.	819
KVOO-TV	Tulsa, Okla.	874
KVOS-TV	Bellingham, Wash.	898
KVTV	Sioux City, Iowa	845
KWRB-TV	Riverton, Wyo.	901
KWTV	Oklahoma City, Okla.	874
KWTX-TV	Waco, Tex.	894
KWWL-TV	Waterloo, Iowa	845
KXAB-TV	Aberdeen, S. D.	882
KXGN-TV	Glendive, Mont.	859
KXII	Ardmore, Okla.	874
KXJB-TV	Valley City, N. D.	869
KXLF-TV	Butte, Mont.	859
KXLY-TV	Spokane, Wash.	898
KXMC-TV	Minot, N. D.	869
KYTV	Springfield, Mo.	858
KYW-TV	Cleveland, Ohio	871
KZTV	Corpus Christi, Tex.	887
WABC-TV	New York, N. Y.	864
WABI-TV	Bangor, Me.	849
WAFB-TV	Baton Rouge, La.	847
WAGA-TV	Atlanta, Ga.	835
WAGM-TV	Presque Isle, Me.	849
WAIM-TV	Anderson, S. C.	881
WAKR-TV	Akron, Ohio	871
WALA-TV	Mobile, Ala.	817
WALB-TV	Albany, Ga.	835
WANE-TV	Fort Wayne, Ind.	841
WAPA-TV	San Juan, P. R.	902
WAPI-TV	Birmingham, Ala.	817
WARD-TV	Johnstown, Pa.	877
WAST	Albany, N. Y.	864
WATE-TV	Knoxville, Tenn.	883
WATR-TV	New Haven, Conn.	831
WAVE-TV	Louisville, Ky.	846
WAVY-TV	Norfolk, Va.	897
WBAL-TV	Baltimore, Md.	850
WBAP-TV	Fort Worth, Tex.	889
WBAY-TV	Green Bay, Wis.	900
WBBM-TV	Chicago, Ill.	839
WBEN-TV	Buffalo, N. Y.	864
WBIR-TV	Knoxville, Tenn.	883
WBKB	Chicago, Ill.	840
WBNS-TV	Columbus, Ohio	872
WBOC-TV	Salisbury, Md.	850
WBOY-TV	Clarksburg, W. Va.	899
WBPZ-TV	Lock Haven, Pa.	877
WBRC-TV	Birmingham, Ala.	817
WBRE-TV	Wilkes-Barre, Pa.	880
WBRZ	Baton Rouge, La.	847
WBTV	Charlotte, N. C.	867
WBTW	Florence, S. C.	882
WBZ-TV	Boston, Mass.	851
WCAU-TV	Philadelphia, Pa.	879
WCAX-TV	Burlington, Vt.	895
WCBI-TV	Columbus, Miss.	855
WCBS-TV	New York, N. Y.	865
WCCO-TV	Minneapolis, Minn.	853
WCHS-TV	Charleston, W. Va.	899
WCIA	Champaign, Ill.	839
WCKT	Miami, Fla.	832
WCNY-TV	Carthage, N. Y.	864
WCOV-TV	Montgomery, Ala.	817
WCPO-TV	Cincinnati, Ohio	871
WCSC-TV	Charleston, S. C.	881
WCSH-TV	Portland, Me.	849
WCTV	Thomasville, Ga.	837
WCYB-TV	Bristol, Va.	895
WDAF-TV	Kansas City, Mo.	857
WDAM-TV	Hattiesburg, Miss.	855
WDAN-TV	Danville, Ill.	840
WDAU-TV	Scranton, Pa.	880
WDAY-TV	Fargo, N. D.	869
WDBJ-TV	Roanoke, Va.	897
WDBO-TV	Orlando, Fla.	833
WDEF-TV	Chattanooga, Tenn.	883
WDMJ-TV	Marquette, Mich.	852
WDSM-TV	Duluth-Superior, Minn.	853
WDSU-TV	New Orleans, La.	847
WDXI-TV	Jackson, Tenn.	883
WEAR-TV	Pensacola, Fla.	833
WEAT-TV	West Palm Beach, Fla.	835
WEAU-TV	Eau Claire, Wis.	900
WECT	Wilmington, N. C.	868
WEEK-TV	Peoria, Ill.	840
WEHT	Evansville, Ind.	841
WESH-TV	Daytona Beach, Fla.	831
WEWS	Cleveland, Ohio	871
WFAA-TV	Dallas, Tex.	887
WFAM-TV	Lafayette, Ind.	843
WFBC-TV	Greenville, S. C.	882
WFBG-TV	Altoona, Pa.	875
WFBM-TV	Indianapolis, Ind.	843
WFGA-TV	Jacksonville, Fla.	832
WFIE-TV	Evansville, Ind.	841
WFIL-TV	Philadelphia, Pa.	877
WFLA-TV	Tampa, Fla.	833
WFMJ-TV	Youngstown, Ohio	873
WFMY-TV	Greensboro, N. C.	868
WFRV-TV	Green Bay, Wis.	900
WGAL-TV	Lancaster, Pa.	877
WGAN-TV	Portland, Me.	849
WGEM-TV	Quincy, Ill.	840
WGN-TV	Chicago, Ill.	839
WGR-TV	Buffalo, N. Y.	864

Station	City—State	Page
WHAS-TV	Louisville, Ky.	846
WHBF-TV	Rock Island, Ill.	841
WHBQ-TV	Memphis, Tenn.	883
WHCT	Hartford, Conn.	829
WHDH-TV	Boston, Mass.	851
WHEC-TV	Rochester, N. Y.	865
WHEN-TV	Syracuse, N. Y.	867
WHIO-TV	Dayton, Ohio	872
WHIS-TV	Bluefield, W. Va.	899
WHIZ-TV	Zanesville, Ohio	873
WHO-TV	Des Moines, Iowa	844
WHP-TV	Harrisburg, Pa.	877
WHTN-TV	Huntington, W. Va.	899
WHYN	Springfield, Mass.	851
WIBW-TV	Topeka, Kan.	846
WICC-TV	Bridgeport, Conn.	829
WICS	Springfield, Ill.	841
WICU-TV	Erie, Pa.	877
WIIC	Pittsburgh, Pa.	880
WILX-TV	Onondaga-Lansing, Mich.	853
WIMA-TV	Lima, Ohio	873
WINK-TV	Fort Myers, Fla.	831
WINR-TV	Binghamton, N. Y.	864
WIS-TV	Columbia, S. C.	881
WISC-TV	Madison, Wis.	900
WISE-TV	Asheville, N. C.	867
WISH-TV	Indianapolis, Ind.	843
WISN-TV	Milwaukee, Wis.	901
WITI-TV	Milwaukee, Wis.	901
WITN	Washington, N. C.	868
WJAC-TV	Johnstown, Pa.	877
WJAR-TV	Providence, R. I.	881
WJBF-TV	Augusta, Ga.	835
WJBK-TV	Detroit, Mich.	852
WJDM	Panama City, Fla.	833
WJHL-TV	Johnson City, Tenn.	883
WJIM-TV	Lansing, Mich.	852
WJMR-TV	New Orleans, La.	847
WJPB-TV	Fairmont, W. Va.	899
WJRT	Flint, Mich.	852
WJTV	Jackson, Miss.	855
WJW-TV	Cleveland, Ohio	872
WJXT	Jacksonville, Fla.	832
WJZ-TV	Baltimore, Md.	850
WKAQ-TV	San Juan, P. R.	902
WKBN-TV	Youngstown, Ohio	873
WKBT	La Crosse, Wis.	900
WKBW-TV	Buffalo, N. Y.	864
WKJG-TV	Fort Wayne, Ind.	841
WKNX-TV	Saginaw, Mich.	853
WKOW-TV	Madison, Wis.	900
WKRC-TV	Cincinnati, Ohio	871
WKRG-TV	Mobile, Ala.	817
WKST-TV	New Castle, Pa.	877
WKTV	Utica, N. Y.	867
WKY-TV	Oklahoma City, Okla.	874

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Station	City—State	Page
WKYT	Lexington, Ky.	846
WKZO-TV	Kalamazoo, Mich.	852
WLAC-TV	Nashville, Tenn.	885
WLBC-TV	Muncie, Ind.	843
WLBT	Jackson, Miss.	855
WLBZ-TV	Bangor, Me.	849
WLEX-TV	Lexington, Ky.	846
WLOF-TV	Orlando, Fla.	833
WLOS-TV	Asheville, N. C.	867
WLVA-TV	Lynchburg, Va.	897
WLW-A	Atlanta, Ga.	835
WLW-C	Columbus, Ohio	872
WLW-D	Dayton, Ohio	873
WLW-I	Indianapolis, Ind.	843
WLW-T	Cincinnati, Ohio	871
WLYH-TV	Lebanon, Pa.	877
WMAL-TV	Washington, D. C.	831
WMAR-TV	Baltimore, Md.	850
WMAZ-TV	Macon, Ga.	837
WMBD-TV	Peoria, Ill.	840
WMBV-TV	Marinette, Wis.	901
WMCT	Memphis, Tenn.	883
WMSL-TV	Decatur, Ala.	817
WMT-TV	Cedar Rapids, Iowa	844
WMTV	Madison, Wis.	900
WMTW-TV	Poland Spring, Me.	849
WMUR-TV	Manchester, N. H.	861
WNAC-TV	Boston, Mass.	851
WNBC	New Britain, Conn.	829
WNBF-TV	Binghamton, N. Y.	864
WNBQ	Chicago, Ill.	839
WNCT	Greenville, N. C.	868
WNDU-TV	South Bend, Ind.	843
WNEM-TV	Bay City, Mich.	851
WNEP-TV	Scranton, Pa.	880
WNEW-TV	New York, N. Y.	865
WNHC-TV	New Haven, Conn.	831
WNOK-TV	Columbia, S. C.	881
WNTA-TV	Newark, N. J.	863
WOAI-TV	San Antonio, Tex.	893
WOAY-TV	Oak Hill, W. Va.	899
WOC-TV	Davenport, Iowa	844
WOI-TV	Ames, Iowa	844
WOOD-TV	Grand Rapids, Mich.	852
WOR-TV	New York, N. Y.	865
WORA-TV	Mayaguez, P. R.	902
WOW-TV	Omaha, Neb.	860
WOWL-TV	Florence, Ala.	817
WPBN-TV	Traverse City, Mich.	853
WPIX	New York, N. Y.	865
WPRO-TV	Providence, R. I.	881
WPSD-TV	Paducah, Ky.	846
WPST-TV	Miami, Fla.	833
WPTA	Fort Wayne, Ind.	843
WPTV	Palm Beach, Fla.	833
WPTZ	Plattsburgh, N. Y.	865
WRAL-TV	Raleigh, N. C.	868
WRBL-TV	Columbus, Ga.	835
WRC-TV	Washington, D. C.	831
WRCA-TV	New York, N. Y.	865
WRCV-TV	Philadelphia, Pa.	879
WRDW-TV	Augusta, Ga.	835
WREC-TV	Memphis, Tenn.	885
WREX-TV	Rockford, Ill.	840
WRGB	Schenectady, N. Y.	867
WRGP-TV	Chattanooga, Tenn.	883
WRIK-TV	Ponce, P. R.	902
WRLP	Greenfield, Mass.	851
WROC-TV	Rochester, N. Y.	865
WRVA-TV	Richmond, Va.	897
WSAU-TV	Wausau, Wis.	901
WSAV-TV	Savannah, Ga.	837
WSAZ-TV	Huntington, W. Va.	899
WSB-TV	Atlanta, Ga.	835
WSBA-TV	York, Pa.	881
WSBT-TV	South Bend, Ind.	843
WSEE	Erie, Pa.	875
WSFA-TV	Montgomery, Ala.	817
WSIL-TV	Harrisburg, Ill.	840
WSIX-TV	Nashville, Tenn.	885
WSJS-TV	Winston-Salem, N. C.	868
WSJV	South Bend-Elkhart, Ind.	843
WSLS-TV	Roanoke, Va.	897
WSM-TV	Nashville, Tenn.	885
WSOC-TV	Charlotte, N. C.	867
WSPA-TV	Spartanburg, S. C.	882
WSPD-TV	Toledo, Ohio	873
WSTV-TV	Steubenville, Ohio	873
WSUN-TV	St. Petersburg, Fla.	833
WSUR-TV	Ponce, P. R.	902
WSVA-TV	Harrisonburg, Va.	897
WSYR-TV	Syracuse, N. Y.	867
WTAE	Pittsburgh, Pa.	880
WTAP-TV	Parkersburg, W. Va.	900
WTAR-TV	Norfolk, Va.	897
WTCN-TV	Minneapolis, Minn.	855
WTEN	Albany, N. Y.	864
WTHI-TV	Terre Haute, Ind.	844
WTIC-TV	Hartford, Conn.	829
WTMJ-TV	Milwaukee, Wis.	901
WTOC-TV	Savannah, Ga.	837
WTOK-TV	Meridian, Miss.	857
WTOL-TV	Toledo, Ohio	873
WTOP-TV	Washington, D. C.	831
WTOV-TV	Norfolk, Va.	897
WTPA	Harrisburg, Pa.	877
WTRF-TV	Wheeling, W. Va.	900
WTTG	Washington, D. C.	831
WTTV	Bloomington, Ind.	841
WTVC	Chattanooga, Tenn.	883
WTVD	Durham, N. C.	867
WTVH	Peoria, Ill.	840
WTVJ	Miami, Fla.	832
WTVK	Knoxville, Tenn.	883
WTVM	Columbus, Ga.	837
WTVN-TV	Columbus, Ohio	872
WTVO	Rockford, Ill.	840
WTVP	Decatur, Ill.	840
WTVR	Richmond, Va.	897
WTVT	Tampa, Fla.	833
WTVW	Evansville, Ind.	841
WTVY	Dothan, Ala.	817
WTWV	Tupelo, Miss.	857
WUSN-TV	Charleston, S. C.	881
WVEC-TV	Hampton-Norfolk, Va.	895
WVET-TV	Rochester, N. Y.	865
WVUE-TV	New Orleans, La.	848
WWJ-TV	Detroit, Mich.	852
WWL-TV	New Orleans, La.	848
WWLP	Springfield, Mass.	851
WWOR	Worcester, Mass.	851
WWTV	Cadillac, Mich.	852
WXEX-TV	Petersburg, Va.	897
WXIX	Milwaukee, Wis.	901
WXYZ-TV	Detroit, Mich.	852
XETV	San Diego-Tijuana, Calif./Mex.	824

Pop.: 3,345,000
Families: 864,000
Radio Homes: 819,000

Alabama

Stations in State: 106
TV Homes: 614,000
TV Stations: 11

WAPI-TV—Birmingham—1949

Channel: 13 VHF..AP: 158 Kw...VP: 316 Kw.
Oper. By.....Alabama Bcstg. System
Business Address.....P. O. Box 2553
Tel.: FA 3-6141.....ABC-NBC
Newspaper Affiliation.....Birmingham News
Representative..Harrington, Righter & Parsons
V.P., Gen. Mgr.....Charles F. Grisham
Sales Dir.....Albert J. Gillen
Program Director.....Ray A. Forr
Pub., Prom. Dir.....James Chenoweth
Production .....Johnny Johnson
Chief Engineer.....J. V. Sanderson

WBRC-TV—Birmingham—1949

Channel: 6 VHF...AP: 50 Kw....VP: 100 Kw.
Owned-Oper. By.....WBRC, Inc.
Bus. Studio Address.....Atop Red Mountain
Tel.: FA 2-4701.....CBS
Representative .....Katz
President.....Hulbert Taft, Jr.
Gen. Sta. Mgr.....B. T. Schlinkert
Commercial Manager.....Oliver V. Naylor
Film, Prog., Ch. Eng.....Keith E. Barze
Public., Prom. Dir.....Jim Creamer
Chief Engineer.....R. L. DuPriest

WMSL-TV—Decatur—1954

Channel: 23 UHF..AP: 102 Kw...VP: 189 W.
Owned-Oper. By.Tenn. Valley Radio & TV Co.
Address.....701 Banks St.
Tel.: EL 3-0361.....ABC-CBS-NBC
Rep. .....Masla
President .....Frank Whisenant
Commercial Manager.....Gene Harwell
Program, Prom. Mgr.....Alice A. Whisenant
Film Manager.....Mort Hargrove
Chief Engineer.....Alvin B. Millwood

WTVY—Dothan—1955

Channel: 9 VHF..A.P.: 14.1 Kw...VP: 28.2 Kw.
Owned-Operated By.....WTVY, Inc.
Address .....Cottonwood Rd.
Tel.: 5-2810 .....CBS
Representative ..... O'Connell
President .....Charles Woods
VP., Gen., Sta. Mgr.....F. E. Busby
Commercial Manager.....Arthur Creamer
Program Director.....Daryl D. Griffin
Prom., Pub. Dir.....Warren L. Jones, Jr.
Film Manager.....Jerry Davis
Chief Engineer.....Ellis N. Anderson

WOWL-TV—Florence—1957

Channel: 15 UHF..AP: 600 Kw...VP: 20.9 Kw.
Owned.....TV Muscle Shoals, Inc.
Business Address.....840 Cypress Mill Rd.
Tel.: AT 2-7711.....CBS-NBC
Representative .....Forjoe-TV
Pres., Gen. Mgr.....Richard B. Biddle
Nat. Sales Mgr.....Bill Mapes
Comm. Mgr.....Jack Worley
Prog. Dir.....John Utley
Prom. Dir.....Bill Wynne
Pub. Dir.....Mrs. Pat Bradley
Film Mgr.....John Abbott
Chief Engineer.....Larry Rohling

WALA-TV—Mobile—1953

Channel: 10 VHF..AP: 191 Kw...VP: 316 Kw.
Owned-Oper. By.....Pape TV Co., Inc.
Address.....210 Government St.
Tel.: HE 3-3754.....NBC
Representative .....H-R
Pres., Gen. Sta. Mgr.....W. O. Pape
Nat'l Sales Mgr.....Jim McNamara
Program Director.....Dick McMullen
Publicity Dir.....Chuck Thompson
Film Manager.....Joe Daniels
Chief Engineer.....Raymond Hurley

WKRG-TV—Mobile—1955

Channel: 5 VHF....AP: 50 Kw.....VP: 100
Owned-Operated By.....WKRG-TV Inc.
Address.....162 St. Louis St.
Tel.: HE 2-5505.....ABC-CBS-NTA
Newspaper Affiliation .....Press-Register
Representative .....Avery Knodel
President.....Kenneth R. Giddens
General Manager.....C. P. Persons, Jr.
Program Dir.....George Layne
Publicity Dir.....Sara Spottswood
Film Manager.....Bob Grimes
Chief Engineer.....J. L. Evans

WCOV-TV—Montgomery—1953

Channel: 20....AP: 117 Kw.....VP: 200 Kw.
Owned-Oper. By.....Capitol Bcstg. Co.
Business Address.....P. O. Box 2505
Tel.: AM 5-3561.....ABC-CBS
Representative .....Adam Young; Ayers
President.....O. P. Covington
Gen., Sta. Manager.....Hugh Smith
Commercial Manager.....Morris South
Prod., Prog. Dir. .....Caldwell Stewart
Prom., Publicity Director.....Martha Hall
Film Manager.....Bob House
Chief Engineer.....W. D. Weatherly

WSFA-TV—Montgomery—1954

Channel: 12 VHP..AP: 158 Kw...Vp: 316 Kw.
Owned and Operated By..WKY TV Sys. Inc.
Business Address.....10 East Delano
Tel.: AM 5-1251.....NBC-ABC
Newspaper Affil.....Okla. Publishing Co.
Representative .....Katz
President.....E. K. Gaylord
General Manager.....Carter Hardwick
Nat. Sales Mgr.....W. H. Yeoman
Program Director.....Gene Jacobsen
Prom. Manager.....Burt Lydic
Film Manager.....Alice Mayfield
Chief Engineer.....Robert M. Hayward

Pop.: 221,000
Families: 64,000
Radio Homes: 63,000

Alaska

Stations in State: 13
TV Homes: 42,000
TV Stations: 5

KENI-TV—Anchorage—1953

Channel: 2 VHF..AP: 55 Kw...VP: 59 Kw.
Owned-Oper. By....Midnight Sun Bcstg. Co.
Business Address.....Box 1160
Tel.: 5-2201 .....NBC-ABC-CBS
Reps.....Fletcher; Day
President .....Harry J. Hill
Sta., Gen. Mgr.....Alvin O. Bramstedt
Comm. Mgr.....William Stewart
Program Director.....Gerry Hinchee
Prom., Pub. Director.....Mrs. Marcia Hiber
Film Manager.....Mrs. Laura Hendricks
Chief Engineer.....Charles Gray

KTVA—Anchorage—1953

Channel: 11 VHF..AP: 1.61 Kw...VP: 3.22 Kw.
Owned-Oper. By....Northern Television, Inc.
Business Address.....4th & Denali Sts.
Representative.....Weed; Alaska Radio-TV
Pres., Gen., Sta. Mgr.....A. G. Hiebert
Prog. Dir.....Paul West
Prom., Pub. Dir.....Dorothy Rydall
Film Manager.....Sarah Van Housen
V.P., Tech. Dir.....Jack Walden

KFAR-TV—Fairbanks—1955

Channel: 2 VHF...AP: 2 Kw....VP: 5.4 Kw.
Owned-Oper. By.....Midnight Sun Bcstg. Co.
Business Address .....516 Second Ave.
Tel.: 2125 .....CBS
Reps.....Fletcher; Day
President.....Harry C. Hill
General Manager.....Alvin C. Bramstedt
Station Manager.....Don Andon
Commercial Mgr.....Jack Barnhart
Prog. Dir.....Donna Modrow
Chief Engineer.....Charles Gray

KTVF—Fairbanks—1955

Channel: 11 VHF..AP: 5.5 Kw...VP: 11 Kw.
Owned-Oper. By.....Northern TV, Inc.
Business Address.....Box 590
Tel.: 3636 .....CBS
Representative.....Alaska Radio-TV Sales
Pres., Gen. Mgr.....A. G. Hiebert
Station Manager.....Walt Welch
Commercial Mgr.....John Griffin
Program Director.....Vern Francis
Prom., Pub. Dir.....Joan Bovee
Film Manager.....Lawrence Roberts
Chief Engineer.....Garth Anderson

KINY-TV—Juneau—1956

Channel: 8 VHF..AP: 131 Kw...VP: 261 Kw.
Owned-Oper. By...Alaska Bcstg. System, Inc.
Bus. Add...831 Securities Bldg., Seattle, Wash.
Tel.: SE 6333.....CBS
Representative .....Alaska Radio-TV
Pres., Gen. Mgr.....William J. Wagner
Station Manager.....J. W. McKinley
Sales Mgr.....Warren Price
Production Manager..... ..Richard Peter
Chief Engineer.....Gordon Burnett

Pop.: 1,215,000
Families: 339,000
Radio Homes: 330,000

Arizona

Stations in State: 47
TV Homes: 267,000
TV Stations: 9

KVAR—Mesa—1953

Channel: 12 VHF..AP: 15.8 Kw...VP: 31.6 Kw.
Owned-Oper. By.....KTAR Broadcasting Co.
Address.....1101 No. Central Ave., Phoenix
Tel.: AL 4-4161.....NBC
Representative .....Avery-Knodel
Pres., Gen. Mgr.....Richard O. Lewis
Commercial Mgr.....Ray Smucker
Program Director.....Robert Vache
Publicity Dir.....Paul Hughes
Promotion Director.....Carol Ackerman
Film Director.....Betty Campbell
Chief Engineer.....John Beck

KOOL-TV—Phoenix—1953

Channel: 10 VHF..AP: 158 Kw...VP: 316 Kw.
Owned-Oper. By.....KOOL Radio-TV, Inc.
Business Address.....511 West Adams St.
Tel.: ALpine 3-3121.....CBS
Representative .....Hollingbery
Ch. of Bd.....Gene Autry
Pres., Gen. Mgr. .....Tom Chauncey
V.P., Sta. Mgr.....Kenneth Morton
V.P., Sta. Prog. Dir.....Jack Murphy
Sales Mgr.....Kenneth Morton
Film Manager.....Helen Lane
Publicity Dir.....Homer Lane
Chief Engineer.....Nelson Nichols

KPHO-TV—Phoenix—1949

Channel: 5 VHF..AP: 100 Kw...VP: 17.5 Kw.
Owned-Oper. By.....Meredith Publishing Co.
Business Address.....17th & Locust St.
Tel.: AT 8-8511.....Independent
Representative ..... Katz
General Manager.....Richard B. Rawls
Sta., Comm. Mgr.....Howard Stalnaker
Program Director.....Robert Martin
Prom., Pub. Dir. .....Stephen Q. Shannon
Film Manager.....Thomas Sherlock
Chief Engineer.....George McClanathan
Owners of KCMO-TV, Kansas City, Mo.; WOW-TV, Omaha, Neb.; WHEN-TV, Syracuse, N. Y.

(See Page 498)

KTVK—Phoenix—1955

Channel: 3 VHF...AP: 50 Kw....VP: 100 Kw.
Owned-Operated By.....Arizona TV Co.
Address.....3435 No. 16th St.
Tel.: AM 6-5691.....ABC
Station Representative.....Weed TV
General Manager.....Leon Nowell
Sta., Comm. Manager.....Burton B. LaDow
Program Director.....Don Tuckwood
Prod. Mgr.....Lloyd Steinkamp
Chief Engineer.....George McLouth

KGUN—Tucson—1956

Channel: 9 VHF..AP: 31.6 Kw...VP: 63.1 Kw.
Owned-Oper. By.....Tucson Television Co.
Business Address.....2175 North 6th Ave.
Tel.: MA 3-3633.....ABC
Rep.....Headley-Reed; Clark Brown
President.....Tom E. Foster
General Manager.....Tolbert Foster
Sta. Mgr., Prog. Mgr.....James Hays
Comm. Mgr.....Ben L. Slack
Prom. Public. Dir.....Charlotte Hutchinson
Film Mgr.....Dan Dellinger
Chief Engineer.....Jack Tudor

KOLD-TV—Tucson—1953

Channel: 13 VHF..AP: 16.5 Kw...VP: 33 Kw.
Owned-Oper. By.....Old Pueblo Bcstg. Co.
Business Address.....115 W. Drachman St.
Tel.: MA 4-2511.....CBS
Representative ..... Hollingbery
Managing Dir. .....Tom Chauncey
General Manager.....E. S. Mittendorf
Commercial Manager.....Bernie Perlin
Program Director .....Budd Wiener
Chief Eng.....Bob Shriner

KVOA-TV—Tucson—1953

Channel: 4 VHF...AP: 2.69...VP: 5.37 Kw
Owned-Oper. By.....Arizona Bcstg. Co.
Business Address.....209 West Elm St.
Tel.: MAin 3-2555.....NBC-NTA
Representative.....The Branham Co.
President.....Clinton D. McKinnon
Station Manager.....Fred L'Vance
Operations Manager.....Gordon E. Hamilton
Program Director.....Henry Hubbard
Prom., Public. Dir.....Jim Owen
Film Manager.....E. D. Wood
Chief Engineer.....Raymond H. Holsclaw

KIVA—Yuma—1953

Channel: 11 VHF...AP: 16 Kw....VP: 29 Kw.
Owned-Oper. By.....Valley Telecasting Co.
Business Address.....P. O. Bin 1671
Tel.: ST 6-8311.....NBC-CBS-ABC
President.....Harry C. Butcher
General Manager.....Ray C. Smucker
Sta., Prom. Mgr. .....Leavenworth Wheeler
Publicity Director.....Jean Van Cleaf
Program Director.....Russ Siner
Commercial Manager.....Patrick Carrick
Film Director.....Aretta Crowell
Chief Engineer.....Blake Ramsey

Arkansas

Pop.: 1,929,000
Families: 548,000
Radio Homes: 541,000

Stations in State: 61
TV Homes: 362,000
TV Stations: 6

KTVE—El Dorado—1955

Channel: 10 VHF..AP: 158 Kw...VP: 316 Kw.
Owned By.....Donald W. Reynolds
Address .....Box 791
Tel.: UN 2-3488.....ABC-NBC
Station Representative .....O'Connell
President .....Joe F. Rushton
General Manager.....Bill Bigley
Comm. Mgr.....W. C. Womack
Prog. .....John Turner
Prom., Pub. Dir.....Fred Landry
Film Manager.....John Turner
Chief Engineer.....John Long

KNAC-TV—Fort Smith—1956

Channel: 5 VHF..AP: 60.3 Kw...VP: 100 Kw.
Owned By .....Donald W. Reynolds
Business Address.....101 N. 4th St.
Tel.: SU 3-3131.....ABC-CBS-CBC
Newspaper Affil.....American-Times Record
Representative...Venard, Rintoul & McConnell
President.....Jack Sobol
V.P., Gen. Mgr.....Walter M. Windsor
Sales Manager.....Rex Hayes
Program Director.....Pat Porta
Prom. Director.....Charles Putnam
Production Mgr.....Robert L. McCay
Chief Engineer.....Rubin L. Masters

KARK-TV—Little Rock—1954

Channel: 4 VHF...AP: 50 Kw....VP: 100 Kw.
Owned-Oper. By..Arkansas Radio & Equip. Co.
Business Address.....10th & Spring Streets
Tel.: FRanklin 6-2481.....NBC
Representative ..... Petry
President .....T. H. Barton
Commercial Mgr.....H. Lee Bryant
Sta. Film Mgr.....Douglas Romine
Program Dir.....Fred Schmutz
Prom. Public Dir.....Shirley R. Kennedy
Chief Engineer.....Champ Smith

KTHV—Little Rock—1955

Channel: 11 VHF..AP: 158 Kw...VP: 316 Kw.
Owned-Operated By.....Arkansas TV Co.
Address.....8th & Izard Sts.
Tel.: FR 4-3764.....CBS
Newspaper Affil.....Arkansas Democrat
Station Representative .....Branham
President.....K. A. Engel

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Source: Sales Management, 1958

Operated by: Radio and Television Div. / Triangle Publications, Inc. / 46th & Market Sts., Philadelphia 39, Pa.
WFIL-AM • FM • TV, Philadelphia, Pa. / **WNBF-AM • FM • TV**, Binghamton, N. Y. / **WLYH-TV**, Lebanon-Lancaster, Pa.
WFBG-AM • TV, Altoona-Johnstown, Pa. / **WNHC-AM • FM • TV**, Hartford-New Haven, Conn. / **KFRE-AM • TV • KRFM**, Fresno, Cal.
Triangle National Sales Office, 485 Lexington Avenue, New York 17, New York

Gen., Sta. Manager.....B. G. Robertson
Comm. Manager.....W. V. Hutt
Prom. Dir.....John Pounders
Prog. Dir., Film Manager .....Jack Bomar
Chief Engineer.....Cecil Suitt

KATV—Little Rock—1953

Channel: 7 VHF..AP: 91.2 Kw...VP: 170 Kw.
Owned-Oper. By.....Central South Sales Co.
Address.....310½ W. 3rd St.
Tel.: FR 4-1691.....ABC
Representative .....Avery-Knodel, Inc.
President.....James C. Leake
General Manager.....John H. Fugate
Prom., Pub. Director.....Joe Myers
Chief Engineer.....A. R. Garrett

Pop.: 14,899,000
Families: 4,799,000
Radio Homes: 4,761,000

California

Stations in State: 183
TV Homes: 4,169,000
TV Stations: 36

KBAK-TV—Bakersfield—1953

Channel: 29 UHF..AP: 10.5 Kw...VP: 19 Kw.
Owned-Oper. By.....Bakersfield Bcstg. Co.
Business Address.....29 Woody Road
Tel.: EX 9-1761.....CBS-ABC
Newspaper Affil.....San Francisco Chronicle
Representative .....Weed
President.....Harold P. See
General Manager .....Edward R. Tabor
Program Dir.....Matt Burak

KERO-TV—Bakersfield—1953

Channel: 10 VHF..AP: 55 Kw...VP: 110 Kw.
Owned-Oper. By...Marietta Broadcasting Co.
Business Address.....1420 Truxtun Ave.
Tel.: FA 7-1441.....NBC-ABC
Representative ..... Petry
President.....J. D. Wrather
Vice Pres.....George Whitney
General Manager.....A. M. Mortensen
Sales Mgr.....Roland T. Kay
Program Manager.....Kenneth R. Croes
Prom. Public Dir.....Margaret Ireton
Production Manager.....Bruce Fleming
Film Manager.....K. R. Croes
Chief Engineer.....Edwin Andress

KHSL-TV—Chico—1953

Channel: 12 VHF..AP: 156 Kw...VP: 312 Kw.
Owned-Oper. By....Golden Empire Bcstg. Co.
Address .....180 E. 4th St.
Tel.: FI 2-0141.....ABC-CBS
Representative .....Avery-Knodel
Pres., Gen. Mgr.....Mrs. Hugh McClung
Station Manager.....M. F. Woodling
Nat'l Sales Mgr.....George Ross
Program Dir.....Martin Jacobson
Prom. Public. Dir.....Don Miller
Film Manager.....Earl Ling
Chief Engineer.....R. B. Pope

KVIQ-TV—Eureka—1958

Channel: 6 VHF..AP: 7.4 Kw...VP: 14.8 Kw.
Owned.....Calif. Northwest Bcstg. Co.
Address .....Box 84
Tel.: HI 3-3061.....ABC-NBC
Representative .....Hollingbery
Pres., Gen. Mgr.....Carroll R. Hauser
Comm. Prom. Dir.....Ralph Sacks
Publicity Dir.....Fred Zehnder
Film Manager.....Jerry Youker
Chief Engineer.....Hurschell McKenzie

KIEM-TV—Eureka—1953

Channel: 3 VHF.. AP: 100 Kw...VP: 50 Kw.
Owned-Oper. By...California-Oregon TV, Inc.
Business Address.....P. O. Box 1021
Tel.: HI 3-3123.....ABC-CBS
Rep.....Blair Television Associates, Inc.
President.....William B. Smullin
VP-Manager.....Donald H. Telford
Comm. Mgr.....Robert Miller
Station Manager.....W. Edwin Smith
Pub. Dir.....Jack Mortimer
Prom. Dir.....Ben Randall
Chief Engineer.....Donald King

KFRE-TV—Fresno—1956

Channel: 12 VHF....AP: 158....VP: 316 Kw.
Owned By.....Triangle Publications
Business Address.....733 L St.
Tel.: AM 8-6444.....CBS
Representative .....Blair-TV
Station Manager.....Ed J. Frech
Sales Manager.....John Barrett
Program Director.....Hal O'Donnell
Film Manager.....Fred Carbine
Chief Engineer.....Keith L. Mealey

KJEO—Fresno—1953

Channel 47 UHF..AP: 222 Kw...VP: 444 Kw.
Owned: .....O'Neill Broadcasting Co.
Business Address.....P. O. Box 1708
Tel.: BA 2-2411.....ABC
Representative .....H-R TV
President.....J. E. O'Neill
V.P., General Manager.....Joseph C. Drilling
Comm. Manager.....W. O. Edholm
Production Manager.....Don Webster
Prom., Public. Dir.....Phil McPherson
Film Manager.....John Parkhurst
Chief Engineer.....Jack McElwain

KMJ-TV—Fresno—1953

Channel: 24 UHF..AP: 240 Kw...VP: 447 Kw.
Owned-Oper. By.....McClatchy Newspapers
Address .....1117 "N" St.
Tel.: AM 8-6666.....NBC
Representative .....Katz

Declaration of an Independent

KTLA CHANNEL 5... in order to form the STRONGEST NEWS OPERATION IN SOUTHERN CALIFORNIA, presents this powerful combination of personality and equipment...

CLETE ROBERTS—the globe-trotting reporter, winner of 3 Emmies and 6 Gold Mikes, with an international reputation for sharp and authoritative commentary.

BILL KENNEALLY—the former foreign correspondent and network newscaster, now turning his incisive reporting eye on the local news scene.

TELECOPTER—the amazing airborne TV Station, bringing millions of viewers the sight and sound of the news while it happens.

A mobile ground fleet spear-headed by the "PROWL CAR"—covering news everywhere in the Southland.

JOIN THE INDEPENDENT STATION WHERE THE RIGHT COMBINATION GUARANTEES THE BEST NEWS AND THE BIGGEST SALES

Represented Nationally by
PETERS, GRIFFIN, WOODWARD, Inc.

KTLA CHANNEL 5

President ..... Eleanor McClatchy
Station Mgr. ..... John Edwards
Nat'l Sls. & Ser. Mgr. ..... W. Lefler
Program Director ..... Joseph Tomes
Comm. Manager ..... Orbie Sullivan
Chief Engineer ..... J. B. Hancock

KCOP-TV—Los Angeles—1953

Channel: 13 VHF..AP: 83.2 Kw...VP: 170 Kw.
Owned-Oper. By ..... KCOP-TV, Inc.
Bus.-Studio Address ..... 1000 Cahuenga Blvd.
Tel.: HO 2-7311 ..... Independent
Representative ..... Petry
V.P. & Gen. Mgr. ..... Alvin G. Flanagan
Commercial Manager ..... Amos T. Baron
Sales Prom Dir. ..... Hal Biard
Program Dir. ..... Mary Warren
Publicity Dir. ..... Jerry Ross
Chief Engineer ..... Al Browdy

KRCA—Los Angeles—1949

Channel: 4 VHF..AP: 23.5 Kw...VP: 47 Kw.
Owned ..... NBC
Bus.-Studio Address ..... Sunset & Vine St.
Tel.: TH 5-7000 ..... NBC
Representative ..... NBC Spot Sales
V.P., General Manager ..... Thomas McCray
Commercial Manager ..... James Parks
Promotion Dir. ..... Frank Hovore
Prog. Dir. ..... Jack Kenaston
Operations Manager ..... Robert Henry
Film Manager ..... George Burke
Chief Engineer ..... John Knight

KABC-TV—Los Angeles—1949

Channel: 7 VHF..AP: 82 Kw. VP: 165 Kw.
Owned-Oper. By ..... ABC
Business Address Prospect & Talmadge Streets
Tel.: NO 3-3311 ..... ABC
Representative ..... Katz
V.P., Gen. Mgr. ..... Selig J. Seligman
Gen. Sales Mgr. ..... Elton Rule
Program Director ..... Peter Robinson
Prom., Pub. Dir. ..... Jack Brembeck
Prod. Mgr. ..... Louis Sanman
Film Manager ..... Howard Lipstone
Chief Engineer ..... Theodore Grenier

KHJ-TV—Los Angeles—1948

Channel: 9 VHF...AP: 81 Kw....VP: 162 Kw.
Owned-Oper. By ..... RKO Teleradio, Inc.
Business-Studio Address ..... 1313 N. Vine St.
Tel.: HO 2-2133 ..... Independent
Representative ..... H-R
President ..... Thomas F. O'Neil
Vice Pres., Gen. Mgr. ..... J. T. Reynolds
Commercial Manager ..... Howard Wheeler
Promotion Director ..... Bob Nelson
Program Director ..... James D. Higson
Film Manager ..... Bill White
Publicity Director ..... Tony Arnone
Chief Engineer ..... Bob Bullock

KNXT—Los Angeles—1948

Channel: 2 VHF..AP: 23.4 Kw..VP: 46.8 Kw.
Owned-Oper. By ..... CBS Inc.
Business-Studio Address ..... 1313 N. Vine St.
Tel.: OLive 1-2345 ..... CBS
Representative ..... CBS TV Spot Sales
President ..... Merle S. Jones
General Manager ..... Clark B. George
Gen. Sales Mgr. ..... R. D. Wood
Program Director ..... Donald M. Hine
Prom., Publicity Director ..... Austin Heywood
Film Manager ..... Bill Alcine
Tech. Oper. Mgr. ..... H. W. Pangborn

KTLA—Los Angeles—1947

Channel: 5 VHF...AP: 15 Kw...VP: 30 Kw.
Owned-Oper. ..Paramount TV Production, Inc.
Studio Address...5800 Sunset Blvd., H'ywood
Tel.: HO 9-3181 ..... Independent
Representative ..... PGW
V.P. in Charge ..... James A. Schulke
Commercial Mgr. ..... Richard Jolliffe
Program Dir. ..... Lee Cooley
Promotion Dir. ..... James J. Rue
Publicity Dir. ..... Dick Robbins
Chief Engineer ..... John Silva

KTTV—Los Angeles—1949

Channel: 11 VHF..AP: 83 Kw... VP: 165 Kw.
Owned-Oper. By ..... Times-Mirror Co.
Business Address ..... 5746 Sunset Blvd.
Tel.: HO 2-7111 ..... Independent
Newspaper Affil. ..... L.A. Times, Mirror
Representative ..... Blair TV
Pres., Gen. Mgr. ..... Richard A. Moore
V.P.-Sales ..... John R. Vrba
V.P.-Programming ..... Robert Breckner
Dir. & Merch. & Prom. ..... Jack O'Mara
Film Manager ..... Richard Woollen

XEM-TV—Mexicali-El Centro 1957

(See Mexico Stations)

KVIP—Redding—1956

Channel: 7 VHF..AP: 158.5 Kw...VP: 316 Kw.
Owned By ..... Shasta Telecasting Corp.
Business Address ..... 2770 Pioneer Drive
Tel.: CH 1-1414 ..... ABC-NBC
Representative ..... Hollingbery
Pres., Gen. Mgr. ..... George C. Fleharty
Commercial Manager ..... Ray Grant
Program Director ..... Lee Arnold
Chief Eng., Ass't Mgr. ..... Russell K. Olsen

KBET-TV—Sacramento—1955

Channel: 10....AP: 158 Kw.....VP: 316 Kw.
Owned By ..... Great Western Bcstg Corp.
Address ..... 601 7th Ave.
Tel.: GI 1-4041 ..... CBS
Rep. ..... H-R
President ..... J. H. Whitney
Vice-Pres., Gen. Mgr. ..... John H. Schacht
Station Mgr. ..... George Greaves
Commercial Mgr. ..... George J. Kapel
Film Mgr. ..... Nick Luppino
Promotion Dir. ..... Harvey Tepfer
Chief Eng. ..... Pete Onniaian

KCRA-TV—Sacramento—1955

Channel: 3 VHF..AP: 50 Kw...VP: 100 Kw.
Owned-Operated By.....KCRA, Inc.
Address.....310 10th St.
Tel.: HIckory 4-7300.....NBC
Representative .....Petry
Pres., Gen. Mgr.....Ewins C. Kelly
Sta. Mgr.....Robert E. Kelly
Film Mgr., Prog. Dir.....Tom Breen
Prom. Dir.....Ted F. Hardy
Chief Engineer.....W. Herbert Hartman

KSBW-TV—Salinas—1953

Channel: 8 VHF..AP: 120 Kw...VP: 240 Kw.
Owned-Oper. By.....Salinas Bcstg. Corp.
Address.....238 John St.
Tel.: HA 2-6422.....ABC-CBS-NBC
Representative .....H-R Television
Pres., Gen. Mgr.....John C. Cohan
Asst. Gen. Mgr.....W. M. Oates
Comm. Mgr.....Graham H. Moore
Prog. Dir.....Gary Ferlisi
Prom. Dir.....Clark Bradley
Dir. of Tech. Oper.....Bill Hargan
Chief Engineer.....Wes Chaney

KFSD-TV—San Diego—1953

Channel: 10 VHF..AP: 158 Kw...VP: 316 Kw.
Owned-Oper. By.....KFSD, Inc.
Business Address.....P.O. Box 628
Tel.: CO 2-2421.....NBC
Representative ..... Katz
President.....James G. Rogers
V.P., General Manager.....William E. Goetze
V.P., Dir. Sales.....Jay Grill
Merchandising Mgr.....John Abernathy
Prom., Public. Dir.....Frank Reynolds
Program Director.....Burke Ormsby
Chief Engineer.....LeRoy A. Bellwood

KFMB-TV—San Diego—1949

Channel: 8 VHF..AP: 158 Kw...VP: 316 Kw.
Owned.....Marietta Bcstg. Inc.
Business Address.....1405 Fifth Ave.
Tel.: BE 2-2114.....CBS
Representative ..... Petry
President.....Jack D. Wrather
V.P., Gen. Mgr.....George Whitney
Station Mgr.....Bill Fox
Prog. Mgr.....George Stantis
Prom., Pub. Rel.....Dan Bellus
Film Manager.....Del Gay
Chief Engineer.....Charles Abel

XETV—San Diego—Tia Juana 1953

Channel: 6 VHF..AP: 117 Kw...VP: 318 Kw.
Owned By.....Radio Television S.A.
Business Address.....4229 Park Blvd.
Tel.: CY 8-7191.....ABC
Station Representative .....Blair
President .....Frank Fouce
V.P., Gen. Mgr.....Julian M. Kaufman
Business Mgr.....Lou Meiers
Sales Mgr.....Hank Guzik
Prog., Prom. Dir.....Harrison W. H. Eagles
Merch. Dir.....Bill Story
Film Manager.....Wayne Feree

KRON-TV—San Francisco—1949

Channel: 4 VHF..AP: 50 Kw...VP: 100 Kw.
Owned-Oper. By.....The Chronicle Pub. Co.
Business Studio Address.....929 Mission St.
Tel.: GA 1-1100.....NBC
Newspaper Affiliation .....Chronicle
Representative..Peters, Griffin, Woodward Inc.
President .....Charles Thieriot
Gen. Manager .....Harold P. See
Station Manager.....A. H. Constant
Sales Mgr.....Norman Louvau
Program Dir.....Douglas Elleson
Promotion Dir.....Roland Irving
Sls. Prom., Mdsg. Dir.....Cecil Webb
Film Buyer.....Jim Bentley
Publicity Dir.....Thomas Mullahey
Chief Engineer .....J. L. Berryhill

KGO-TV—San Francisco—1949

Channel: 7 VHF..AP: 168 Kw...VP: 316 Kw.
Owned-Oper....Amer. Bcstg. Paramount Thtrs.
Address.....277 Golden Gate Ave.
Tel.: UN 3-0077.....ABC
Representative ..... Blair
V.P., Gen., Sta. Mgr. .....John H. Mitchell
Sales Mgr.....David Sacks
Pub., Promotion Director...George T. Rodman
Program Director.....George Rice
Film Manager.....Robert Mitchell
Chief Engineer.....Harry Jacobs

KPIX—San Francisco—1948

Channel: 5 VHF..AP: 50 Kw...VP: 100 Kw.
Owned-Oper. By....Westinghouse Bcstg., Inc.
Address.....2655 Van Ness Ave.
Tel.: PR 6-5100.....CBS
Sta. Representative .....Katz
After July 1 .....TvAR
Pres.....Donald H. McGannon
Exec. Director.....Philip G. Lasky
General Manager.....Louis S. Simon
Asst. Gen. Manager.....George Mathiesen
Commercial Manager.....L. P. Fraiberg
Pro. Dir., Film Mgr.....Ray A. Hubbard
Promotion Dir.....George Goldman
Publicity Dir. .....Al Baccari
Chief Engineer .....Thomas T. Ely

Owners of: WBZ-TV, Boston; KYW-TV, Cleveland; KDKA-TV, Pittsburgh; WJZ-TV, Baltimore, Md.

KTVU—San Francisco-Oakland 1958

Channel: 2 VHF...AP: 50 Kw....VP: 100 Kw.
Owned.....S. F.-Oakland TV, Inc.
Address.....1 Jack London Sq., Oakland
Tel.: TE 4-2000.....Independent
Representative .....H-R Television
Gen. Mgr.....William D. Pabst

Gen. Sales Mgr.....Ward D. Ingrim
Prog. Dir.....Kenneth B. Craig
Prom. Director.....A. Richard Robertson
Publicity Director.....Don Arlett
Film Manager.....Stan Lichenstein
Chief Engineer.....Robert Arne

KNTV—San Jose—1955

Channel: 11VHF...AP: 123 Kw....VP: 60 Kw.
Owned-Oper. By....Standard Radio & TV Co.
Address.....645 Park Avenue
Tel.: CY 7-5577.....Independent
Representative .....Weed
President.....A. T. Gilliland
Gen. Mgr.....Roger Van Duzer
Comm. Mgr., Prom. Dir.....Fran Conrad
Chief Engineer.....Bruce Joyner

KSBY-TV—San Luis Obispo 1953

Channel: 6 VHF...AP: 8.9 Kw....VP: 16 Kw.
Owned-Oper. By.....Salinas Valley Bcstg.
Business Address.....Box 286
Tel.: LI 3-0920.....ABC-CBS-NBC
Representative .....H-R
Pres., Gen. Mgr.....John C. Cohan
Commercial Manager .....Graham Moore
Program Director.....Gaby Ferlisi
Prom. Dir.....Clarke Bradley
Station Manager.....Arthur V. Hapgood
Film Manager.....Dick Williams
Publicity Director.....Orval Brown
Chief Engineer.....Charles Mitchell

KEY-T—Santa Barbara—1953

Channel: 3 VHF...AP: 25 Kw....VP: 50 Kw.
Owned.....Key TV, Inc.
Business Address.....730 Miramonte Dr.
Tel.: WO 5-8533.....ABC-CBS-NBC
Representative .....Headley-Reed
Pres., Gen. Mgr.....Richard C. Bell
Comm. Mgr.....Bob Burris
Prom. Dir.....Joe Constantino
Prog. Dir.....Mary Ann Casey
Chief Engineer.....Paul Williams

KOVR-TV—Stockton—1954

Channel: 13 VHF..AP: 158 Kw...VP: 316 Kw.
Owned-Oper. By.....Television Diablo, Inc.
Address.....225 E. Miner Ave.
Tel.: HO 6-6981.....ABC
Representative .....Blair
President .....Paul Miller
Gen. Mgr.....Glover DeLaney
Program Film Mgr.....Bel Lange
Prom. Dir.....Frank Wright
Chief Engineer.....Richard J. Anderson

Pop.: 1,729,000
Families: 523,000
Radio Homes: 484,000

Colorado

Stations in State: 56
TV Homes: 408,000
TV Stations: 9

KKTV—Colorado Springs—1952

Channel: 11 VHF..AP: 54 Kw..VP: 107½ Kw.
Owned-Operated By.....TV Colorado, Inc.
Address .....P. O. Box 1078
Tel.: ME 4-2844.....ABC-CBS
Representative .....Bolling
President, Gen., Station Mgr...James D. Russell
Commercial Manager.....Robert D. Ellis
Program Dir.....Carl Pehlman
Prom., Pub. Director .....Jack East
Film Mgr.....Jerry Mahanke
Chief Engineer.....H. Strang

KRDO-TV—Colorado Springs 1953

Channel: 13 VHF.AP: 5.65 Kw..VP: 11.31 Kw.
Owned-Oper. By.....Pikes Peak Bcstg. Co.
Business Address.....399 South Eighth St.
Tel.: ME 2-1515.....NBC
Representative ..... Pearson
President.....Harry W. Hoth
Station Manager.....Jay E. Gardner
Film Manager.....Hugh Sweeney
Chief Engineer.....Herb Schubarth

KLZ-TV—Denver—1953

Channel: 7 VHF..AP: 158 Kw...VP: 316 Kw.
Owned By.....Time, Inc.
Business Address.....131 Speer Blvd.
Tel.: MA 3-4271.....CBS
Representative .....Katz
Pres., Gen. Mgr.....Hugh B. Terry
Sta. Mgr., Sales Dir.....Jack Tipton
Program Director.....Paul Blue
Promotion Director.....Jimm Seaney
Publicity Director.....Ed McLaughlin
Film Manager.....William Witt
Chief Engineer.....Eugene Jenkins

AP News Is Preferred
. . . by Stations — because it adds both profits and prestige.
AP Preferred
50 Rockefeller Plaza · New York 20, N. Y.

KTVR

Channel 2 DENVER, COLORADO

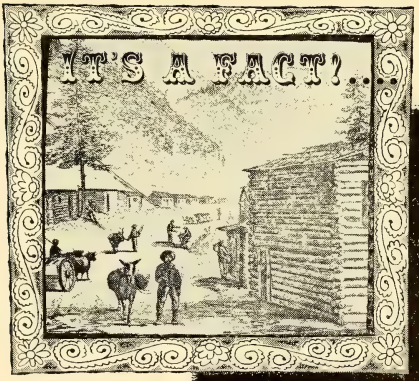
Station Representative

BLAIR TELEVISION ASSOCIATES

DAVID MENDELSOHN
General Manager
550 Lincoln Street
Denver, Colo. Keystone 4-8281

FOUNDERS CORP.

One of the Founders' group of stations, including KPOA, Honolulu, and the Inter-Island Network; WTAC, Flint, Michigan; and KTVR, Channel 2, Denver, Colorado



That when John H. Gregory discovered the first gold lode in Gilpin County, Colorado in 1859 . . . the population of Denver was 4,726.

That in 1959 the population of the Denver TV coverage area served by Channel 9 is 1,479,500 people who have a spendable income of $2,803,077,000

MORE FACTS

FACT: *One day spot saturation on Channel 9 for Denver Car Dealer results in 42 new car sales in one day* . . . a new record!

FACT: When Channel 9 TV personalities promoted kids theatre party . . . *Downtown Theatre jammed! Thousands turned away!* Outpulled competition's identical promotion . . . same day and same time . . . *Two to one!*

THE FACT IS...

The best buy in Denver is . . . KBTV Channel 9

THE FAMILY STATION

Why don't you join "The Rush To The Rockies" and come to Colorado in '59?

abc

KBTV—Denver—1952

Channel: 9 VHF..AP: 141 Kw...VP: 282Kw.
Owned-Operated By.....TV Denver, Inc.
Address.....1089 Bannock St.
Tel.: AM 6-3601.....ABC
Representative.Peters, Griffin, Woodward, Inc.
President.....John C. Mullins
Station Manager.....Joseph Herold
Nat. Sls. Mgr.....Robert L. Brown
Prog. Mgr.....Mann Reed
Promotion Director.....Barry Lorie
Film Mgr. .....Don Mumford
Chief Engineer.....Jim Butts

KOA-TV—Denver—1953

Channel: 4 VHF...AP: 50 Kw....VP: 100 Kw.
Owned-Operated By.....Metropolitan TV Co.
Business Address.....1625 California
Tel.: MA 3-6211.....NBC
Representative.....NBC Spot Sales
Pres., Gen. Manager.....William Grant
Station Mgr.....Ralph Radetsky
Commercial Manager.....Dick Harris
Program Director.....Heyward Siddons
Prom., Pub. Dir.....Dean Faulkner
Film Manager.....Sam Housten, Jr.
Chief Engineer.....S. Davidson

KTVR—Denver—1951

Channel: 2 VHF...AP: 100 Kw...VP: 50. Kw.
Owned-Oper. By .....KTVR, Inc.
Business Address .....550 Lincoln St.
Tel.: KE 4-8281.....Independent
Representative ..... Blair
Exec. V.P., Gen. Mgr.....Hugh B. La Rue
Gen. Mgr.....Dave Mendelsohn
Commercial Manager.....Jim Brennan
Program Director.....Doug Taylor
Chief Engineer.....Robert C. Artman

KREX-TV—Grand Junction 1954

Channel 5 VHF..AP: 6.46 Kw...VP: 12.9 Kw.
Owned By.....Western Slope Bcstg Co., Inc.
Business Address .....Box 30
Tel.: CH 2-5000.....ABC-CBS-NBC
Station Representative.....Holman; McGuire
President, General Mgr. .....Rex Howell
Sta., Comm. Mgr.....Robbie Robinson
Chief Engineer.....James Meyer

KREY-TV—Montrose—1956

Channel: 10 VHF..AP: 308 Kw...VP: 616 Kw
(Satellite of KREX-TV)

KCSJ-TV—Pueblo—1953

Channel: 5 VHF..AP: 6.8 Kw...VP: 13.6 Kw.
Owned-Oper. By .....Star Broadcasting Co.
Business Address .....2226 Television Lane
Tel.: LI 4-5782.....NBC
Station Representative.....Pearson; McGuire
Executive Director.....Cliff Hendrix
Station Manager.....J. G. Croll
Film Manager.....Jackson Cravens
Chief Engineer ..... Marion C. Cunningham

News Is Preferred...

...by **Stations**.. *because it adds both profits and prestige.*

Ap Preferred

50 Rockefeller Plaza • New York 20, N. Y.

NOW

WTIC-TV
CHANNEL 3
MEANS CBS
TELEVISION
IN RICH, RICH
SOUTHERN
NEW ENGLAND

WTIC-TV HARTFORD 15, CONNECTICUT TEL. JACKSON 5-0801

REPRESENTED NATIONALLY BY **HARRINGTON, RIGHTER & PARSONS, INC.**

Pop.: 2,425,000
Families: 724,000
Radio Homes: 706,000

Connecticut

Stations in State: 30
TV Homes: 658,000
TV Stations: 9

WICC-TV—Bridgeport—1952

Channel: 43 UHF..AP: 91 Kw...VP: 180 Kw.
Owned By.....Conn.-N. Y. Bcsters.
Business Address.....Box 9140
Tel.: AM 8-1601.....ABC
Representative ....Adam Young
Comm. Mgr.....Manning Slater
Pgm. Dir.....Harry Downie
Film Ed.....Irving Maglinick
Chief Engineer.....Russell Adams

WHCT—Hartford—1959

Channel: 18 UHF..AP: 100 Kw...VP: 186 Kw.
Owned-Oper. By.....Capitol Bcstg. Inc.
Business Address.....555 Asylum St.
Tel.: JAckson 5-2611.....Independent
Station Representatives....Young; Nona Kirby
Pres., Gen. Mgr.....Edward D. Taddei
V.P., Prog. Dir.....David K Harris
Gen Sales Mgr.....Bruce Compton
Chief Engineer.....Anthony Guarino, Jr.

WTIC-TV—Hartford—1957

Channel: 3 VHF..AP: 60.3 Kw...VP: 100 Kw.
Owned..Travelers Broadcasting Service Corp.
Business Address.....26 Grove Street
Tel.: JAckson 5-0801.....CBS
Representative..Harrington, Righter & Parsons
President.....Paul W. Morency
VP & Gen. Mgr.....Walter C. Johnson
V.P., Sales.....Irwin C. Cowper
VP, Prog.....Leonard J. Patricelli
Prom. Dir.....Eugene J. Muriaty
VP, Pub. Rel.....Berard L. Mullins
Film Editor.....Ernest Olivieri
Chief Engineer.....Herman D. Taylor

WNBC—New Britain—1952

Channel: 30 UHF.AP: 113.5 Kw..VP: 210.4 Kw.
Owned..New Britain Bcstg. Co. (Subs. of NBC)
Address.....1422 New Britain Ave.
Tel.: ADams 3-8551.....NBC
Representative.....NBC Spot Sales
President.....P. A. Sugg
Ex. V.P. & Gen. Mgr.....Peter B. Kenney
Sales Dir.....Robert J. Reardon
Film Manager.....Phillip B. Hale
Program Manager .....Robert W. Bray

SEE PAGE 41

FOR RADIO

MARKETS RANKED

BY SPOT VOLUME

Nielsen and ARB agree WNHC-TV, Hartford-New Haven, is FIRST!* WNHC-TV, the only station covering a vast area of 831,000 TV homes . . . the entire state of Connecticut plus portions of Massachusetts and Long Island. WNHC-TV . . . your best buy.

*Average total audience, sign on to sign off

Sources: Nielsen, Hartford Area, December 1958
ARB, Hartford-New Haven, Dec. 1-7, 1958
Television Magazine, January 1959

A TRIANGLE STATION

WNHC-TV

HARTFORD-NEW HAVEN, CONN.

Channel 8

ABC-TV • BLAIR-TV

Operated by: Radio and Television Div. / Triangle Publications, Inc. / 46th & Market Sts., Philadelphia 39, Pa.
WFIL-AM • FM • TV, Philadelphia, Pa. / **WNBF-AM • FM • TV,** Binghamton, N. Y. / **WLYH-TV,** Lebanon-Lancaster, Pa.
WFBG-AM • TV, Altoona-Johnstown, Pa. / **WNHC-AM • FM • TV,** Hartford-New Haven, Conn. / **KFRE-AM • TV • KRFM,** Fresno, Cal.
Triangle National Sales Office, 485 Lexington Avenue, New York 17, New York

WNHC-TV—New Haven—1948

Channel: 8VHF..AP: 158 Kw..VP: 316 Kw.
Owned-Oper. By ..Triangle Publications, Inc.
Business Address .....1110 Chapel St.
Tel.: SPruce 7-3611.....ABC
News. Affil.....Phila. Inquirer & Daily News
Station Representative .....Blair
General Manager.....Howard W. Mashmeier
Sales Mgr.....John F. Cundiff
Prog. Mgr.....Chester R. Cooper
Chief Engineer.....Howard W. Wessenberg
Owners of: WFIL-TV, Philadelphia; WFBG-TV, Altoona, Pa.; WLYH-TV, Lebanon, Pa.

WATR-TV—New Haven—1953

Channel: 53 UHF..AP: 125 Kw...VP: 345 Kw.
Owned-Operated By.....WATR, Inc.
Business Address.....440 Meadow St.
Tel.: PL 5-1121.....ABC
Station Rep.....McGavren-Quinn; Kirby
President .....Harold Thomas
Gen., Sta., Commercial Mgr....Samuel Elman
Prog. Dir., Film Manager.....Astrid Curtis
Chief Engineer.....Andrew Torros

Pop.: 921,000
Families: 274,000
Radio Homes: 270,000

Dist. of Columbia

Stations in State: 6
TV Homes: 247,000
TV Stations: 5

WMAL-TV—Washington—1947

Channel: 7 VHF..AP: 158 Kw...VP: 316 Kw.
Owned-Oper. By The Evening Star Bcstg. Co.
Address.....4461 Connecticut Ave., N.W.
Tel.: KE 7-1100.....ABC
Newspaper Affiliation.....The Evening Star
Representative .....H-R Television
President.....John W. Thompson, Jr.
General Manager.....F. S. Houwink
Commercial Manager.....Neal J. Edwards
Program Director.....Theodore N. McDowell
Prom. & Pub. Director.....E. Haywood Meeks
Film Manager.....Robert Morgan
Chief Engineer.....Allan Powley

WRC-TV—Washington—1947

Channel: 4 VHF...AP: 50 Kw....VP: 100 Kw.
Owned-Oper. By.....National Bcstg. Co., Inc.
Bus. Address...4001 Nebraska Avenue, N.W.
Tel.: EM 2-4000.....NBC
Representative....NBC Television Spot Sales
President.....Robert E. Kintner
VP, Gen. Mgr.....Carleton D. Smith
Dir. TV Sales, Adv., Prom. & P.R...Wm Coyle
Comm. Mgr.....Peter B. James
Program Dir.....Wes Harris
Adv. Prom. Mgr.....Ralph R. McCawley
Pub. Mgr.....Edwin H. Peterson
Dir. of Oper.....Lefferts A. McClelland

WTOP-TV—Washington—1949

Channel: 9 VHF..AP: 174 Kw...VP: 316 Kw.
Owned By.....Wash. Post Bcstg Div.
Business Address.....40th & Brandywine Sts.
Tel.: EM 2-9300.....CBS
Newspaper Affiliation....Wash. Post, Br. Div.
Representative.....CBS TV Spot Sales
President, Br. Div.....John S. Hayes
Vice-Pres., TV.....George F. Hartford
Comm. Mgr.....Robert A. J. Bordley
Pub. & Prom. Director.....Robert M. Adams
Program Director.....Thomas B. Jones
Film Manager.....William Hedgpeth
Vice President for Engineering....Clyde Hunt

WTTG—Washington—1947

Channel: 5 VHF...AP: 50 Kw....VP: 100 Kw.
Owned-Oper. By....Metropolitan Bcstg. Corp.
Business-Studio Address.....Hotel Raleigh
Tel.: STerling 3-5300.....NTA
Representative .....Weed and Co.
President .....Bernard Goodwin
Station Manager.....John E. McArdle
Production Manager.....Edward Scherer
Publicity Director.....Charles Heaton
Chief Engineer.....Malcolm M. Burleson

Pop.: 4,241,000
Families: 1,238,000
Radio Homes: 1,208,000

Florida

Stations in State: 148
TV Homes: 954,000
TV Stations: 23

WESH-TV—Daytona Beach 1956

Channel: 2 VHF..AP: 60 Kw...VP: 100 Kw.
Owned-Oper. By.....Telrad, Inc.
Business Address .....P.O. Box 1712
Tel.: CL 3-6591.....Independent
Rep. .....Avery Knodel
President ..... John H. Perry, Jr.
General Manager .... Thomas S. Gilchrist, Jr.
Station Mgr.....Walter Strouse
Program Dir.....John Whitmore
Gen. Sls. Mgr.....Thomas B. Newsom
Chief Engineer .....A. O. Peck

WINK-TV—Fort Myers—1954

Channel: 11 VHF...AP: 6 Kw....VP: 12 Kw.
Owned By.....Ft. Myers Bcstg Co.
Business Address.....Palm Beach Blvd.
Tel.: ED 4-1131.....ABC-CBS

Representative ..... Walker-Rawalt
President ..... Edward McBride
Gen., Sales Mgr. ..... A. J. Bauer
Technical Dir. ..... Bob Bachman
Program Dir. ..... Frank Nodine
Publicity Dir. ..... Dixie Howell

WFGA-TV—Jacksonville—1957

Channel: 12 VHF.. AP: 200 Kw... VP: 316 Kw.
Owned ..... Florida-Georgia TV Co., Inc.
Address ..... 1070 E. Adams St.
Tel.: EL 6-3381 ..... ABC-NBC
Representative ..... Peters, Griffin, Woodward
President ..... George H. Hodges
Gen., Sta. Mgr. ..... Jesse H. Cripe
Comm. Mgr. ..... Ralph Nimmons
Program Dir. ..... Rusty Bruton
Prom., Pub. Dir. ..... William G. Walker
Film Manager ..... Herb Gold
Chief Engineer ..... Harry Wingfield

WJXT—Jacksonville—1949

Channel: 4 VHF.. AP: 69.2 Kw... VP: 100 Kw.
Owned-Oper. By ..... Washington Post
Business Address ..... 605 S. Main
Tel.: EX 8-0501 ..... ABC-CBS
Newspaper Affil... Wash. Post & Times Herald
Representative ..... CBS TV Spot Sales
President ..... Glenn Marshall, Jr.
Vice President ..... Charles M. Stone
Commercial Manager ..... David Booher
Prog. Dir., Film Mgr.... Leonard L. Mosby, Jr.
Prom., Pub. Dir. ..... Philip J. McMahon
Chief Engineer ..... Ernest Vordermark

WTVJ—Miami—1949

Channel: 4 VHF... AP: 70 Kw.... VP: 100 Kw.
Owned-Oper. By ..... WTVJ, Inc.
Address ..... 316 N. Miami Ave.
Tel.: FR 4-6262 ..... CBS
Representative. Peters, Griffin, Woodward, Inc.
President ..... Mitchell Wolfson
General Manager ..... Lee Ruwitch
Vice-Pres., Operations Mgr. ..... John A. Shay
Sales Manager ..... Ken Bagwell
Commercial Manager ..... William Brazzil
Program Director ..... Lee Waller
Promotion Director ..... Burt Toppan
Pub. Dir. ..... George Vickery
Film Manager ..... Robert J. Ross
Chief Engineer ..... Earl W. Lewis

WCKT—Miami—1956

Channel: 7 VHF.. AP: 158 Kw... VP: 316 Kw.
Owned-Oper. By .. Biscayne Television Corp.
Business Address ..... P.O. Box 38 M
Tel.: PL 1-6692 ..... NBC
Newspaper Affiliaton ..... Herald; News
Representative ..... NBC Spot Sales
President, Gen. Mgr. ..... Niles Trammell
Station Manager ..... Charles Kelly
Commercial Manager ..... Robert L. Fidlar
Production Manager ..... Gene Walz
Promotion Director ..... Jon Arden
Adv., Pub. Dir. ..... Symon Cowles
Film Manager ..... Frank Struzzieri
Chief Engineer ..... M. C. Scott, Jr.

In South Florida
WTVJ
beats every other station by a wide margin

Month after month, year after year, every recognized rating service places WTVJ at the top of the list of South Florida TV stations by a wide margin. See your PGW colonel now.

WTVJ SOUTH FLORIDA
CBS CHANNEL 4

Represented by: Peters, Griffin, Woodward, Inc.

WPST-TV—Miami—1957

Channel: 10 VHF..AP: 195 Kw...VP: 316 Kw.
Owned.....Public Service TV, Inc.
Business Address.....21st & Biscayne Blvd.
Tel.: FR 1-6501.....ABC
Representative .....Petry
Gen. Mgr.....Walter Koessler
Nat. Sales Mgr.....Bob Hanna
Operations Mgr.....Jack Barry
Prom., Pub. Dir.....Nat Tashman
Film Mgr.....John Murphy
Chief Engineer.....William R. Needs

WDBO-TV—Orlando—1954

Channel: 6 VHF...AP: 50 Kw....VP: 100 Kw.
Owned-Oper. By.....Cherry Bcstg.
Business Address.....30 S. Ivanhoe Blvd.
Tel.: CH 1-1491.....CBS
Representative ..... Blair-TV
President.....William S. Cherry, Jr.
General Manager.....Harold P. Danforth
Sales Co-ordinator.....A. V. Carlson
Prod. Dir.....Mark V. Barker, Jr.
Prog. Dir., Film Buyer .....Walter E. Sickles
Promotion Director.....Margaret Davis
Publicity Director.....Kay Gabrielson
Film Manager.....Harold P. Danforth, Jr.
Chief Engineer.....J. E. Yarbrough

WLOF-TV—Orlando—1958

Channel: 9 VHF..AP: 158 Kw...VP: 316 Kw.
Owned.....Mid Florida TV Corp.
Address.....639 W. Central Ave.
Tel.: GArden 4-8537.....ABC
Representative.....Young TV, Inc.
President.....Joseph L. Brechner
V.P., Gen. Mgr.....Donn Colee
Commercial Mgr.....Lee Hall
Prog., Prom. Dir.....Walter Baker
Publicity Director.....Lucy Conroy
Film Manager.....Hank Johnson
Chief Engineer.....Dodd Daniels

WPTV—Palm Beach—1954

Channel: 5 VHF..AP: 60.3 Kw...VP: 100 Kw.
Owned-Oper.....John H. Phipps Bcstg.
Business Address ..... 5 Cocoanut Row
Tel.: TE 3-2471.....NBC
Representative .....Blair TV Assoc.
President.....John H. Phipps
General Manager.....Herschel Graves
Comm. Mgrs.....K. Kampion, R. L. Ray
Station Mgr.....Chester E. Pike, Jr.
Dir. of Oper.....Robert D. Murphy
Film Mgr.....Robert E. Abel
Chief Engineer.....Lewis Evenden

WJDM—Panama City—1953

Channel: 7 VHF..AP: 5.36 Kw...VP: 10.7 Kw.
Owned-Operated By .....WJDM-TV
Business Address.....Box 428
Tel.: AD 4-2251.....NBC-ABC-CBS
Representative ..... Hollingbery
President .....Mel Wheeler
V.P., Natl. Sales Mgr.....Milt de Reyna
General Manager.....Hugh Barclay
Commercial Manager.....Byron Hayford
Program Director.....William Becker
Chief Engineer .....Claude Maenza

WEAR-TV—Pensacola—1953

Channel: 3 VHF....AP: 33 Kw.....VP: 55 Kw.
Owned-Oper. By.....Gulfport Bcstg. Corp.
Business Address.....Highway 90
Tel.: GL 5-7311.....ABC-CBS
Representative .....Hollingbery
President, Gen. Mgr.....Mel Wheeler
Asst. Gen. Sales Mgr.....Milt de Reyna, Jr.
Comm. Mgr.....Irv Welch
Chief Engineer .....Gene Sudduth

WSUN-TV—St. Petersburg 1953

Channel: 38 UHF..AP: 107 Kw...VP: 200 Kw.
Owned-Operated By....City of St. Petersburg
Business Address.....Municipal Pier
Tel.: 5-4121 .....ABC
Representative...Venard, Rintoul & McConnell
General Manager.....Fred P. Shawn
Commercial Manager.....Earl W. Welde
Program Director.....Leo Ribitzki
Promotion Director.....Jerome Baker
Pub. Director.....Jean Miller
Film Managers.....Ribitzki, Shawn
Chief Engineer.....William J. Codding

WCTV—Tallahassee—1955

(See Thomasville, Ga.)

WFLA-TV—Tampa—1955

Channel: 8 VHF..AP: 158 Kw...VP: 316 Kw.
Owned-Oper. By.....Tribune Company
Address .....Box 1410
Tel.: 2-0131 .....NBC
Newspaper Affiliation.....Tampa Tribune
Representative ..... Blair-TV
President.....J. C. Council
V.P., General Manager....George W. Harvey
Sales Mgr. ..... William B. Faber
Prog. Dir., Film Mgr.....J. E. Faraghan
Promotion Director.....Byron Taggert
Prog. Oper. Mgr.....Carl Bergquist
Production Manager.....L. George Geiger
Chief Engineer.....J. H. Mitchell

WTVT—Tampa—1955

Channel: 13 VHF..AP: 158 Kw...VP: 316 Kw.
Owned-Oper. By.....WKY Television
Bus. Ad...3213 Grand Central Ave.; Box 1198
Tel.: RE 6-1313.....CBS
Representative ..... Katz
President.....E. K. Gaylord
Manager.....Eugene B. Dodson
Commercial Mgr. ..... John Haberlan
Promotion Director.....Robert Edrington
Film Mgr.....Jayne Boyd

White Columns The home of WSB Radio and WSB-TV

Your advertising in Atlanta belongs on the WSB stations

In few major markets of America do you find so high a degree of media dominance. In Georgia WSB Radio and WSB-TV are overwhelming firsts in audience, in coverage, in facilities.

Thirty-six years of programming in the public interest has earned for these stations an audience confidence and respect which means much to advertisers. It means a *pre-conditioned* acceptance of your programs. It means an audience *more receptive* to products and services advertised on WSB Radio and WSB-TV. These are *tangible assets* . . . with a record of higher-than-anticipated dividends paid to sponsors.

wsb radio / wsb-tv

Affiliated with The Atlanta Journal and Constitution. NBC affiliate. Represented by Petry.

Program Dir.....Robert Doty
Chief Engineer .....William Witt

WEAT-TV—West Palm Beach 1955

Channel: 12 VHF..AP: 83 Kw...VP: 250 Kw.
Owned-Oper. By.....WEAT TV, Inc.
Business Address.....P.O. Box 70
Tel.: TE 3-9668.....ABC
Representative.....Venard Rintoul McConnell
President .....Rex Rand
Gen. Mgr.....Bertram Lebhear, Jr.
Gen. Sales Mgr.....E. J. Hennessy
Production Director ..... Jack Poole
Chief Engineer.....J. Ross McPherson

Pop.: 3,809,000
Families: 1,003,000
Radio Homes: 999,000

Georgia

Stations in State: 124
TV Homes: 744,000
TV Stations: 13

WAGA-TV—Atlanta—1949

Channel: 5.....AP: 50 Kw.....VP: 100 Kw.
Owned-Operated By.....Storer Bcstg. Co., Inc.
Business Address.....1018 W. Peachtree St.
Tel.: TR 2-3553.....CBS
Representative .....Katz
President.....George B. Storer
General Manager.....J. Robert Kerns
Commercial Manager.....William Flynn
Program Director.....Henry Davis
Promotion Director.....Louis O. Hertz, Jr.
Film Manager.....Douglas Johnson
Chief Engineer.....Hugo Bondy
Owners of: WJBK-TV, Detroit; WSPD-TV, Toledo; WJW-TV, Cleveland.
(See Page 836)

WSB-TV—Atlanta—1948

Channel: 2 VHF...AP: 50 Kw....VP: 100 K.w
Owned-Oper. By....The Atlanta Newspapers
Business Address..1601 W. Peachtree St., N.E.
Tel.: TR 5-7221.....NBC
Newspaper Affiliations ...Journal-Constitution
Representative .....Petry
Board Chairman.....James M. Cox, Jr.
Exec. Dir.....J. Leonard Reinsch
General Manager.....Marcus Bartlett
Comm. Mgr.....Don E. Heald
Prom., Pub. Dir.....Walter Paschall
Film Director.....Jean Hendrix
Chief Engineer.....R. A. Holbrook

WALB-TV—Albany—1954

Channel: 10 VHF..AP: 56 Kw...VP: 112 Kw.
Owned-Oper. By.....Herald Publishing Co.
Business Address.....Stuart Ave.
Tel.: HE 5-8388.....ABC-CBS-NBC
Newspaper Affiliation .....Herald
Representative...Venard, Rintoul & McConnell
President.....James H. Gray
Gen., Comm. Manager....Raymond E. Carow
Program Director.....Harold Suit
Prom., Dir., Film Mgr.....Reba Hill
Chief Engineer.....Bruce Singleton

WLW-A—Atlanta—1951

Channel: 11 VHF..AP: 160 Kw...VP: 316 Kw.
Owned-Oper. By.....Crosley Bcstg. Corp.
Bus. Address....1611 W. Peachtree St. N.E.
Tel.: TR 2-1141.....ABC
Representative .....Bomar-Lowrance; Moore
President .....R. E. Dunville
V.P.-General Manager ..... H. A. LeBrun
V.P.-Business Manager .....J. P. Dwyer
Comm. Sales Manager.....James H. Burgess
Program Dir. ..... Bob Hendrickson
Prom. Dir. ..... Howard Rowe
Production Manager.....Jim Sharp
Chief Engineer .....Harvey Aderhold

WJBF-TV—Augusta—1953

Channel 6: VHF...AP: 50 Kw....VP 100 Kw.
Owned-Oper. By..Georgia-Carolina Bcstg. Co.
Business Address.....Television Park
Tel.: PA 2-6666.....ABC-NBC
Representative ..... Hollingbery
President, Gen. Mgr.....J. B. Fuqua
Commercial Mgr.....George Oliviere
Program, Prom. Dir.....John Radeck
Chief Engineer.....John Jopling

WRDW-TV—Augusta—1954

Channel: 12 VHF..AP: 60 Kw...VP: 102 Kw.
Owned-Oper. By...Southeastern Newspapers
Business Address ....P.O. Box F, N. Augusta
Tel.: TA 4-5432.....ABC-CBS-NTA
Newspaper Affiliation.....Chronicle, Herald
Representative .....Branham Company
President .....Pat H. Rice, Jr.
General Manager.....J. W. Hicks
Sta., Comm. Mgr.....Lou Stratton
Program Dir. .....Richard A. Fennel
Prom., Pub. Dir.....Don Shepherd
Film Manager.....Frank Allen
Chief Engineer.....Joseph P. Gill, Jr.

WRBL-TV—Columbus—1953

Channel: 4 VHF...AP: 70 Kw....VP: 100 Kw.
Owned-Oper. By.....Columbus Bcstg. Co.
Business Address.....1350 13th Ave.
Tel.: FA 2-0602.....CBS-ABC
Newspaper Affil. .....Ledger Enquirer
Representative ..... Hollingbery
Gen. Manager.....J. W. Woodruff, Jr.
Sta. Mgr., Film Buyer.....Ridley Bell
Commercial Manager...George "Red" Jenkins
Program Director.....Robert H. Walton
Promotion Director.....Carrie Barry
Pub. Dir.....Doug Wallace
Film Manager.....Fred Tomlin
Chief Engineer.....Joe A. Gamble

MORE TOP MOVIES

make WAGA-TV ATLANTA's "live channel 5" with

MORE SELLING POWER

In Greater Atlanta and 58 surrounding counties WAGA-TV is boosting sales and ratings with powerful new programming that includes 732 Warner Brothers first-run films, plus hundreds of Screen Gems, RKO, and 20th Century films for the EARLY SHOW at 5:30 P.M. Mondays thru Fridays, and the late evening Starlight Movies.

There's a new success story almost every day on WAGA-TV. It'll pay you to get up-to-date on Atlanta TV by seeing your KATZ man *today*.

Storer Television

WAGA-TV	**WJBK-TV**	**WJW-TV**	**WSPD-TV**	**WITI-TV**
Atlanta	**Detroit**	**Cleveland**	**Toledo**	**Milwaukee**

WTVM—Columbus—1953

Channel: 28 UHF..AP: 121 Kw...VP: 234 Kw.
Owned.....Martin Thea. of Georgia, Inc.
Business Address.....1307 1st Ave.
Tel.: FA 2-8828.....NBC-ABC
Station Representative .....Young
President.....E. D. Martin
Gen. Mgr.....Guy Tiller
Station Manager.....Frank Ragsdale
Commercial Manager.....Ben Purvis
Program Director.....Tom Hipps
Promotion Director.....Jack Rathbun
Film Manager.....Herman Ragland
Chief Engineer.....Charles Parrott

WMAZ-TV—Macon—1953

Channel: 13 VHF..AP: 125 Kw...VP: 250 Kw.
Owned-Oper. By.....Southeastern Bcstg. Co.
Business Address....Bankers Insurance Bldg.
Tel.: 2-7373 .....CBS-ABC-NBC
Representative .....Avery-Knodel
President, Ch. Eng.....George Rankin, Jr.
General Manager.....Wilton E. Cobb
Comm. Manager.....Frank Crowther
Promotion Director.....Joe Andrews
Publicity Director.....Sara Lawson McGinty
Film Manager.....Jim Arnold
Chief Engineer .....J. D. Lawhon

WSAV-TV—Savannah—1956

Channel: 3 VHF..AP: 16.2 Kw...VP: 32.4 Kw.
Owned-Oper. By .....WSAV, Inc.
Business Address....Liberty Nat'l Bank Bldg.
Tel.: AD 6-0303.....ABC-NBC
Representative ..... Blair
Pres., Gen. Mgr., Sta. Mgr.....Harben Daniel
Ex. V.P.....Charles Bell
Operations Manager .....M. E. Thompson
Commercial Manager .....H. M. Humpidge
Program Director ..... William E. Lucas
Prom., Pub. Dir.....Mrs. Shirley Slater
Film Manager.....Alyce Miller
Chief Engineer ..... Byron Strong

WTOC-TV—Savannah—1954

Channel: 11 VHF.AP: 104 Kw..VP: 207.5 Kw.
Owned-Oper. By.....Savannah Bcstg. Co.
Business Address.....516 Abercorn St.
Tel.: AD 2-0127.....CBS-ABC
Station Representative .....Avery-Knodel
President & Gen. Mgr...William T. Knight, Jr.
Commercial Mgr.....Ben B. Williams
Film Mgr., Program Director ..Dwight J. Bruce
Promotion Director.....Frank S. Bryson, Jr.
Chief Engineer.....Kyle Goodman

WCTV—Thomasville—1955

Channel: 6 VHF.. AP: 50 Kw... VP: 100 Kw.
Owned-Oper. By ..John H. Phipps Bcstg Co.
Business Address..Box 3166, MSS, Tallahassee
Tel.: 3-3666 .....ABC-CBS-NBC
Station Representative.....Blair; Cummings
Owner .....John H. Phipps
Mng. Dir.....L. Herschel Graves
Station Manager.....Joseph E. Hosford
Dir. Engineering .....Wm. A. Snowden

Pop.: 569,500
Families: 143,300
Radio Homes: 128,800

Hawaii

Stations in State: 15
TV Homes: 104,700
TV Stations: 7

KGMB-TV—Honolulu—1952

Channel: 9 VHF..AP: 79 Kw...VP: 132 Kw.
Owned-Oper.....Hialand Deve. Corp.
Business Address....1534 Kapiolani Boulevard
Tel.: 9-2011 .....CBS
Newspaper Affil.....Star Bulletin
Representative.....Peters, Griffin, Woodward
President, Gen. Mgr.....J. Howard Worrall
Gen. Sls. Mgr.....Charles Crockett
Sta., Comm. Mgr.....Melvin B. Wright
Program Director.....Dar Ried
Prom., Pub. Dir.....Colleen Ng
Chief Engineer.....Daniel O. Hunter

KONA-TV—Honolulu—1952

Channel: 2 VHF....AP: 30 Kw.....VP: 60 Kw.
Owned-Oper. By.....Radio Honolulu, Ltd.
Business Address.....1170 Auahi St.
Tel.: 6-2366 .....NBC
Newspaper Affil.....Honolulu Advertiser
Representative .....NBC Spot Sales
Pres., Gen. Mgr.....John D. Keating
Sta., Gen. Sales Mgr.....Art Sprinkle
Nat'l Sales Mgr.....Jim Spencer
Film Manager.....Mary Stasack
Chief Engineer.....Alvin Chang

KHVH-TV—Honolulu—1954

Channel: 4 VHF..AP: 13.1 Kw...VP: 26.3 Kw.
Owned-Oper. By.....Kaiser Hawiian TV, Inc.
Address.....1290 Ala Moana Blvd.
Tel.: 5-3991.....ABC
Representative .....Young-TV
Gen. Mgr.....Richard C. Block
Business Mgr.....Jay S. Clark
Prom. Dir.....Paul Yamamoto
Chief Engineer.....R. T. Miyahira

KMVI—Wailuku—1955

Channel: 12 VHF..AP: 15 W...VP: 30 Ww.
Owned-Oper.....Maui Publishing Co., Ltd.
Business Address.....Box 374
Tel.: 33-981 .....CBS
General Manager.....Ezra J. Crane
Station Manager.....Richard E. Mawson
Commercial Mgr.....Frank R. Kovacic

GEE!

THIS BEER REALLY TASTES LIKE BEER

He was watching WGN-TV and he's SOLD! Your commercials get results on WGN-TV because WGN-TV programming keeps folks watching.

Keep your eyes on WGN-TV during 1959. New and better programs are already being scheduled which will mean even larger audiences than before.

Put GEE! In Your Chicago Sales

WGN-TV CHANNEL 9 CHICAGO

QUALITY RADIO WGN TELEVISION INTEGRITY

441 N. MICHIGAN AVE.
CHICAGO 11, ILLINOIS

Pop.: 666,000
Families: 201,000
TV Stations: 7

Idaho

Stations in State: 33
TV Homes: 145,000
Radio Homes: 194,000

KBOI-TV—Boise—1953

Channel: 2 VHF... AP: 33 Kw.....VP: 65 Kw.
Owned-Oper. By.....Boise Valley Bcstrs. Inc.
Business Address .....1007 Jefferson St.
Tel.: 3-2511 .....CBS
Representative.Peters, Griffin, Woodward, Inc.
Pres., Gen. Mgr.....Westerman Whillock
Sta., Comm. Mgr., Prog. Dir....Earl Glade, Jr.
Publicity Director.....Sheila Wagner
Production Director.....Vestal Baker
Film Manager.....Robert Howell
Chief Eng. .....J. A. Johntz, Jr.

KTVB—Boise—1953

Channel: 7 VHF..AP: 87.1 Kw...VP: 166 Kw.
Owned-Oper. By.....KTVB, Inc.
Address .....709 Idaho St.
Tel.: 2-4611 .....ABC-NBC
Representative ..... Blair
Pres. and Gen. Mgr. ....Georgia M. Davidson
Commercial Mgr. .....George Ganz, Jr.
Prog. Director.....Del Lundbom
Prom. Mgr.....Evelyn Winters
Film Manager .....William Harvey
Chief Engineer.....Harold Toedtemeier

KID-TV—Idaho Falls—1952

Channel: 3 VHF..AP: 60.3 Kw...VP: 100 Kw.
Owned-Oper. By.....Idaho Radio Corp.
Business Address.....Box 761
Tel.: JA 2-5100.....CBS-NBC-ABC
Representative .....Gill-Perna; Moore
President .....A. W. Schwieder
Gen. Mgr.....C. N. Layne
Sta., Comm. Mgr.....Claude Cain
Program Dir. ..... Roy Southwick
Prom. Mgr.....Mel Richardson
Chief Engineer.....Carroll Secrist

KCIX-TV—Nampa—1958

Channel: 6 VHF..AP: 41.7 Kw...VP: 83.2 Kw.
Owned-Oper. By.....Hagadone Bcstg Co.
Address.....208 - 12th Ave., S.
Tel.: 6-6616.....ABC-CBS-NBC
Representative ..... McGavren-Quinn
President.....Roger L. Hagadone
Sales Manager.....David F. Jolly
Program Dir.....Jesse B. Godfrey

KLIX-TV—Twin Falls—1955

Channel: 11 VHF..AP: 14.5 Kw...VP: 29.5 Kw.
Owned-Oper. By ..So. Idaho Bcstg. & TV Co.
Address .....Eastland Dr. & Elizabeth St.
Tel.: RE 3-5840.....ABC-CBS-NBC
Representative ..... Gill-Perna; Moore
Vice President.....Cecil L. Heftel
General Mgr.....Gordon Glasmann
Station Mgr.....Joe Gibney
Program Director.....Dave Fox
Chief Engineer.....C. W. Evans

Pop.: 10,175,000
Families: 3,095,000
Radio Homes: 3,035,000

Illinois

Stations in State: 94
TV Homes: 2,799,000
TV Stations: 25

WCIA—Champaign—1953

Channel: 3 VHF..AP: 50 Kw...VP: 100 Kw.
Owned-Oper. By.....Midwest Television, Inc.
Business Address.....509 S. Neil St.
Tel.: FL 6-8333.....CBS-NBC
Representative .....Hollingbery
President.....August C. Meyer
V.P., Sales Manager.....Guy Main
National Sales Dir. .....Leonard Davis
Film Mgr.....John Ketterer
Production Manager.....James Fielding
Chief Engineer.....Bob Myers

WBBM-TV—Chicago—1953

Channel: 2 VHF..AP: 50 Kw...VP: 100 Kw.
Owned-Oper. By.....CBS, Inc.
Bus. Studio Address.....630 N. McClurg Ct.
Tel.: WH 4-6000.....CBS
Representative.....CBS TV Spot Sales
Vice-Pres., Gen. Mgr.....H. Leslie Atlass
Sales Manager .....George Arkedis
Promotion Director.....William Hohmann
Production Manager.....Jack Wartlieb
Publicity Dir.....George Condon
Program Director.....Frank Atlass
Film Manager.....Patricia Danneman
Chief Engineer.....J. J. Beloungy

WGN-TV—Chicago—1948

Channel: 9 VHF..AP: 158 Kw...VP: 316 Kw.
Owned-Oper. By.....WGN, Inc.
Business Address.. ....441 N. Michigan Ave
Tel.: MI 2-7600.....NTA
Newspaper Affiliation.....Chicago Tribune
Representative ..... Petry
President.....J. Howard Wood
V.P., Gen. Mgr.....Ward L. Quaal
Program Director.....Alexander C. Field
Sales Mgr.....Bradley R. Eidmann
Promotion Director.....Charles A. Wilson
Publicity Director.....James Hanlon
Film Director.....Edward Warren
Chief Engineer.....Carl J. Meyers

WNBQ—Chicago—1948

Channel: 5 VHF...AP: 50 Kw....VP: 100 Kw.
Owned-Operated By.....National Bcstg. Co.

Business-Studio Address....Merchandise Mart
Tel.: SU 7-8300.....NBC
Representative.....NBC Spot Sales
President.....Robert E. Kintner
V.P., General Manager.....Lloyd E. Yoder
Gen. Exec.....Robert W. Lemon
Dir. of Sales.....William B. Decker
Prom. Director .....John Keys
Program Dir.....Harry D. Trieg
Publicity Director.....Chet Campbell
Chief Engineer .....Howard C. Luttgens

WBKB—Chicago—1948

Channel: 7 VHF..AP: 158 Kw...VP: 316 Kw.
Owned-Operated By.....American Bcstg. Co.
Business Address.....190 N. State St.
Tel.: AN 3-0800.....ABC
Representative .....Blair-TV
General Manager.....Mathew Vieracker
Station Manager.....Sterling C. Quinlan
Commercial Manager.....Clarence Hieder
Film Dir. .....Ralph Andrews
Prog. Dir. .....Dan Schuffman
Prom., Pub. Dir.....Elliott Henry
Chief Engineer.....William P. Kusack

WDAN-TV—Danville—1953

Channel: 24 UHF..AP: 7.08 Kw...VP: 13.2 Kw.
Owned-Oper. By..Northwestern Publishing Co.
Business Address...1500 N. Washington Ave.
Tel.: 1700 .....ABC
Representative.....Everett-McKinney, Inc.
General Manager.....Robert J. Burow
Station Manager.....Max Shaffer
Commercial Manager.....John Eckert
Program Director.....Honore Ronan
Chief Engineer.....Norlyn Dossey

WTVP—Decatur—1953

Channel: 17 UHF..AP: 93.3 Kw...VP: 174 Kw.
Owned-Oper. By.....Prairie Television Co.
Business Address.....Box 631-Southside Dr.
Tel.: 8-4304 .....ABC
Representative .....Gill-Perna
President.....Geo. A. Bolas
Sta. Mgr.....B. K. West
Program Mgr.....Jack Kussart
Chief Engineer.....Hubert F. Abfalter

WSIL-TV—Harrisburg—1953

Channel: 3 VHF..AP: 50 Kw...VP: 100 Kw.
Owned-Oper. By.....Turner-Farrar Assn.
Business Address.....Television Bldg.
Tel.: CLearbrook 3-7922.....ABC
Representative .....Walker
Pres., Gen. Mgr.....Oscar L. Turner
Chief Engineer.....Charles Gilliam

WEEK-TV—Peoria—1953

Channel: 43 UHF..AP: 250 Kw...VP: 500 Kw.
Owned-Operated By..West Central Bcstg. Co.
Address.....2907 Springfield Rd., E. Peoria
Tel.: 9-3961 .....NBC
Representative .....Headley-Reed
President.....Robert S. Kerr
V.P., Gen. Mgr.....Fred C. Mueller
Comm. Manager.....John Leslie
Program Director.....Victor Fletcher
Promotion Director.....Al Knapp
Film Manager.....Robert Kroepel
Chief Engineer.....Wayne Lovely

WMBD-TV—Peoria—1957

Channel: 31 UHF..AP: 581 Kw...VP: 1000 Kw.
Owned .....WMBD, Inc.
Business Address.....212 SW Jefferson Ave.
Tel.: 6-0711 .....CBS
Representative.Peters, Griffin, Woodward, Inc.
President.....Charles C. Caley
V.P. & Mgr.....Robert O. Runnerstrom
Dir. of Sales.....Samuel F. Jackson
Reg. Sales Mgr.....Robert M. Riley, Jr.
Prom. Dir.....James J. Johnston
Prog. Dir.....Winthrop P. Baker
Chief Engineer.....George Pyle

WTVH—Peoria—1953

Channel: 19 UHF..AP: 280 Kw...VP: 500 Kw.
Owned.....Hilltop Bcstg. Co.
Business Address.....621 Main St.
Tel.: 9-7211 .....ABC
President.....Henry P. Slane
Gen. Mgr.....Harold V. Phillips
Controller.....Gerald W. Swank
Sales Manager.....David J. Schlink
Program, Film Mgr.....Robert Holben
Prom., Pub. Dir.....Andy Amyx
Chief Engineer.....Wallace Wurz

WGEM-TV—Quincy—1953

Channel: 10 VHF..AP 158 Kw. ..VP: 316 Kw.
Owned-Oper. By.....Quincy Bcstg. Co.
Business Address.....Hotel Quincy
Tel.: BA 2-6840.....ABC-NBC
Newspaper Affiliation....Quincy Herald Whig
Representative.....Young TV Corp.
President.....T. C. Oakley
General Manager.....J. S. Bonansinga
Commercial Mgr. .....J. Ben Stewart
Program Director .....Fred Colgan
Publicity Director.....Hal Heidbreder
Chief Engineer.....Frank E. Laughlin

WREX-TV—Rockford—1953

Channel: 13 VHF..AP: 115 Kw...VP: 229 Kw.
Owned-Oper. By....Greater Rockford TV, Inc.
Business Address...Auburn & Winnebago Rds.
Tel.: ROckford 8-1813.....ABC-CBS-NTA
Newspaper Affil.....Star & Republic
Representative .....H-R Representatives
President.....L. E. Caster
General Manager.....Joe M. Baisch
Comm. Manager.....Rod MacDonald
Program Director.....John Mazzie
Prom., Pub. Dir.....Charles Olson
Film Manager.....Gene Hines
Chief Engineer.....Dick Peck

WTVO—Rockford—1953

Channel: 39 UHF..AP: 98 Kw...VP: 195 Kw.

Owned-Oper. By..Winnebago Television Corp.
Business Address.....Meridian Rd.
Tel.: 3-5413.....NBC
Representative ..... Headley-Reed
President .....Harry Balaban
Manager .....Harold Froelich
Sales Manager.....Gene Denari
Program Dir.....John W. Kelin
Film Director.....Carl P. Stemler
Owners of: WIC-TV, Springfield, Ill.

WHBF-TV—Rock Island—1950

Channel: 4 VHF...AP: 70 Kw....VP: 100 Kw.
Owned-Oper. By.....Rock Island Bcstg. Co.
Business Address...Telco Bldg., 231 18th St.
Tel.: R.I. 6-5441.....ABC-CBS
Newspaper Affil.....'The Argus"
Representative .....Avery-Knodel, Hyett
President.....Ben. H. Potter
V.P., Sta., Gen. Manager....Leslie C. Johnson
Director of Sales.....Maurice Corken
Program Director.....Forest W. Cooke
Prom., Pub. Dir.....Fern Hawks
Merchandising Mgr. .....H. E. Darton
Film Manager.....Joseph Grear
Chief Engineer.....Robert J. Sinnett

WICS—Springfield—1953

Channel: 20 UHF.AP: 182.5 Kw..VP: 406 Kw.
Owned-Oper. By.....Plains Television Corp.
Business Address.....Leland Office Bldg.
Tel.: 8-0465 .....NBC
Representative .....Adam Young
President .....Elmer Balaban
General Manager.....Milton D. Friedland
Comm. Manager.....Warren King
Program Director.....H. J. Hoskins
Promotion Dir.....William Means
Film Manager.....William Shaw
Chief Engineer .....Jerrold Merritt
Owners of: WTOV-TV, Rockford, Ill.

Pop.: 4,639,000
Families: 1,475,000
Radio Homes: 1,421,00

Indiana

Stations in State: 61
TV Homes: 1,315,000
TV Stations: 18

WTTV—Bloomington—1949

Channel: 4 VHF....AP: 28.8 Kw.....VP: 44.6
Owned-Oper. By.....Sarkes Tarzian, Inc.
Business Address.....340 Bluff Rd.
Tel.: ST 7-2211.....Independent
Representative .....Meeker
President .....Sarkes Tarzian
Gen., Sta. Mgr.....Herb Nelson
Commercial Manager.....Frank Willis
Program Director.....Susan Sherman
Prom., Pub. Dir.....Keith Wilson
Film Manager.....Ed Justice
Chief Engineer.....Carl Onken

WEHT—Evansville—1953

Channel: 50 UHF. AP: 83.2 Kw..VP: 155 Kw.
Owned-Oper. By .....WEHT, Inc.
Business Address .....Box 395
Tel.: HA 4-9215.....CBS
Representative .....Young
Pres., Gen. Mgr. .....Edwin G. Richter, Jr.
Sales Mgr.....Howard D. Duncan
Program Dir.....Ulysses A. Carlini
Promotion Dir.....Mrs. Priscilla Finberg
Chief Engineer .....Robert M. Cleveland

WFIE-TV—Evansville—1953

Channel: 14 UHF.AP: 104.8 Kw..VP: 200 Kw.
Owned-Oper. By.....WFIE, Inc.
Business Address.....1115 Mount Auburn Rd.
Tel.: HA 5-6201.....NBC
Representative .....Raymer
President .....Nathan Lord
V.P., Gen. Mgr.....Berry Smith
Comm. Manager.....Lee Browning
Prog. Dir.....Chester T. Behrman
Prom., Pub Director.....Ed Yalowitz
Chief Engineer .....Paul Kelley

WTVW—Evansville—1956

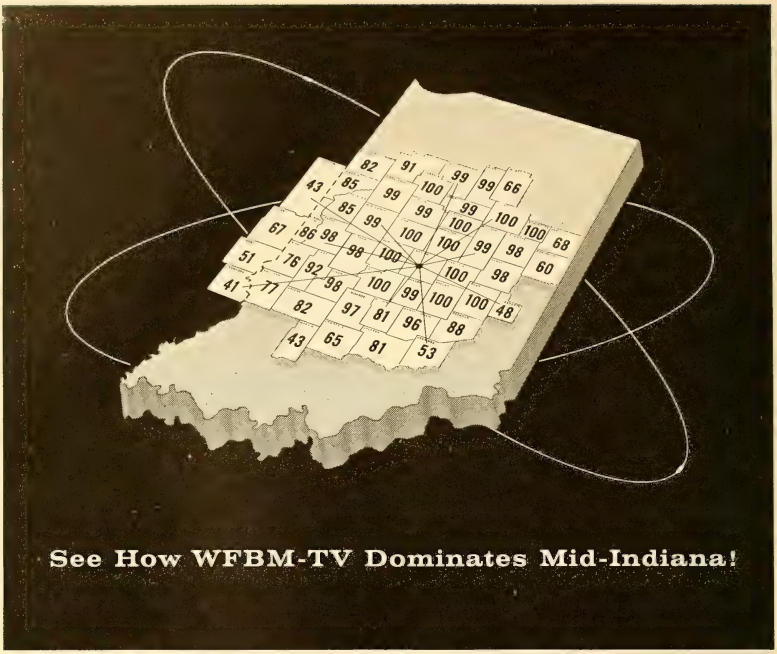
Channel: 7 VHF ..AP: 158 Kw... VP: 316 Kw.
Owned-Oper. By .....Evansville TV, Inc.
Business Address .....405 Carpenter St.
Tel.: H. 2-1121.....ABC
Representative .....Hollingbery
President.....Ferris E. Traylor
Gen. Sta. Mgr.....Dick Shively
Comm. Mgr.....Al McKelfresh
Program Dir. ..... William Hill
Prom. Dir.....Jack MacGregor
Film Manager .....S. J. Rusche
Chief Engineer.....John Schutta

WANE-TV—Fort Wayne—1954

Channel: 15 UHF..AP: 222 Kw...VP: 445 Kw.
Owned-Oper. By .Indiana Broadcasting Corp.
Business Address.....2915 W. State Blvd.
Tel.: A-9411 .....CBS
Representative .....Petry
President .....C. Wrede Petersmeyer
Station Manager.....Reid G. Chapman
Sales Dir.....John Keenan
Program Director.....J. Larry Beauchamp
Promotion Director.....Douglas Shull
Film Manager .....James Goheen
Chief Engineer.....Charles E. Wallace
Owners of: KOTV, Tulsa, Okla.; WISH-TV, Indianapolis; KGUL-TV, Houston, Tex.

WKJG-TV—Fort Wayne—1953

Channel: 33 UHF..AP: 144 Kw...VP: 263 Kw.
Owned .....WKJG, Inc.
Business Address.....220 E. Jefferson St.
Tel.: AN 2295.....NBC
Station Rep.....H R Television Inc.
President.....John F. Dille, Jr.
Gen., Sta. Mgr.....Edward G. Thoms



First by a good margin, WFBM-TV dominates all other stations in Mid-Indiana both in total coverage and market penetration. *Map shows county percentages measured by Nielsen Coverage Study No. 3, 1958.*

where else . . .

—will you find satellite markets that are 33% richer and 50% bigger than the metropolitan trading zone itself?

—can so many satellite markets that are recognized retail trading centers in their own right be covered from *one central point* . . . and *only one* principal station with no overlapping network affiliates to do the complete advertising job?

only here—where WFBM-TV is *first* in Mid-Indiana—can you buy more honest market penetration, more consumer influence, for fewer dollars expended than anywhere else. Of course, we have 100% in Marion county, too . . . and are proud of our current ARB. Better take another look!

The Nation's ***13th*** *Television Market*

. . . with the only basic NBC coverage of 760,000 TV set-owning families

Indianapolis itself—Major retail area for 18 richer-than-average counties. 1,000,000 population—350,600 families with 90% television ownership!

11 Satellites—Each a recognized marketing area—and well within WFBM-TV's basic area of influence. *An audited audience of 412,800 more television homes.*

Represented Nationally by the **KATZ** Agency

CHANNEL 6
WFBM TV
INDIANAPOLIS

BASIC NBC-TV AFFILIATE

Commercial Mgr.....Carleton B. Evans
Program Director.....Calo Mahlock
Promotion Director.....Wilson Schroeder
Chief Engineer .....Eugene A. Chase

WPTA—Fort Wayne—1957

Channel: 21 UHF..AP: 98 Kw...VP: 178 Kw.
Owned.....Sarkes Tarzian, Inc.
Business Address.....Butler Road
Tel.: AN-7125 .....ABC
Station Representative .....Young
President .....Sarkes Tarzian
Gen., Sta. Mgr.....Ronald R. Ross
Comm., Prom. Mgr.....Richard D. Morgan
Program Dir.....Arthur Hook
Publicity Director.....Barbara Railsback
Film Manager.....Grant Hoatson
Chief Engineer.....Fred Molchin

WFBM-TV—Indianapolis—1949

Channel: 6.....AP: 50 Kw.....VP: 100 Kw.
Owned By .....Time, Inc.
Bus.-Studio Address.....1330 N. Meridian St.
Tel.: MElrose 4-8521.....NBC
Representative .....Katz
President.....W. C. Pullen, Jr.
V.P., Gen. Mgr.....Eldon Campbell
Commercial Manager.....Don Menke
Nat. Sales Mgr.....Hugh L. Kibbey
Prog. Dir.....William Fall
Promotion Director.....John F. Hurlbut
Film Mgr.....William E. Fagan
Chief Engineer.....Robert Flanders

WISH-TV—Indianapolis—1954

Channel: 8 VHF..AP: 158 Kw...VP: 316 Kw.
Owned .....Indiana Bcstg. Corp.
Business Address.....1440 North Meridian
Tel.: MElrose 4-6411.....CBS-NTA
Representative .....Bolling
President .....C. Wrede Petersmeyer
Gen., Sta. Manager.....Robert B. McConnell
Commercial Manager.....Joseph E. Lake
Program Director.....Steve Briggs
Prom., Pub. Director.....Ray Reisinger
Chief Engineer.....Stokes Gresham, Jr.
Owners of: KOTV, Tulsa, Okla.; WANE-TV, Fort Wayne, Ind.; KGUL-TV, Houston, Tex.

WLW-I—Indianapolis—1957

Channel: 13 VHF..AP: 158 Kw...VP: 316 Kw.
Owned.....Crosley Bcstg. Corp.
Business Address.....1401 N. Meridian St.
Tel.: MElrose 9-2311.....ABC
Station Rep.....Crosley; Lowrance; Moore
President.....Robert E. Dunville
General Manager.....John B. Babcock
Spec. Bcst. Serv. Dir.....Bruce B. Cox
Sales Manager.....Bob Lamb
Program Mgr.....Chuck Brodhead
Promotion Director.....Lyle Allen
Film Manager.....Ken Read
Chief Engineer.....Norman Nixon

WFAM-TV—Lafayette—1953

Channel: 59 UHF..AP: 51 Kw...VP: 102 Kw.
Owned.....Lafayette Bcstg., Inc.
Business Address.....McCarty Lane
Tel.: 2-7306 .....CBS-NBC
Representative .....Rambeau
President.....E. J. Bannon
Gen., Sta. Mgr.....Henry Rosenthal
Comm. Mgr.....Dick Pittenger
Program Director.....Harry Bradway
Film Manager.....Al Spafford
Chief Engineer.....Richard Cochran

WLBC-TV—Muncie—1953

Channel: 49 UHF..AP: 8.5 Kw...VP: 17 Kw.
Owned-Oper. By.....Tri-City Radio Corp.
Business Address.....Box 271
Tel.: ATlas 8-4403.....ABC-CBS-NBC
Representative .....Holman
Pres., Gen., Sta. Mgr.....Don Burton
Comm., Film Mgr.....Bill Craig
Program Director.....Lee Allerton
Chief Engineer .....Pat Finnegan

WNDU-TV—South Bend—1955

Channel: 16 UHF..AP: 153.4 Kw...VP: 282 Kw.
Owned-Oper. By.....Michiana Telecasting
Address .....Box 989
Tel.: CE 3-7111.....NBC
Station Representative .....Petry
President..Rev. Theodore M. Hesburgh, C.S.C.
Gen., Sta. Mgr.....Bernard C. Barth
Comm. Manager.....Wm. Thomas Hamilton
Prom., Pub. Dir.....June Borkowski
Film Manager.....H. Allen Hervey
Chief Engineer .....Bazil O'Hagan

WSBT-TV—South Bend—1952

Channel: 22 UHF..AP: 122 Kw...VP: 204 Kw.
Owned-Operated By.....South Bend Tribune
Address.....300 W. Jefferson Blvd.
Tel.: CE 3-3141.....CBS
Newspaper Affil.....Tribune
Representative .....Raymer
President.....Franklin D. Schurz
Sta. Gen. Mgr.....Neal B. Welch
National Sales Mgr. .....Wilbur R. Darch
Program Director .....Robert Drain
Prom., Pub. Dir.....James Halpin
Film Manager.....Walter A. Sweitzer, Jr.
Chief Engineer.....Arthur R. O'Neil

WSJV—South Bend-Elkhart 1954

Channel: 28 UHF..AP: 148 Kw...VP: 268 Kw.
Owned-Oper. By.....Truth Publishing Co.
Business Address.....Box 28, South Bend
Tel.: CEntral 2-2828.....ABC
Newspaper Affiliation.....Elkhart Truth
Representatives .....H-R
President.....John F. Dille Jr.
V.P., Gen. Mgr.....Paul C. Brines
Program Director.....Edwin J. Lasko
Nat. Sales Mgr.....Vince Doyle
Production Mgr.....W. Forest Morrow
Chief Engineer.....Lester E. Zellner

WTHI-TV—Terre Haute—1954

Channel: 10 VHF..AP: 191 Kw...VP: 316 Kw.
Owned-Oper. By....Wabash Valley Bcstg. Co.
Business Address.....918 Ohio Street
Tel.: CRawford 9481.....ABC-CBS-NBC-NTA
Representative .....Bolling
President.....Anton Hulman, Jr.
General Manager.....J. M. Higgins
Program Director.....Ben Falber, Jr.
Prom. Dir.....Charles Cogan
Chief Engineer.....Don Petit

Pop.: 2,875,000
Families: 884,000
Radio Homes: 876,000

Iowa

Stations in State: 65
TV Homes: 776,000
TV Stations: 12

WOI-TV—Ames—1950

Channel: 5 VHF..AP: 50.1 Kw...VP: 100 Kw.
Owned-Oper. By.....Iowa State College
Address .....Service Bldg.
Tel.: CE 2-3400.....ABC
Representative ..... H-R
President.....Dr. James Hilton
Gen. Manger .....Robert C. Mulhall
Assoc. Gen. Manager .....James H. Davis
Commercial Mgr.....Ted Tostlebe
Chief Engineer.....Keith Ketcham

KCRG-TV—Cedar Rapids—1953

Channel: 9 VHF..AP: 156 Kw...VP: 316 Kw.
Owned-Oper. By .....Cedar Rapids TV Co.
Business Address.....104½ First St., S.W.
Tel.: EM 4-4149.....ABC
Representative.....Weed TV Corp.
Newspaper Affiliation ..Cedar Rapids Gazette
President .....Joseph F. Hladky, Jr.
General Manager.....Redd Gardner
Commercial Manager.....Gene McClure
Prog. Dir., Film Mgr.....Ralph D. Willey
Prom., Pub. Dir.....Edna A. Herbst
Chief Engineer .....Ira V. McDaniel

WMT-TV—Cedar Rapids—1953

Channel: 2 VHF...AP: 70 Kw....VP: 100 Kw.
Owned-Oper. By.....WMT-TV, Inc.
Bus. Address.....Paramount Theatre Bldg.
Tel.: EM 4-0171.....CBS
Representative .....Katz
President.....William B. Dolph
Exec. V.P., Gen. Mgr.....William B. Quarton
V.P., Sales.....Lew Van Nostrand
V.P., Operations.....Douglas B. Grant
Promotion Director.....Richard Pinney
Film Mgr.....Belle Warren
Chief Engineer.....George Hixenbaugh

WOC-TV—Davenport—1949

Channel: 6 VHF..AP: 60.3 Kw...VP: 100 Kw.
Owned-Oper. By..... ..Central Bcstg. Co.
Business Address.....805 Brady St.
Tel.: 3-3661 .....NBC
Representative.Peters, Griffin, Woodward, Inc.
President.....Col. B. J. Palmer
Resident Manager.....Ernest Sanders
Sales Manager.....F. Pax Shaffer
Film Editor.....Ken Wagner
Program Director.....Raymond Guth
Promotion Director.....Richard W. Upp
Chief Engineer..... ..Paul Arvidson

WHO-TV—Des Moines—1954

Channel: 13 VHF..AP: 191 Kw...VP: 316 Kw.
Owned-Oper. By....Central Broadcasting Co.
Business Address.....1100 Walnut St.
Tel.: AT 8-6511.....NBC
Representative.Peters, Griffin, Woodward, Inc.
President.....Col. B. J. Palmer
Exec. V.P.....Ralph Evans
V.P., Resident Manager.....Paul A. Loyet
Sales Manager .....Robert H. Harter
Film Buyer, Prog. Director.....Jack Kerrigan
Film Editor.....Robert P. Kress
Chief Engineer.....Roy W. Pratt

KRNT-TV—Des Moines—1955

Channel: 8 VHF..AP: 199.5 Kw...VP: 316 Kw.
Owned-Operated By.....KRNT-TV Co.
Address .....Ninth & Pleasant St.
Tel.: CH 3-4141.....CBS
Representative .....Katz
General Manager.....Robert W. Dillon
Commercial Manager .....Paul M. Elliott
Program Dir.....Joe G. Hudgens
Sls. Mgr.....Bill Hippee
Chief Engineer.....Charles F. Quentin

KQTV—Fort Dodge—1953

Channel: 21 UHF..AP: 160 Kw...VP: 330 Kw.
Owned-Oper. By....Northwest Television Co.
Business Address.....Warden Bldg.
Tel.: 4-0351 .....ABC-CBS-NBC
Representative .....Pearson
Pres., Gen. Mgr.....Edward Breen
Exec. Vice Pres.....Gene P. Loffler
Comm. Manager.....Rollie Camp
Program Director.....Richard Johnson
Film Manager.....Stanley McCurdy
Chief Engineer.....David Sinclair

KGLO-TV—Mason City—1954

Channel: 3 VHF...AP: 50 Kw....VP: 100 Kw.
Owned-Oper. By.....Lee Radio, Inc.
Business Address....Second & Pennsylvania
Tel.: 2800.....CBS
Representative .....Weed
President.....Lee P. Loomis
Exec. V.P., Gen. Manager....Herbert R. Ohrt
Nat'l Sales Mgr.....Walther Rothschild
Film, Comm. Manager.....Lloyd Loers
Prod. Mgr., Prog. Director....Douglas Sherwin
Chief Engineer.....Roger Sawyer

KTVO—Ottumwa—1955

Channel: 3 VHF..AP: 50 Kw...VP: 100 Kw.
Owned-Operated By....KTVO Television, Inc.
Business Address .....209 East 2nd St.
Tel.: MUrray 2-4535.....ABC-CBS-NBC-NTA
Representative .....Hollingbery
Pres., Gen. Mgr.....James J. Conroy
Sta., Comm. Mgr.....Berg Allison
Program Director.....James Frost
Film Manager.....Glen Proeschold
Chief Engineer.....Loyd Hansen

KTIV—Sioux City—1954

Channel: 4 VHF...AP: 50 Kw....VP: 100 Kw.
Owned-Oper. By.....KTIV Television Corp.
Address.....Tenth & Grandview
Tel.: 8-0545 .....NBC
Newspaper Affil.....Journal-Tribune
Representative .....Hollingbery
Pres., Gen. Mgr.....Dietrich Dirks
Comm. Mgr.....Eugene T. Flaherty
Prog. Dir.....Don Stone
Prom., Pub. Dir. ..... Bill Mote
Chief Engineer.....Alvin Smith

KVTV—Sioux City—1953

Channel: 9 VHF..AP: 144 Kw...VP: 288 Kw.
Owned-Oper. By.....Peoples Bcstg. Corp.
Business Address.....7th & Douglas
Tel.: 2-2711 .....CBS-ABC
Representative .....Katz
V.P., Corp. Mgr.....Herbert E. Evans
General Manager .....Donald D. Sullivan
Comm. Manager ..... Robert B. Donovan
Prog. Director.....Clark Pollock
Promotion Director.....John Schambow
Film Manager .....Carl Morris
Chief Eng.....Robert G. Engelhardt

KWWL-TV—Waterloo—1953

Channel: 7 VHF..AP: 214 Kw...VP: 316 Kw.
Owned-Oper. By.....Black Hawk Bcstg. Co.
Business Address.....Insurance Bldg.
Tel.: AD 4-4404.....NBC
Representative .....Avery-Knodel
Pres., Gen., Sta. Mgr.....Ralph J. McElroy
Commercial Mgr.....Don E. Inman
Chief Engineer.....T. W. Kirksey

Pop.: 2,275,000
Families: 724,000
Radio Homes: 672,000

Kansas

Stations in State: 47
TV Homes: 571,000
TV Stations: 10

KTVC-TV—Ensign—1957

(Satellite of KAKE-TV, Wichita)
Channel: 6 VHF..AP: 14.1 Kw...VP: 28.2 Kw.
Owned.....S.W. Kansas TV Co., Inc.
Bus. Address...705½ Second St., Dodge City
Tel.: HU 3-6666, Dodge City.....ABC
Representative .....Katz
President .....Leigh Warner
Gen., Sta. Mgr.....Wendell Elliott
Prog. Dir., Film Mgr.....Herschel Holland
Chief Engineer.....Kenneth Karr

KGLD—Garden City—1958

Channel: 11 VHF..AP: 24.7 Kw...VP: 49.3 Kw.
(Satellite of KCKT, Great Bend)
Owned-Oper. By.....Central Kans. TV Co.
Business Address.....Box 182, Great Bend
Tel.: BRidge 6-4311.....NBC
Station Representative .....Bolling
Resident Manager.....O. Carmichael
Chief Engineer.....H. Haefele

KBLR-TV—Goodland—1959

Channel: 10 VHF..AP: 158 Kw. VP: 316 Kw.
Owned-Oper. By.....Tri-State TV, Inc.
Business Address.....17th St. & B'way Ave.
Tel.: TW 9-2331.....CBS
Pres., Gen. Mgr.....Leslie Whittemore
Station Manager.....E. R. Jones
Sales Manager.....Jack Walkmeyer
Program Director.....B. McEvoy
Chief Engineer.....Paul Bateman

KCKT-TV—Great Bend—1954

Channel: 2 VHF..AP: 50 Kw...VP: 100 Kw.
Owned-Oper. By..Central Kansas TV Co., Inc.
Business Address.....Box 182
Tel.: GL 3-7868.....NBC
Representative .....Bolling
President.....E. C. Wedell
Gen., Sta. Mgr.....E. L. Kuhlman
Program Director.....Bonnie Perry
Prom., Pub. Dir.....Lelia Henkle
Film Manager.....Wayne Davis
Chief Eng. ..... H. G. Haefele

KAYS-TV—Hays—1958

Channel: 7 VHF..AP: 63.2 Kw...VP: 116.5 Kw.
Owned-Oper. By.....Kays, Inc.
Business Address.....2300 Hall St.
Representative .....Holman, Katz
President.....Ross Beach, Sr.
General Mgr.....Robert E. Schmidt
Station Mgr.....Gene Canfield
Production Dir.....Richard A. McDaniel
Chief Engineer.....Jame E. Kane

KTVH—Hutchinson—1953

Channel: 12 VHF..AP: 158 Kw...VP: 316 Kw.
Owned-Oper. By..Wichita-Hutchinson Co., Inc.
Business Address.....1800 North Plum
Tel.: MO 5-5503.....CBS
News. Affil.....Minneapolis Star & Tribune
Station Representative .....Blair
President .....Joyce A. Swan
General Mgr. .....Howard O. Peterson

Commercial Manager.....Eugene F. Gray
Prog. Dir., Film Mgr.....Robert D. Snyder
Promotion Director.....Mrs. Dean Howing
Chief Engineer .....Ken H. Cook

KOAM-TV—Pittsburg—1953

Channel: 7 VHF..AP: 138 Kw...VP: 245 Kw.
Owned-Oper...Mid-Continent Telecasting, Inc.
Business Address.....Box 659
Tel.: 2508 .....NBC-ABC
Representative .....Katz
General Manager .....R. E. Wade
Program Director .....Louis R. Martin

WIBW-TV—Topeka—1953

Channel: 13 VHF..AP: 158 Kw...VP: 316 Kw.
Owned.....Stauffer Publications, Inc.
Business Address.....Box 119
Tel.: CE 3-2377.....ABC-CBS-NBC
Representative .....Avery-Knodel
President.....O. S. Stauffer
Gen. Mgr.....Thad M. Sandstrom
Sales Coordinator.....Ray C. Senate
Prog. Dir., Film Mgr.....Rush Evans
Chief Engineer.....G. E. Voiles

KAKE-TV—Wichita—1954

Channel: 10 VHF..AP: 219 Kw...VP: 316 Kw.
Owned-Oper. By .....KAKE-TV, Inc.
Business Address .....1500 N. West St.
Tel.: WH 3-4221.....ABC
Representative ..... Katz
President.....Mark Adams
Gen. Sta. Mgr.....Martin Umansky
Commercial Mgr.....Donivan D. Waldron
Program Dir.....John Froome
Film Mgr.....Bary Hultgren
Prom., Pub. Dir.....Robert C. Payne
Chief Engineer.....Harold Newby

KARD-TV—Wichita—1955

Channel: 3 VHF..AP: 50 Kw...VP: 100 Kw.
Owned-Operated By.....Wichita TV Corp.
Address .....833 N. Main St.
Tel.: AM 5-5633.....NBC
Representative .....Petry
President.....G. M. Brown
V.P., Gen., Sta. Mgr. .....W. Moyer
Comm. Manager .....Donald Sbarra
Program Director .....Sam Worsham
Chief Engineer.....Russell V. Goyette

Pop.: 3,209,000
Families: 883,000
Radio Homes: 865,000

Kentucky

Stations in State: 78
TV Homes: 617,000
TV Stations: 9

WKYT—Lexington—1957

Channel: 27 UHF..AP: 8.7 KW..VP: 17.3 Kw.
Owned .....WKYT, Inc.
Business Address.....177 N. Upper St.
Tel.: 2-2533 .....CBS
Representative .....Young
President.....Hulbert Taft, Jr.
Gen. Mgr., Film Buyer.....R. C. Wiegand
Program Director.....Garry Brown
Film Director.....Dave Fleischer
Chief Engineer.....Robert Austin

WLEX-TV—Lexington—1955

Channel: 18 UHF..AP: 9.2 Kw...VP: 17.0 Kw.
Owned-Oper. By.....WLEX-TV, Inc.
Business Address.....P.O. Box 1457
Tel.: 4-8747 .....ABC-NBC
Representatives .....Bolling; Dora-Clayton
Exec. V.P., Gen. Mgr. .....Earl Boyles
Station Manager .....Harry C. Barfield
Program Mgr. .....Alex B. Macaulay
Chief Engineer.....Jim Robertson

WAVE-TV—Louisville—1948

Channel: 3 VHF..AP: 50 Kw...VP: 100 Kw.
Owned-Operated By.....WAVE, Inc.
Address.....334 East Broadway
Tel.: JU 5-2201.....NBC-ABC
Representative.....NBC Spot Sales
President.....George W. Norton, Jr.
General Manager .....Nathan Lord
Commercial Manager.....Ralph Jackson
Prog., Film Dir.....George Patterson
Prom., Pub. Dir.....Jas. Caldwell
Chief Engineer.....Wilbur Hudson

WHAS-TV—Louisville—1950

Channel: 11 VHF..AP: 158 Kw...VP: 316 Kw.
Owned-Oper. By.....WHAS, Inc.
Address.....525 W. Broadway
Tel.: JU 5-2211.....CBS
Representative....Harrington, Righter, Parsons
Director .....Victor A. Sholis
Program Director.....Sam Gifford
Prom. Dir.....William Loader
Film Manager.....Charles McDaniel
Dir. Engineering.....O. W. Towner

WPSD-TV—Paducah—1957

Channel: 6 UHF..AP: 50 Kw...VP: 100 Kw.
Owned.....Paducah Newspapers, Inc.
Business Address.....100 Television Lane
Tel.: 2-8214.....NBC-NTA
Representative .....Pearson
President.....Edwin J. Paxton, Sr.
V.P., Mgr., Dir.....E. J. Paxton, Jr.
General Mgr.....Sam Livingston
Sales Mgr.....Charles M. Neel
Prog. Dir.....Fitz Hooton
Film Mgr.....Bill Watson
Chief Engineer.....William Mobley

Pop.: 3,221,000
Families: 889,000
Radio Homes: 843,000

Louisiana

Stations in State: 79
TV Homes: 666,000
TV Stations: 14

KALB-TV—Alexandria—1954

Channel: 5 VHF..AP: 15.2 Kw...VP: 28.4 Kw.
Owned.....Lanford Telecast. Co., Inc.
Business Address.....605-11 Washington
Tel.: 52456.....ABC-CBS-NBC
Representative .....Weed
Pres., Film Buyer.....T. B. Lanford
General Manager.....Willard L. Cobb
Oper., Prog. Mgr.....Larry McHale
Chief Engineer .....Robert E. Miller

WAFB-TV—Baton Rouge—1953

Channel: 28 UHF..AP: 100 Kw...VP: 200 Kw.
Owned .....Modern Bcstg. Co., Inc.
Business Address.....P.O. Box 2671
Tel.: DI 4-8571.....CBS
Station Representative .....Blair
Board Chairman.....Dwight W. Martin
Pres., Gen. Mgr. .....Tom E. Gibbens
Comm. Mgr.....Mervyn E. Rhys
Program Director.....Don G. Hallmann
Prom., Pub. Dir.....Grace McElveen
Chief Engineer.....Donald K. Allan

WBRZ—Baton Rouge—1955

Channel: 2 VHF..AP: 56.2 Kw...VP: 97.7 Kw.
Owned-Operated By.....La. TV Bcstg. Co.
Bus. Address....1650 Highland Rd.; Box 2906
Tel.: DI 8-1491.....ABC-NBC-NTA
News. Affil....State-Times Morning Advocate
Representative .....Hollingbery
Pres., Gen. Mgr.....Douglas L. Manship
Sales Manager.....Jules L. Mayeux
Program, Film Mgr.....John Ferguson
Promotion Director.....Edward F. Hessel, Jr.
Chief Engineer.....Pat Weathersby

KLFY-TV—Lafayette—1955

Channel: 10 VHF..AP: 158 Kw...VP: 316 Kw.
Owned.....Camellia Bcstg. Co. Inc.
Address.....P.O. Box 398
Tel.: CE 5-9494.....CBS
Representative.....O'Connell; Clarke Brown
President.....Paul H. DeClouet
Gen. Mgr.....Dierrell Hamm
Comm. Mgr.....Guy Corley
Prog. Dir.....David Manning
Prom. Dir.....Toni Coons
Film Mgr.....LeRoy Guidry
Chief Engineer.....Maurice Wynn

KPLC-TV—Lake Charles—1954

Channel: 7 VHF..AP: 158 Kw...VP: 316 Kw
Owned-Oper. By.....Calcasieu Bcstg. Co.
Business Address .....320 Division St.
Tel.: HE 6-3631.....ABC-NBC
Representative .....Weed
President.....T. B. Lanford
Gen., Sta. Manager .....P. E. Mills, Jr.
Comm. Manager ..... Art Reuben
Prom. Dir.....Adele Barnette
Prog. Director .....A. B. Craft, Jr.
Chief Engineer.....Ed Barton

KTAG-TV—Lake Charles—1953

Channel: 25 UHF..AP: 11 Kw...VP: 20.4 Kw.
Owned-Oper. By.....KTAG-TV Associates
Business Address.....645 15th St.
Tel.: HE 9-9413.....CBS
Representative ..... Pearson
President.....Warren Berwick
Vice Pres.....Kevin Reilly
Station Mgr.....Harper Clark
Chief Engineer.....Lawrence Vicknair

KNOE-TV—Monroe—1953

Channel: .8 VHF..AP: 115 Kw...VP: 230 Kw.
Owned-Oper. By.....Noe Enterprises, Inc.
Business Address.....Box 1472
Tel.: FA 2-8155.....ABC-CBS-NTA
Station Representative....H-R Representatives
Board Chairman.....James A. Noe
President.....James A. Noe, Jr.
Vice-Pres., Gen. Mgr.....Paul H. Goldman
Sales & Prom. Mgr.....Jack Ansell, Jr.
Program Director.....Harry Arthur
Dir. Engineering.....Ray Boyd

WDSU-TV—New Orleans—1948

Channel: 6 VHF..AP: 50 Kw...VP: 100 Kw.
Owned-Oper. By.....WDSU Bcstg. Corp.
Business-Studio Address.....520 Royal St.
Tel.: TU 4371.....NBC
Representative .....Blair
President.....Edgar B. Stern, Jr.
Exec. V.P., Gen. Mgr.....Robert D. Swezey
V.P., Comm. Mgr.....A. Louis Read
Program Director.....Jerry Romig
Film Dir.....Elaine Phillips
Prom., Pub. Dir.....Marion Annenberg
Operations Mgr. .....Stanley Holiday
Chief Engineer.....Lindsey Riddle

WJMR-TV—New Orleans—1953

Channel: 20 UHF..AP: 108 Kw...VP: 216 Kw.
Owned-Oper. By.....Supreme Bcstg. Co. Inc.
Business Address.....Jung Hotel
Tel.: EX 3131.....ABC

Representative ..... Weed
Pres. ..... Chester F. Owens
V.P., Mgr., Dir. ..... Geo. A. Mayoral
V.P., Secy.-Treas. ..... Robert E Jeffers
General Mgr. ..... Mort Silverman
Station Mgr. ..... Dick Kepler

WWL-TV—New Orleans—1957

Channel: 4 VHF..AP: 50 Kw...VP: 100 Kw.
Owned ..... Loyola University
Address ..... 1024 N. Rampart St.
Tel.: EX 4444 ..... CBS
Representative ..... Katz
General Manager ..... W. H. Summerville
Sales Manager ..... Lawrence M. Carino
Program Director ..... E. M. Hoerner
Promotion Mgr. ..... Hughes D. Drumm
Chief Engineer ..... J. D. Bloom, Jr.

WVUE-TV—New Orleans—1959

Channel: 13 VHF..AP: 55 Kw...VP: 95 Kw.
Owned-Oper. By ..... New Orleans TV Corp.
Business Address ..... 1422 Cleveland Ave.
Tel.: JAckson 2-2481 ..... ABC
Representative ..... Weed
Pres., Gen. Mgr. ..... Joseph A. Paretti
Vice President ..... Chester F. Owens
Secty. Treas. ..... Chalin O. Perez
Program Director ..... Tom Abbott
Dir. Engineering ..... George Mayoral

KSLA-TV—Shreveport—1954

Channel: 12 VHF..AP: 158 Kw...VP: 316 Kw.
Owned-Oper. By ..... Shreveport TV Corp.
Business Address ..... Box 92
Tel.: 3-6151 ..... CBS
Representative ..... Paul H. Raymer
Gen. Mgr. ..... Ben Beckham, Jr.
Station Mgr. ..... Winston B. Linam
Comm. Mgr. ..... Deane R. Flett
Prom., Pub. Dir. ..... Carol Vinson
Chief Engineer ..... Morris C. Barten

KTBS-TV—Shreveport—1955

Channel: 3 VHF..AP: 50 Kw...VP: 100 Kw.
Owned-Oper. By ..... KTBS, Inc.
Address ..... 312 E. Kings Hwy.
Tel.: 7-3644 ..... NBC-ABC
Representative ..... Edward Petry
Pres., Gen. Mgr. ..... E. Newton Wray
Station Manager ..... Patrick J. White
Commercial Manager ..... Joe B. Foster
Program Director ..... Don Moore
Promotion Director ..... Doug Duperrault
Film Manager ..... Marvin Perry
Chief Engineer ..... Claude R. Scott

WVUE
ABC TELEVISION
IN NEW ORLEANS
CHANNEL 13
AMERICA'S NEWEST
MAJOR MARKET STATION
Represented Nationally by
WEED TELEVISION CORP.

Pop.: 959,000
Families: 279,000
Radio Homes: 270,000

Maine

Stations in State: 23
TV Homes: 242,000
TV Stations: 7

WABI-TV—Bangor—1953

Channel: 5 VHF..AP: 17.9 Kw...VP: 30 Kw.
Owned-Oper.....Community Telecasting Serv.
Business Address.....55-57 State St.
Tel.: 6446.....ABC-CBS
Reps. .....Hollingbery, Kettel-Carter
President .....Horace Hildreth
Exec. V.P.....Leon P. Gorman, Jr.
V.P.-Operations..... Walter L. Dickson
Station Manager.....Richard B. Bronson
Comm. Mgr. ..... Robert C. McCausland
Program Director.....Leon H. Nelson
Promotion Director.....Jeanice Bryant
Film Manager.....Ralph Libby

WLBZ-TV—Bangor—1954

Channel: 2 VHF..AP: 18:6 Kw...VP: 36.35 Kw.
Owned-Operated By.....WLBZ Television Inc.
Business Address.....7 Main St.
Tel.: 2-4822.....ABC
Sta. Rep. .....Weed
President.....William H. Rines
Station Manager.....Rudolph O. Marcoux
Program, Prod. Mgr.....James Robinson
Film Manager.....Don Deakin
Chief Engineer.....John Wibby

(See Page 462)

WMTW-TV—Poland Spring 1954

Channel: 8 VHF..AP: 52.5 Kw...VP: 105 Kw.
Owned-Oper. By....Mt. Washington TV Inc.
Business Address...477 Congress St., Portland
Tel.: POrtland Sp. 3-5665.....ABC
Rep.....Harrington, Righter & Parsons
Pres. & Gen. Mgr.....John W. Guider
Sta., Comm. Mgr.....Robert L. Maynard
Prog., Prom. Dir.....Robert M. Joyce
Publicity Director.....Richard Gove
Film Dir.....Brian Higgins
Chief Engineer.....Parker H. Vincent

WCSH-TV—Portland—1953

Channel: 6 VHF..AP: 70 Kw...VP: 100 Kw.
Owned-Oper. By.....Maine Radio & TV Co.
Business Office.....157 High Street
Tel.: SP 2-0181.....ABC-NBC
Representative .....Weed
President.....William H. Rines
Asst. to Pres.....Elmore B. Lytord
Station Manager.....Jack S. Atwood
Comm. Manager.....Bruce McGorrill
Program Director.....Burnell Poole, Jr.
Promotion Director.....Linwood T. Pitman
Film Manager.....George Bowler
Chief Engineer.....Chas. Brown

(See Page 462)

WGAN-TV—Portland—1954

Channel: 13 VHF...AP: 158 Kw...VP: 316 Kw.
Owned-Oper. By..Guy Gannett Bcstg. Services
Business Address.....390 Congress St.
Tel.: SP 2-4661.....CBS
Newspaper Affil.....Gannett Publ. Co.
Station Rep....Avery-Knodel; Foster & Creed
President.....Jean Gannett Williams
General Manager.....Creighton E. Gatchell
Prog. Dir.....William G. Wadman
Comm. Manager.....Richard E. Bates
Sta. Manager.....Samuel G. Henderson
Prom., Pub. Dir.....John M. Havey
Film Manager.....Earl Fenderson
Chief Engineer.....Roger W. Hodgkins

WAGM-TV—Presque Isle—1956

Channel: 8 VHF...AP: 30 Kw....VP: 60 Kw.
Owned-Oper. By.....Aroostook Bcstg. Corp.
Business Address.....489 Main St.
Tel.: 8-2461 .....ABC-NBC
Station Rep.....Hollingbery; Kettell-Carten
President.....Horace A. Hildreth
Exec. V.P.....Leon P. Gorman, Jr.
Station Manager.....Stanley A. Lyons
Commercial Manager.....Forrest J. Craig
Program Director.....Keith Fowles
Film Manager.....Mrs. L. Joyce Gilbert
Chief Engineer.....J. Richards

NATIONAL - REGIONAL
SPOT TV ADVERTISERS
See Page 77
FOR TOP 100

Pop.: 3,030,000
Families: 842,000
Radio Homes: 795,000

Maryland

Stations in State: 35
TV Homes: 731,000
TV Stations: 6

WJZ-TV—Baltimore—1957

Channel: 13 VHF..AP: 158 Kw...VP: 316 Kw.
Owned-Oper. By.....Westinghouse Bcstg. Co.
Business Address.....Television Hill
Tel.: MO 4-7600.....ABC
Sta. Representative.....Blair TV
After July 1.....TvAR
President.....Donald H. McGannon
Gen., Sta. Mgr.....Larry H. Israel
Sales Mgr.....Joseph P. Dougherty
Pub. Dir. ..... Tommy Dukehart
Ops. Mgr.....Jim Kilian
Prog. Mgr.....Joel Chaseman
Promotion Director..A. H. "Chris" Christensen
Chief Engineer.....B. Wolfe

Owners of: WBZ-TV, Boston; KYW-TV, Cleveland; KPIX, San Francisco; KDKA-TV, Pittsburgh.

WBAL-TV—Baltimore—1948

Channel: 11 VHF..AP: 158 Kw...VP: 316 Kw.
Owned-Operated By.....Hearst Corporation
Business-Studio Address.....2610 N. Charles
Tel.: HO 7-3000.....NBC
Newspaper Affil.....Baltimore News, Post
Representative .....Edward Petry
Vice-Pres. & Gen. Mgr.....D. L. Provost
Vice-Pres. (Engineering).....John T. Wilner
Station Manager.....Brent O. Guntz
Asst. Sta. & Sales Mgr.....Willis K. Freiert
Program Director.....James E. Kovach
Promotion Mgr.....Kent Redgrave

WMAR-TV—Baltimore—1947

Channel: 2 VHF..AP: 50 Kw...VP: 100 Kw.
Owned-Operated By.....The A. S. Abell Co.
Business Address.....2 W. Redwood St.
Tel.: MU 5-5670.....CBS
Newspaper Affiliation...Baltimore Sunpapers
Representative .....Katz
President .....William F. Schmick, Sr.
Exec. V.P.....William F. Schmick, Jr.
General Manager.....E. K. Jett
Commercial Manager.....E. A. Lang
Promotion Director.....Anthony Picha
Chief Engineer.....Carlton G. Nopper

WBOC-TV—Salisbury—1954

Channel: 16 UHF..AP: 8.4 Kw...VP: 15.8 Kw.
Owned & Oper....Peninsula Broadcasting Co.
Address .....Radio-Tv, Park
Tel.: PI 9-6131.....ABC-CBS
Sta. Rep. .....Headley-Reed
President.....John W. Downing
Gen., Prom. Mgr.....Charles J. Truitt
Commercial Manager.....H. Wendell Henry

Pop.: 5,125,000
Families: 1,559,000
Radio Homes: 1,529,000

Massachusetts

Stations in State: 58
TV Homes: 1,418,000
TV Stations: 12

WBZ-TV—Boston—1948

Channel: 4 VHF. AP: 28.12 Kw. VP: 56.24 Kw.
Owned-Oper By...Westinghouse B'casting Co.
Address.....1170 Soldiers Field Rd.
Tel.: AL 4-5670.....NBC
Sta. Representative..Peters, Griffin, Woodward
After July 1.....TvAR
President ..... Donald H. McGannon
General Mgr. .....F. A. Tooke
Program Director.....H. B. Cahan
Promotion Director.....W. B. Colvin
Publicity Director.....Frances M. Corcoran
Film Manager.....R. Jenkins
Chief Engineer ..... W. H. Hauser

Owners of: KYW-TV, Cleveland; KPIX, San Francisco; KDKA-TV, Pittsburgh, Pa.; WJZ-TV, Baltimore.

WHDH-TV—Boston—1957

Channel: 5 VHF. AP: 32.4 Kw...VP: 64.6 Kw.
Owned .....WHDH, Inc.
Address.....6 St. James Ave.
Tel.: HAncock 6-5500.....ABC-CBS-NBC-NTA
Newspaper Affil.....Herald, Traveler
Representative .....Blair-TV
President.....Robert B. Choate
V.P., Man. Dir.....William B. McGrath
V.P., Sales Dir.....Alexander M Tanger
Dir of TV.....Leslie G. Arries, Jr.
Dir. Sales Prom.....Robert B. Cheyne
Publicity Dir.....Joseph Costanza
Film Manager.....Joseph Levine
Chief Engineer.....Philip K. Baldwin

WNAC-TV—Boston—1948

Channel: 7 VHF. AP: 158 Kw...VP: 316 Kw.
Owned-Oper. By.....RKO Teleradio Pictures
Business-Studio Address....21 Brookline Ave.
Tel.: CO 6-0800.....CBS
Representative ..... H-R
President .....Norman Knight
Exec. V.P.....George Steffy
V.P., Sales.....Tom Bateson
Nat. Sales Mgr.....Proctor Jones
Promotion Dir.....George Hallberg
Program Dir.....John D. Maloy
Publicity Dir.....Phyllis Doherty
Film Manager.....Guy Giampapa
Technical Director.....Harry Whittemore

WRLP—Greenfield—1957

(Affiliated with WWLP, Springfield)
Channel: 32 UHF.. AP: 100 Kw...VP: 200 Kw.
Owned By.....Springfield TV Bcstg. Corp.
Business Address.....P.O. Box 32, Northfield
Tel.: NOrthfield 336.....ABC-NBC
Sta. Rep.....Hollingbery; Kettell-Carter
Pres., Gen. Mgr.....William L. Putnam
Commercial Manager.....Horace Nichols

WWLP—Springfield—1952

Channel: 22 VHF. AP: 107 Kw...VP: 219 Kw.
Owned By.....Springfield TV Bcstg. Corp.
Business Address.....P.O. Box 2210
Tel.: STate 5-5311.....ABC-NBC
Sta. Rep.....Hollingbery; Kettell-Carter
Chairman.....Roger L. Putnam
Pres., Gen. Mgr.....William L. Putnam
Gen. Sales Mgr.....J. H. Ferguson, Jr.
Station Mgr.....John Fergie
Program Director.....Jerry Barnes
Promotion Mgr.....Frank Dougherty, Jr.
Film Buyer.....Wallace Sawyer
Chief Engineer.....Ralph Jay

WHYN—Springfield—1953

Channel: 40 UHF. AP: 125 Kw...VP: 250 Kw.
Owned-Oper. By..Hampden-Hampshire Corp.
Business Address.....1300 Liberty St.
Tel.: RE 4-1126.....ABC-CBS-NTA
Representative .....Branham, Wheeler
President.....William Dwight
Gen., Sta. Manager.....Charles N. DeRose
Comm. Manager.....Patrick J. Montague
Program, Film Mgr.....Murray Tesser
Chief Engineer.....Harold Schumacker

WWOR—Worcester—1952

Channel: 14 UHF. AP: 18.2 Kw...VP: 9.6 Kw.
Owned By.....Springfield TV Bcstg Co.
Business Address..P. O. Box 2210, Springfield
Tel.: STate 5-5311.....ABC-NBC
Representative.....Hollingbery, Kettell-Carter
Pres. & Gen. Mgr.....William L. Putnam
Vice President.....George R. Townsend
Program Dir.....Jerry Barnes
Chief Engineer.....James MacMahon

Pop.: 8,099,000
Families: 2,329,000
Radio Homes: 2,289,000

Michigan

Stations in State: 95
TV Homes: 2,095,000
TV Stations: 19

WNEM-TV—Bay City-Saginaw—1954

Channel: 5 VHF. AP: 50 Kw...VP: 100 Kw.
Owned-Operated By.....Gerity Bcstg. Co.
Business Address.....Wenonah Hotel
Tel.: TW 3-4504.....NBC-NTA
Representative ..... Petry
President.....James Gerity, Jr.
V.P., Gen. Mgr.....Russell A. Gohring
Dir. Operations.....Tom Matthews
Production Director.....Hal Stone
Promotion Director.....Thomas Sumner

Film Manager.....Vince Collins
Chief Engineer.....Leo Heisel

WWTV—Cadillac—1954

Channel: 13 VHF..AP: 158 Kw...VP: 316 Kw.
Owned-Oper. By.....Fetzer TV, Inc.
Business Address.....417 N. Mitchell St.
Tel.: PR 5-3478.....ABC-CBS
Representative .....Hollingbery
President.....John E. Fetzer
Gen. Mgr.....Gene Ellerman
Prog. Dir.....Paul Hill
Prom., Mdsg. Mgr.....John Wheat
Chief Engineer .....George A. Wilson

CKLW-TV—Detroit-Windsor 1954

Channel: 9 VHF..AP: 180 Kw...VP: 325 Kw.
Owned-Oper...Western Ontario Brdcstng. Co.
Business Address.....3300 Guardian Bldg.
Tel.: WO 1-7200.....CBC
Rep.....All-Canada TV Ltd., Adam Young
Pres., Gen. Manager.....J. E. Campeau
Oper. Mgr., Prog. Dir.....S. C. Ritchie
Comm. Mgr.....Norman Hawkins
Prom., Pub. Dir.....Arthur Gloster
Film Manager.....Arthur MacColl
Dir. of Engineering.....Stuart Clark

WJBK-TV—Detroit—1948

Channel: 2 VHF..AP: 50 Kw. ..VP: 100 Kw.
Owned-Oper. By .....Storer Bcstg Co.
Business Address ..... 7441 Second Blvd.
Tel.: TR 3-7400.....CBS
Newspaper Affiliation .... Miami Beach Sun
Representative ..... Katz
President ..... George B. Storer
V.P., Managing Dir. .....Bill Michaels
Program Mgr. .....Ralph R. Rust
Comm. Mgrs...K. T. McKenney, B. S. Buchanan
Prom., Merch. Mgr.....Bob Edell
Publicity Dir.....Betty Anderson
Chief Engineer .....Joseph B. Haigh
Owners of: WSPD-TV, Toledo; WAGA-TV, Atlanta; WJW-TV, Cleveland.

WWJ-TV—Detroit—1947

Channel: 4 VHF..AP: 50.1 Kw...VP: 97.7 Kw.
Owned-Operated By....Evening News Assoc.
Business Address.....622 W. Lafayette
Tel.: WO 2-2000.....NBC
Newspaper Affiliation .....Detroit News
Representative.Peters, Griffin, Woodward, Inc.
President.....Warren S. Booth
General Manager.....Edwin K. Wheeler
Asst. General Manager.....Don DeGroot
Sta. Mgr.....James Schiavone
Business Manager.....Henry C. Rogers
Prog. & Prod. Manager .....Ian Harrower
Sales Prom. Manager.....Glenn Kyker
Sls. Development Mgr.....Frank Steltenkamp
Natl. Sls. Mgr.....Ray W. Colie
Local Sls. Mgr.....John A. Wales
Gen. Eng. Manager.....E. J. Love

WXYZ-TV—Detroit—1948

Channel: 7 VHF..AP: 158 Kw...VP: 316 Kw.
Owned-Oper. By...American Broadcasting Co.
Business Address.....1700 Mutual Bldg.
Tel.: WO 3-8321.....ABC
Representative ..... Blair-TV
V.P.....John F. Pival
Sales Manager.....Ralph Dawson
Merchandising Manager.....Harold Christian
Film Mgr.....Ken Sims
Prom., Publicity Director.....Bud Kirvan
Chief Engineer.....Charles Kocher

WJRT—Flint—1958

Channel: 12 VHF..AP: 158 Kw...VP: 316 Kw.
Owned By.....WJR, Goodwin Station, Inc.
Business Address.....2302 Lapeer Road
Tel.: CE 9-6611.....ABC
Station Rep.....Harrington, Righter & Parsons
President.....John F. Patt
Gen. Mgr.....Worth Kramer
Sta. Mgr.....A. Donovan Faust
Program Director.....Franklin C. Mitchell
Prom., Public. Dir.....Donn Shelton
Film Mgr.....Francis Edwards
Chief Engineer.....C. Jones

WOOD-TV—Grand Rapids—1949

Channel: 8 VHF.. AP: 158 Kw...AP: 316 Kw.
Owned By.....Wood Bcstg., Inc.
Address.....120 College S E
Tel.: GLendale 9-4125.....ABC-NBC-NTA
Representative .....Katz
Pres., Gen. Mgr.....Willard Schroeder
Gen. Sales Manager.....Arthur M. Swift
Program Director.....John Shaw
Promotion Director.....Clark Grant
Publicity Director.....John Burpee
Film Manager.....Bob Smith
Chief Engineer.....Charles Robison

WKZO-TV—Kalamazoo—1950

Channel: 3 VHF...AP: 50 Kw....VP: 100 Kw.
Owned-Operated By.....Fetzer Bcstg. Co.
Address.....590 West Maple
Tel.: FI 5-2101.....ABC-CBS
Representative .....Avery-Knodel, Inc.
President.....John E. Fetzer
V.P., Managing Director.....Carl E. Lee
Sales Manager ..... Donald DeSmit
Program Director.....Charles Lynch
Promotion Director.....William Hunt
Film Mgr.....Mel Haavind
Chief Engineer.....Arthur Covell

WJIM-TV—Lansing—1950

Channel: 6 VHF..AP: 50 Kw...VP: 100 Kw.
Owned-Oper. By.....Gross Telecasting, Inc.
Address.....2820 E. Saginaw
Tel.: IV 2-1333.....ABC-CBS-NBC
Representative.....Peters, Griffin, Woodward
President .....Harold Gross
Commercial Mgr.....Keith R. Oliver
Film Manager.....Phil Sherck
Prom., Pub.....Ned Ryan
Chief Engineer .....Carleton Musson

WDMJ-TV—Marquette—1956

Channel: 6 VHF..AP: 60 Kw...VP: 100 Kw.

Owned-Oper. By ....Lake Superior Bcstg Co.
Business Address .... 249 W. Washington St.
Newspaper Affiliation .....Mining Journal
Tel.: CA 6-3524.....CBS
Representative ..... Weed
President ..... Frank J. Russell, Jr.
General Mgr. ..... W. H. Treloar
Sta., Comm. Mgr. ..... Robert J. Luke
Program Dir.....Ted Hansen
Promotion Dir.....Ruby Apostle
Film Mgr. ..... Kenneth Borst
Chief Engineer ..... Paul Anick

WILX-TV—Onondaga-Lansing 1959

Channel: 10 VHF..AP: 174 Kw...VP: 316 Kw.
Owned-Oper. By.....TV Corp. of Mich.
Business Address.....Hotel Hayes, Jackson
Tel.: STate 3-2621.....NBC
Sta. Rep.....Venard, Rintoul, McConnell
Pres., Gen. Mgr.....J. C. Pomeroy
Gen. Sales Mgr.....Martin Giaimo
Promotion Manager.....L. B. Fishout
Program Director.....David Froh
Chief Engineer.....Donald Wright

WKNX-TV—Saginaw—1953

Channel: 57 UHF..AP: 207 Kw...VP: 103 Kw.
Owned-Operated By...Lake Huron Bcstg. Co.
Address.....221 S. Wash. Ave.
Tel.: PL 3-4471.....CBS
Representative .....Gill-Perna, Inc.
President, Gen. Mgr.....William J. Edwards
V.P.....Hon. Alvin M. Bentley
Station Manager.....Howard H. Wolfe
Commercial Manager.....Robert M. Chandler
Program Director .....Robert A. Oliver
Business Mgr.....L. Lee Purvis
Prom. Dir.....Vincent Picard
Film Manager.....A. J. Schweitzer
Chief Engineer.....Max W. Thomas

WPBN-TV—Traverse City 1954

Channel: 7 VHF..AP: 32.4 Kw...VP: 53.7 Kw.
Owned-Oper. By.....Midwestern Bcstg. Co.
Business Address.....Paul Bunyan Bldg.
Tel.: WI 7-7675.....NBC
Representative ..... Beckjorden
President, Gen. Mgr.....Les Biederman
Station Mgr., Prog. Dir.....John Anderson
Commercial Mgr.....R. E. Detwiler
V.P.-Chief Engineer .....William H. Kiker

Pop.: 3,325,000
Families: 969,700
Radio Homes: 946,000

Minnesota

Stations in State: 63
TV Homes: 814,000
TV Stations: 11

KCMT—Alexandria—1958

Channel: 7 VHF..AP: 13.2 Kw...VP: 26.6 Kw.
Owned By.....Central Minn. TV Co.
Business Address.....7th & Fillmore
Tel.: RO 3-5166.....ABC-NBC
Sta. Rep.....Avery-Knodel, Inc.
President.....Joseph O. Perino
Gen., Sta. Mgr.....Glenn W. Flint
Comm. Mgr.....Gideon Klein
Prog. Dir.....Ken Bechtel
Prom. Dir.....Russell Cox
Film Mgr.....Douglas Froemming
Chief Engineer.....K. Olson

KMMT—Austin—1953

Channel 6 VHF..AP: 6.17 Kw...VP: 12.3 Kw.
Owned By.....Blackhawk Bcstg. Co.
Business Address.....Hiway No. 105 S.
Tel.: HE 3-8836.....ABC-NTA
Representative .....Avery-Knodel, Inc.
General Manager.....Thomas L. Young
Commercial Manager.....Don Jones
Promotion Director.....Marge Nelson
Film Manager.....Dick Lane
Chief Engineer .....Leo Chenier

KDAL-TV—Duluth-Superior 1954

Channel: 3 VHF..AP: 50 Kw...VP: 100 Kw.
Owned-Oper. By....Red River Bcstg. Co., Inc.
Business Address.....Bradley Building
Tel.: RA 2-2628.....ABC-CBS
Representative ..... Avery-Knodel
General Manager.....Odin S. Ramsland
Sales Manager.....John Grandy
Chief Engineer.....Robert Dettman

WDSM-TV—Duluth-Superior 1954

Channel: 6 VHF..AP: 50 Kw...VP: 100 Kw.
Owned-Oper. By..Northwest Publications, Inc.
Bus. Address.....230 E. Superior St., Duluth
Tel.: RA 7-8484.....ABC-NBC
News. Affil.....Duluth Herald & News-Tribune
Sta. Rep....Peters, Griffin, Woodward; Evans
President.....Bernard H. Ridder
General Mgr.....Clarence D. Tully
Commercial Manager.....Carlo Anneke
Program Dir. ..... Ed Conrad
Promotion Director.....Martin Olson
Film Manager ..... Bill Ashton
Chief Engineer ..... George Carlson

WCCO-TV—Minneapolis—1949

Channel: 4 VHF...AP: 50 Kw....VP: 100 Kw.
Owned-Oper. By.....Midwest Radio-TV Inc.
Bus.-Studio Address..Radio City—50 S. 9th St.
Tel.: FE 8-0552.....CBS
Newspaper Affiliation.....Star & Tribune Co.

There's always something interesting and exciting on

KMSP-TV
Channel 9

MINNEAPOLIS-ST. PAUL

AN NTA OWNED AND OPERATED STATION

Chr. of Bd.....Wm. J. McNally
President.....Robert B. Ridder
Exec. V.P. ..... F. Van Konynenburg
Asst. Mgr. for TV ..... Sherman Headley
Comm. Mgr.....Robert N. Ekstrum
Film Manager.....Harry C. Jones
Prom., Pub. Director.....Gene Godt
Program Dir.....Gwen Harvey
Chief Engineer.....John M. Sherman

KMSP-TV—Minneapolis-St. Paul 1955

Channel: 9 VHF..AP: 158 Kw...VP: 316 Kw.
Owned-Oper. By ....United Television, Inc.
Business Address.....180 Foshay Tower
Tel.: FE 9-8811.....NTA
Station Rep.....NTA Spot Sales; H & R West
Pres., Gen. Mgr.....Donald Swartz
Commercial Manager.....Richard Butterfield
Nat. Sales Mgr.....James W. Anderson
Program Dir.....Joseph Carney
Publicity Director.....David Lee
Chief Engineer ..... Gordon Benson

WTCN-TV—Minneapolis—1953

Channel: 11 VHF..AP: 150 Kw...VP: 316 Kw.
Owned-Operated By...Twin State Bcstg. Inc.
Business Address.....2925 Dean Blvd.
Tel.: WAlnut 7-8881.....ABC
Representative ..... Katz
President.....Weston C. Pullen, Jr.
Gen., Sta. Mgr.....Phil Hoffman
Commercial Manager.....James R. Hoel
Prog. Dir., Film Mgr.....Ted Snider
Asst. Mgr.....John M. Baldwin
Chief Engineer.....W. Fritze

KROC-TV—Rochester—1953

Channel: 10 VHF..AP: 120 Kw...VP: 240 Kw.
Owned-Oper. By.....So. Minn. Bcstg. Co.
Business Address.....100 - 1st Ave. Bldg.
Tel.: AT 2-8665.....NBC
Station Representative.....Meeker; Hyett
President.....Mrs. Gregory P. Gentling
General Manager.....G. David Gentling
Station Manager.....Willard Lampman
Comm. Mgr.....Will Jackson
Prom., Pub. Director.....Mrs. Gen Holmes
Prog. Dir., Film Manager.....Don Perry
Chief Engineer.....Robert W. Cross

KSTP-TV—St. Paul-Minneapolis—1948

Channel: 5 VHF...AP: 60 Kw....VP: 100 Kw.
Owned-Operated By.....KSTP, Inc.
Bus., Trans. Lo...3415 University Ave., St. Paul
Tel.: MI 5-2724.....NBC
Representative .....Edward Petry
President, Gen. Mgr.....Stanley E. Hubbard
Exec. V.P. & Treas.....K. M. Hance
National Sales Dir.....James E. Blake
V.P. Chge. Sales.....Marvin L. Rosene
V.P. Research, Dev. ..... Stanley S. Hubbard
Prog. Dir., Film Mgr.....Del Franklin
Prom., Pub. Director.....William Davey
Chief Engineer.....Wm. S. Sadler

Pop.: 2,259,000
Families: 585,000
Radio Homes: 569,000

Mississippi

Stations in State: 72
TV Stations: 11
TV Homes: 334,000

WCBI-TV—Columbus—1956

Channel: 4 VHF...AP: 18 Kw....VP: 20 Kw.
Owned-Oper. By.....Bernie Imes, Jr.
Business Address.....Highway 12 North
Tel.: FAirfax 8-5631.....ABC-CBS-NBC-NTA
Newspaper Affiliation .. Commercial Dispatch
Representative .....Everett-McKinney
President.....Birney Imes, Jr.
Gen., Prom. Mgr.....P. B. Hinman
Commercial Mgr. ..... Bill Whitfield
Program Director.....Jack Huffman
Film Manager.....Edward Prescott
Chief Engineer.....Tom McFerrin

WDAM-TV—Hattiesburg

Channel: 9 VHF..AP: 33.1 Kw...VP: 55 Kw.
Owned-Oper. By ..... Lion Television Corp.
Business Address ..... Box 1649
Tel.: JU 4-8441.....ABC-NBC
Representative ..... Pearson
President ..... David A. Matison
General Mgr. ..... Marvin Reuben
Comm. Mgr.....Jerry P. Keith
Program Director.....Dave L. Waite
Promotion Director.....Max Goodman
Film Manager ..... Charles Shade
Chief Engineer.....Clarence Vogel

WJTV—Jackson—1954

Channel: 12 VHF..AP: 158 Kw...VP: 316 Kw.
Owned-Oper. By....Capitol Broadcasting Co.
Business Address.....Box 8187
Tel.: FI 4-2512.....ABC-CBS-NTA
Newspaper Affil...Clarion Ledger; Daily News
Station Representative ..... Katz
President.....T. M. Heder, Jr.
General Manager.....L. M. Sepaugh
Station Manager.....Owens F. Alexander
Comm. Manager.....Bill Carlier
Program Director.....Ken Parks
Prom., Pub. Dir.....Sandy McMillan
Film Manager.....L. M. Sepaugh, Jr.
Chief Engineer.....C. A. Perkins

WLBT—Jackson—1953

Channel: 3 VHF..AP: 50 Kw...VP: 100 Kw.
Owned-Oper. By.....Lamar Life Bcstg. Co.
Business Address.....715 S. Jefferson
Tel.: FI 2-2691.....ABC-NBC
Representative .....Hollingbery
President.....P. K. Lutken
Gen., Station Mgr.....Fred L. Beard
Comm. Manager.....Frank Gentry
Program Director.....Maurice Thompson
Prom., Pub. Director.....Charles H. Allen

DEDICATED TO AGENCY • CLIENT SERVICE IN THE ENTERTAINMENT CENTER OF THE MID-WEST

KPLR

channel **11** *st. louis, mo.*

DESIGNED

EQUIPPED

STAFFED

PROGRAMMED

WITH THE CATALYST OF EXCITING TELEVISION

IMAGINATION

from it's

VIDEO CITY STUDIOS

Chase/Park Plaza Hotels

St. Louis 8, Missouri

16 *new concept on location studios*

2 *video tape units*

swimming pool

ice rink

75' *by* **65'** *main production stage*

For The Full Channel 11 Story See the Colonel at P.G.W.

MR. HAROLD KOPLAR *President*

MR. JAMES L. CADDIGAN *Executive Vice-President*

MR. JAMES GOLDSMITH *Director of Sales*

Film Manager.....Bruce Nicholson
Chief Engineer.....Bob Smathers

WTOK-TV—Meridian—1953

Channel: 11 VHF..AP: 156 Kw...VP: 316 Kw.
Owned-Oper. By....Southern Television Corp.
Business Address ..... Southern Bldg.
Tel.: 3-1441 .....ABC-CBS-NBC
Representative .....Headly-Reed
President.....Robert F. Wright
Sales Manager ..... W. B. Crooks
Prog., Prom. Dir. ..... Cecil Germany
Chief Engineer.....Joe Saxon

WTWV—Tupelo—1957

Channel: 9 VHF..AP: 13.6 Kw...VP: 27.2 Kw.
Owned-Oper. By.....Tupelo Citz. TV Co.
Bus. Address.....Beech Springs Rd.; Box 163
Tel.: VI 2-7620.....NBC
Representative .....Jack Masla
Pres., Gen. Mgr.....Frank K. Spain
Commercial Manager...Charles H. Hicks, Jr.
Program Director.....William B. Landers
Prom., Pub. Dir.....Perrin Purvis
Film Manager.....Gerald D. Stanford

Pop.: 4,531,000
Families: 1,359,000
Radio Homes: 1,321,000

Missouri

Stations in State: 77
TV Homes: 1,169,000
TV Stations: 17

KFVS-TV—Cape Girardeau 1954

Channel: 12 VHF..AP: 158 Kw...VP: 316 Kw.
Owned-Oper. By.....Hirsch Broadcasting Co.
Business Address.....324 Broadway
Tel.: ED 5-5511.....CBS
Station Representative.....Headley-Reed Co.
President.....Oscar C. Hirsch

KOMU-TV—Columbia—1953

Channel: 8 VHF..AP: 126 Kw...VP: 251 Kw.
Owned-Oper. By.....Curators of Univ. of Mo.
Business Address ..... Highway 63, South
Tel.: Gibson 2-1122.....ABC-NBC-NTA
Representative .....H-R
Director of TV.....Edward C. Lambert
Station Manager.....Glenn G. Griswold
Commercial Manager.....John O. Conwell
Program Director.....Monte Gurwit
Promotion Director.....Jean Meredith
Film Manager.....Ron C. Hunt
Chief Engineer ..... William J. Reagan

KHQA-TV—Hannibal—1953

Channel: 7 VHF..AP: 158..Kw...VP: 316 Kw.
Owned-Oper. By.....Lee Broadcasting, Inc.
Business Address.....510 Main St., Quincy, Ill.
Tel.: BA 2-6200.....CBS
Representative .....Weed
Gen., Nat'l. Sls. Mgr.....Walter Rothschild
Program Dir.....Bob Eickmeyer
Promotion Director.....Dick Moore
Film Manager.....Jean Eager
Chief Engineer.....J. E. Gray

KRCG-TV—Jefferson City—1955

Channel: 13 VHF..AP: 158 Kw...VP: 316 Kw.
Owned-Oper. By.....Jefferson TV Co.
Business Address.....Jefferson City
Tel.: 6-6188 .....ABC-CBS
Newspaper Affiliation.....News Tribune
Representative.....Blair TV Assoc.
President.....Wililam H. Weldon
Gen., Film Mgr.....Robert Blosser
Sales Mgr.....R. E. Maxwell
Chief Engineer.....Edward Schuelein

KODE-TV—Joplin—1954

Channel: 12 VHF..AP: 158 Kw...VP: 316 Kw.
Owned-Oper. By .....WSTV, Inc.
Business Address ..... 1928 W 13th St.
Tel.: MA 3-7260.....ABC-CBS-NTA
Representative .....Avery-Knodel
President ..... Jack N. Berkman
General Manager.....Harry Burke
Commercial Mgr.....D. T. Knight
Program Director.....Ronald Robson
Prom., Pub. Dir.....William Harned
Chief Engineer ..... Jack Langford

KCMO-TV—Kansas City—1953

Channel: 5 VHF..AP: 60 Kw...VP: 100 Kw.
Owned-Oper. By.....Meredith Publishing Co.
Business Address.....125 East 31st St.
Tel.: JE 1-6789.....CBS
Representative .....Katz
General Manager.....E. K. Hartenbower
Comm. Manager.....S. B. Tremble
Program Dir.....Kenneth W. Heady
Prom., Pub. Director.....F. C. Strawn
Film Manager.....T. R. Thompson
Chief Engineer.....Karl Troeglen
Owners of: KPHO, Phoenix, Ariz.; WOW-TV, Omaha, Neb.; WHEN-TV, Syracuse, N. Y.
(See Page 498)

WDAF-TV—Kansas City—1949

Channel: 4 VHF...AP: 50 Kw....VP: 100 Kw.
Owned-Operated By...Natl. Missouri TV Inc.
Business Address.....Signal Hill
Tel.: PL 3-4567.....NBC
Representative..Harrington, Righter, & Parsons
President.....Charles L. Glett
General Manager.....William A. Bates
Station Manager.....Jay Barrington
Comm. Manager.....E. Manne Russo
Program Director.....Bob Wormington
Promotion Director.....Jud Woods
Chief Engineer ..... James Schmidt

KMBC-TV—Kansas City—1953

Channel: 9 VHF..AP: 158 Kw...VP: 316 Kw.
Owned-Oper. By.....KMBC Bcstg. Co.
Business Address .....11th & Central Streets

Tel.: HA 1-2650 ..... ABC
Representative Peters, Griffin, Woodward, Inc.
President ..... Donald Dwight Davis
Exec. V.P. ..... John T. Schilling
V.P. & Sales Man. ..... George J. Higgins
Station Mgr. ..... Mori Greiner
Production Manager ..... Lou Kemper
Promotion Director ..... Joe Redmond
Chief Engineer ..... Henry Goldenberg

KMOS-TV—Sedalia—1954

Channel: 6 VHF..AP: 8.7 Kw...VP: 16.4 Kw.
Owned-Oper. By ..... Cook Paint & Varnish Co.
Business Address ..... 2100 W. Broadway
Tel.: TAylor 6-1651 ..... ABC
Representative ..... Pearson
Gen., Sta. Mgr. ..... John Garner
Commercial Manager ..... Virgil L. Cobia
Prog., Prom. Dir. ..... Miss Le Chapman
Chief Engineer ..... Bob Klein

KTTS-TV—Springfield—1953

Channel: 10 VHF.AP: 190.55 Kw..VP: 316 Kw.
Owned-Oper. By ..... Independent Bcstg. Co.
Business Address ..... P.O. Box 1716 SSS
Tel.: UNiversity 2-7474 ..... CBS-NTA
Representative ..... Weed
President ..... J. H. G. Cooper
Gen., Sta. Mgr. ..... G. Pearson Ward
Sales Manager ..... Jack Lloyd
Program Director ..... Kevin McAndrews
Film Manager ..... Ted Tucker
Chief Engineer ..... William F. Curry

KYTV—Springfield—1953

Channel: 3 VHF..AP: 50 Kw... VP: 100 Kw.
Owned-Oper. By .... Springfield Television Inc.
Business Address ..... 999 W. Sunshine
Tel.: 6-2766 ..... NBC-ABC
Representative ..... Hollingbery
Co-Mgr., Comm. Mgr. ..... Ralph L. Stufflebam
Co-Mgr., Prog. Dir. ..... Carl Fox
Chief Engineer ..... E. Dennis White

KFEQ-TV—St. Joseph—1953

Channel: 2 VHF...AP: 50 Kw....VP: 100 Kw.
Owned-Oper. By ..... KFEQ Bcstg. Co.
Business Address ..... 40th & Faraon
Tel.: ADams 3-2528 ..... ABC-CBS
Representative ..... Blair Assoc.
President ..... Jesse D. Fine
Gen., Sta. Mgr. ..... Ted Nelson
Sales Manager ..... Carlton Schirmer
Prog. Dir., Film Mgr. ..... Gene Milsteen
Promotion Director ..... Franklin Kay
Chief Engineer ..... John Carroll

KPLR-TV—St. Louis—1959

Channel: 11 VHF..AP: 158 Kw...VP: 316 Kw.
Owned-Oper. By .... North Kingshighway, Inc.
Address ..... 4935 Lindell Blvd.
Tel.: FOrest 7-3300 ..... Independent
Representative ..... Peters, Griffin, Woodward
President ..... Harold Koplar
Exec. Vice President ..... James L. Caddigan
Dir. of Sales ..... James Goldsmith
Publicity-Promo. ..... M. E. Furey
Dir. of Engineering ..... K. E. Hildebrand
(See Page 856)

KSD-TV—St. Louis—1947

Channel: 5 VHF..AP: 60.3 Kw...VP: 100 Kw.
Owned-Oper. By ... The Pulitzer Publishing Co.
Address ..... 1111 Olive St.
Tel.: MAin 1-111 ..... NBC
Newspaper Affiliation..St. Louis Post-Dispatch
Representative ..... NBC Spot Sales
President ..... Joseph Pulitzer, Jr.
Gen., Sta. Mgr. ..... Harold Grams
Commercial Mgr. ..... Guy E. Yeldell
Pub. Dir. ..... Robert Hannon
Film Mgr. ..... Keith Gunther
Promotion Director ..... Fred J. Mueller
Chief Engineer ..... J. E. Risk

KMOX-TV—St. Louis—1958

Channel: 4 VHF..AP: 50 Kw...VP: 100 Kw.
Owned-Oper. By: ..... CBS, Inc.
Business Address ..... 12th & Cole Sts.
Tel.: MAin 1-9100 ..... CBS
Representative ..... CBS-TV Spot Sales
Gen. Mgr. ..... Gene Wilkey
Sales Manager ..... Charles McAbee
Prog. Dir., Film Mgr. ..... Leon Drew
Dir. of Tech. Oper. ..... Harry Harvey
Dir., Pub., Prom. ..... Tom Stanton

KTVI—St. Louis—1955

Channel: 2 VHF...AP: 50 Kw....VP: 100 Kw.
Owned ..... Signal Hill Telecasting Corp.
Business Address ..... 5915 Berthold
Tel.: MI 7-3600 ..... ABC
Newspaper Affiliation ..... Globe Democrat
Representative ..... Blair-TV
President ..... Harry Tenenbaum
V.P., Gen. Mgr. ..... Joseph Bernard
V.P., Sta. Mgr. ..... Paul E. Peltason
Commercial Manager ..... Paul Litt
Prog. Dir. ..... Frederick S. Buschmeyer
Promotion Director ..... Don B. Curran
Film Manager ..... John Link
Chief Engineer ..... Richard Trompeter

Pop.: 674,000
Families: 211,000
Radio Homes: 197,000

Montana

Stations in State: 32
TV Homes: 122,000
TV Stations: 10

KGHL-TV—Billings—1958

Channel: 8 VHF..AP: 158 Kw...VP: 316 Kw.
Address ..... 214 N. 30th St.
Owned ..... Midland Empire Bcstg. Co.
Tel.: 2-4676 ..... NBC
Station Representative ..... Young
President ..... P. N. Fortin
General Manager ..... Jeff Kiichli
Commercial Mgr. ..... Warren Marshall

Prog., Prom. Dir.....Gertrude Nyberg
Chief Engineer.....D. Jansma

KOOK-TV—Billings—1953

Channel: 2VHF..AP: 50 Kw...VP: 100 Kw.
Owned-Oper. By.....Montana Network
Business Address.....P. O. Box 2557
Tel.: 2-5611 .....ABC-CBS
Station Representative.....Gill-Perna; Moore
Pres., Gen. Mgr.....Joseph S. Sample
Station Manager.....Ed Peiss
Comm. Manager.....John Conner
Program Director.....George Green
Promotion Director.....Conna G. May
Publicity Director.....C. Randall Phlimp
Film Manager.....Duane McCoy
Chief Engineer.....Grant French

KXLF-TV—Butte—1953

Channel: 4 VHF..AP: 29.5 Kw...VP: 56.2 Kw.
Owned-Oper. By ..... Television Montana
Business Address.....Box 1956
Tel.: 2-9111.....ABC-NBC-CBS
Representative.....Gill Perna, Moore
Pres., Gen. Mgr.....E. B. Craney
Station Manager.....Jim Manning
Chief Engineer .....Lloyd Scott

KXGN-TV—Glendive—1957

Channel: 5 VHF...AP: 2.5 Kw....VP: 5 Kw.
Owned by.....Glendive Bcstg. Corp.
Address.....122 S. Merrill Ave.
Tel.: EMpire 5-3377.....ABC-CBS
Representative .....Grant Webb
Pres., Film Mgr.....Lewis W. Moore
Pres., Gen. Mgr.....E. B. Craney
General Manager.....Daniel C. Palen
Program Director.....Shirley Henriksen

KFBB-TV—Great Falls—1953

Channel: 5 VHF..AP: 12.7 Kw...VP: 25.4 Kw.
Owned-Oper. By.....Wilkins Broadcast Inc.
Business Address.....Box 1139
Tel.: GL 3-4377.....ABC-CBS-NBC
Station Representative .....Gill-Perna
Pres., Gen. Mgr.....J. P. Wilkins
Comm., Sta. Manager.....W. C. Blanchette
Program Director .....Pen Brown
Chief Engineer.....Anthony Lopuch

KRTV—Great Falls—1958

Channel: 3 VHF..AP: 0.25 Kw...VP: 0.5 Kw.
Owned By.....Snyder & Assoc.
Business Address.....Box 818
Tel.: GL 2-2433.....Independent
Sta. Rep. .....Forjoe
Pres., Gen., Sta. Mgr.....Dan Snyder
Program, Prom. Dir.....Don Bradley

KULR—Kalispell—1957

Channel: 9.....AP: 8.9 Kw.....VP: 15.1 Kw.
Owned By .....KGEZ-TV, Inc.
Business Address.....Buffalo Hill
Tel.: SK 6-5056.....CBS-NBC
Representative .....Donald Cooke
President .....Frank Reardon
Station Manager.....G. Norman Penwell
Ch. Eng.....Jess Waymire

KMSO-TV—Missoula—1954

Channel: 13 VHF..AP: 95 Kw...VP: 191 Kw.
Owned-Oper. By.....Mosby's Inc.
Business Address.....127 East Main St.
Tel.: 9-4169 .....ABC-CBS-NBC
Pres., Sta. Mgr.....A. J. Mosby
Comm. Mgr., Prog. Dir.....Stanley Deck
Prom., Pub. Dir.....Laurel Eicholz
Film Manager.....Linda Paoli
Chief Engineer .....Amos Hargarve

Pop.: 1,519,000
Families: 461,000
Radio Homes: 450,000

Nebraska

Stations in State: 33
TV Homes: 373,000
TV Stations: 11

KHAS-TV—Hastings—1956

Channel: 5 VHF..AP: 50 Kw...VP: 100 Kw.
Owned-Oper. By ..... Nebraska TV Corp.
Business Address ..... Box 476
Tel.: 3-1321 .....NBC
Newspaper Affiliation Hastings Daily Tribune
Representative ..... Weed
President ..... Fred A. Seaton
General Mgr. ..... Duane L. Watts
Operations Mgr.....Bob Schnuelle
Chief Engineer ..... Duane Allison

KHOL-TV—Kearney—1953

Channel: 13 VHF..AP: 102 Kw...VP: 204 Kw.
Owned-Oper. By.....Bi-States Co.
Business Address.....Holdrege, Nebr.
Tel.: WY 5-5952.....ABC-CBS
Representative .....Meeker
President .....Wayne Brewster
Gen. Mgr.....Harold Hamilton
Station Manager.....Jack Gilbert
Film Mgr.....Bob Brooke
Production Manager.....Moe Milliken
Pub. Director ..... Tom Nuss
Dir. of Eng.....Dixie Greely

KOLN-TV—Lincoln—1953

Channel: 10 VHF..AP: 153 Kw...VP: 316 Kw.
Owned By.....Cornhusker Radio & TV Corp.
Address .....40th and W Sts.
Tel.: 6-2387 .....ABC-CBS-NTA
Representative .....Avery-Knodel
President.....John E. Fetzer
Gen., Sta. Mgr.....A. James Ebel

In the rich OMAHA market—it's

WOW-TV Channel 6

CBS TELEVISION NETWORK

A MEREDITH STATION
affiliated with
Better Homes and Gardens and
Successful Farming Magazines

Frank P. Fogarty
Vice President & General Manager

Fred Ebener
Sales Manager

Represented by BLAIR-TV, Inc.

Comm. Manager ..... Lester C. Rau
Program Director ..... Robert L. Johnson
Prom., Pub. Dir. ..... Charles Wallick
Film Manager ..... Eli Modenstein
Chief Engineer ..... D. R. Taylor

KNOP-TV—North Platte—1958

Channel: 2 VHF..AP. 13 Kw...VP: 25.9 Kw.
Owned By ..... North Platte TV Inc.
Business Address ..... Box 756
Tel.: 5474 ..... NBC
President ..... Russ Clarke
Gen., Sta. Mgr. ..... Bob Riedy
Comm. Mgr. ..... Howard Morgan, Jr.
Program, Prom. Dir. ..... Bill Wood

KETV—Omaha—1957

Channel: 7 VHF..AP: 158 Kw...VP: 316 Kw.
Owned ..... Herald Corp.
Address ..... 27th & Douglas Sts.
Tel.: HArney 7777 ..... ABC-NTA
Newspaper Affil. ..... World-Herald
Station Representative .... H-R Representatives
President ..... Ben H. Cowdery
V.P., Gen. Mgr. ..... Eugene S. Thomas
Commercial Manager ..... Robert O. Parson
Program Director ..... W. D. Donaldson
Prom., Pub. Dir. ..... Robert F. Coats
Film Manager ..... Dewey Nelsen
Chief Engineer ..... J. S. Petrik

KMTV—Omaha—1949

Channel: 3 ..... AP: 50 Kw. ..... VP: 100 Kw.
Owned-Oper. By ..... May Bcstg. Co.
Bus.-Trans. Address ..... 2615 Farnam St.
Tel.: HA 3333 ..... NBC
Representative ..... Petry
President ..... Edward W. May
Gen. Sta. Mgr. ..... Owen Saddler
Commercial Mgr. ..... Arden E. Swisher
Program Director ..... Lew Jeffrey
Promotion Director ..... Amos Eastridge
Film Manager ..... Ken Michaelsen
Pub. Dir. ..... Burt Mann
Chief Engineer ..... R. J. Schroeder

WOW-TV—Omaha—1949

Channels: 6 VHF..AP: 50 Kw...VP: 100 Kw.
Owned-Oper. By ..... Meredith WOW, Inc.
Business Address ..... Insurance Bldg.
Tel.: WE 3400 ..... CBS
Representative ..... Blair TV
V.P., Gen. Manager ..... Frank P. Fogarty
Asst. Gen. Manager ..... Lyle DeMoss
Sales Mgr. ..... Fred Ebener
Prog. Dir., Film Mgr. ..... Bill McBride
Prom., Pub. Dir. ..... Robert Seitzer
Dir. of Engineering ..... Wm. J. Kotera
Chief Engineer ..... Glenn Flynn

Owners of: KCMO-TV, Kansas City, Mo.; KPHO, Phoenix, Ariz; WHEN-TV, Syracuse, N. Y.

(See Page 498)

Pop.: 286,000
Families: 96,000
Radio Homes: 87,000

Nevada

Stations in State: 17
TV Homes: 88,000
TV Stations: 6

KLRJ-TV—Las Vegas—1955

Channel: 2 VHF..AP: 6.3 Kw...VP: 12.2 Kw.
Owned-Oper. By....Southwestern Publishing
Bus. Address...4850 Henderson Hwy.; Box 550
Tel.: DU 2-1760.....NBC-NTA
Newspaper Affiliation .....Review-Journal
Representative .....Avery-Knodel
President .....Donald W. Reynolds
General Mgr. ..... William D. Stiles
Station Manager.....Mark Smith
Nat'l Sls. Mgr.....Allen W. Dunn
Managing Director ..... A. E. Cahlan
Prog. Dir., Film Mgr.....Robert Shehtanian
Chief Engineer ..... David Rogers

KLAS-TV—Las Vegas—1953

Channel: 8 VHF..AP: 27 Kw...VP: 55 Kw.
Owned-Oper. By....Las Vegas Television Inc.
Address ..... 250 E. Desert Inn Rd.
Tel.: DU 2-6138.....CBS
Newspaper Affiliation .....Sun
Representative .....Weed
President.....Herman M. Greenspun
General Manager.....Marian Y. Komar
Sales Mgr.....Alex Gold
Program Director.....Don Holladay
Chief Engineer.....Herschel C. McKenzie

KSHO-TV—Las Vegas—1956

Channel: 13VHF...AP: 5.5 Kw....VP: 11 Kw.
Owned-Oper.....TV Co. of Amer., Inc.
Business Address.....El Rancho Hotel
Tel.: DU 2-8010.....ABC
Representative .....Forjoe
V.P., Gen. Mgr.....George Glavin
Commercial Mgr.....Hal Wilkerson
Oper. Mgr.....Lee Peer
Chief Engineer.....Al Mehner

KOLO-TV—Reno—1953

Channel: 8 VHF...AP: 6 Kw....VP: 12 Kw.
Owned-Oper....Nevada Radio-Television Inc.
Business Address.....770 East 5th St.
Tel.: FA 3-0721.....ABC-CBS-NBC
Representative .....Pearson
President.....Donald W. Reynolds
General Manager.....Harry Huey
Sta. Mgr.....Lee Hirshland
Prod. Dir. ..... Durward Yasmer
Pub. Dir. ..... Helen Busscher
Chief Engineer.....Tom Hughes

Pop.: 584,000
Families: 174,000
Radio Homes: 170,000

New Hampshire

Stations in State: 16
TV Homes: 155,000
TV Stations: 2

WMUR-TV—Manchester—1953

Channel: 9 VHF..AP: 155 Kw...VP: 282 Kw.
Owned-Oper. By.....United TV Co. of N. H.
Business Address.....1819 Elm St.
Tel.: NAtional 3-8061.....ABC
Representative ..... Forjoe
President.....Francis P. Murphy
Comm. Manager.....Gordon Moore
Prog. Dir.....Warren S. Park
Chief Engineer.....Ralph U. Nadeau

FOR RADIO STATION PERSONNEL SEE PAGE 516

There's always something interesting and exciting on

WNTA-TV
Channel 13

METROPOLITAN N.Y.

AN NTA OWNED AND OPERATED STATION

Pop.: 5,865,000
Families: 1,745,000
Radio Homes: 1,731,000

New Jersey

Stations in State: 26
TV Homes: 1,539,000
TV Stations: 5

WNTA-TV—Newark—1948

Channel: 13 VHF..AP: 158 Kw...VP: 316 Kw.
Owned-Oper. By.....National Telefilm Assoc.
Business Address.....1020 Broad Street
Tel.: MI 2-6400.....NTA
V.P. Gen. Mgr.....Malcolm C. Klein
Sales Mgr.....Paul O'Brien
Business Mgr.....Joe Morris
Program Director.....Jack Lynn
Sales Prom. Dir.....Barbara Wilkens
Chief Engineer.....Henry L. Dabrowski

Pop.: 904,000
Families: 249,000
Radio Homes: 242,000

New Mexico

Stations in State: 40
TV Homes: 172,000
TV Stations: 7

KGGM-TV—Albuquerque—1953

Channel: 13 VHF..AP: 44.6 Kw...VP: 89.1 Kw.
Owned-Oper. By.....New Mexico Bcstg. Co.
Bus. Address.....1414 Coal Ave. S. W.
Tel.: CH 3-2285.....CBS
Representative .....Branham
Pres., Gen., Sta. Mgr. ..... A. R. Hebenstreit
Comm. Manager ..... Ralph C. Rhoads
Prom. Dir.....Jim Laramore
Traf. Dir.....Vergie Abeyta
Film Manager.....Stretch Scherer
Chief Engineer.....Leonard F. Dodds

KOAT-TV—Albuquerque—1953

Channel: 7 VHF..AP: 44.7 Kw...VP: 87.1 Kw.
Owned-Oper. By.....Alvarado TV Co.
Business Address.....122 S.E. Tulane Dr.
Tel.: ALpine 5-8716.....ABC-NTA
Station Representative.....Bolling; Brown
President.....Clinton D. McKinnon
Gen., Sta. Mgr.....Max A. Sklower
Program Director.....Phil Eakins
Chief Engineer .....James Sharmon

KOB-TV—Albuquerque—1948

Channel: 4 VHF.. AP: 5.3 Kw...VP: 10.2 Kw.
Owned-Oper. By.....KSTP, Inc.
Bus.-Studio Address....1430 Coal Ave., S. W.
Tel.: CH 3-4411.....NBC
Representative .....Petry
Pres. .....Stanley Hubbard
Gen., Sta. Mgr.....George S. Johnson
Commercial Manager.....Robert D. Williams
Prog. Dir., Film Mgr.....Jerry Danziger
Prom., Pub. Dir.....Lowell Christison
Chief Engineer.....Jerry Danziger

KAVE-TV—Carlsbad—1956

Channel: 6 VHF..AP: 5 Kw...VP: 10.7 Kw.
Owned-Oper. By ..Voice of the Caverns, Inc.
Business Address.....P.O. Box 631
Tel.: TUxedo 5-4101.....CBS
Representative ..... Branham
President .....Edward Talbott
Gen., Comm. Mgr.....Tom Wiseheart
Program Director.....Neal Jones
Promotion Director.....Marjorie Winfield
Publicity Director.....Jerri Wright
Film Manager.....Harvey Kagen
Chief Engineer ..... W. C. Carnahan

KICA-TV—Clovis—1956

Channel: 12 VHF..AP: 16.2 Kw...VP: 30.2 Kw.
Owned-Oper. By .....KICA, Inc.
Business Address.....1000 Sycamore St.
Tel.: PO 3-5511.....CBS
Station Representative .....Branham
President .....Frank Lesley
Gen., Sta. Mgr.....J. H. Morris
Commercial Manager.....Jim Wilkes
Program Director.....James Moreland
Film Manager.....Jim Martin
Chief Engineer.....M. S. O'Dell

KSWS-TV—Roswell—1953

Channel: 8 VHF..AP: 158 Kw...VP: 316 Kw.
Owned-Oper. By.....John A. Barnett
Business Address.....1717 W. Second St.
Tel.: MA 2-6450.....ABC-CBS-NBC
Representative.....Meeker, Melville
Owner & Gen. Mgr.....John A. Barnett
Asst. Gen. Manager.....W. L. Shackelford
Director of Sales.....Paul B. McEvoy
Prod. Director .....Owen Moore
Act. Ch. Eng.....Edward R. Ridlon

Pop.: 17,125,000
Families: 5,359,000
Radio Homes: 5,285,000

New York

Stations in State: 125
TV Homes 4,829,000
TV Stations: 32

WTEN—Albany—1953

Channel: 10 UHF..AP: 72.5 Kw...VP: 145 Kw.
Owned-Oper. By.....Capital Cities TV Corp.
Business Address.....Box 10
Tel.: 3-2225 .....CBS
Station Representative.....Blair
President, Managing Dir.....Frank M. Smith
General Manager.....Thomas S. Murphy
Sales Manager ..... William J. Lewis
Program Dir.....Charles Pogan
Promotion Dir. .....Harry L. Goldman
Chief Engineer.....Charles Heisler

WAST—Albany—1953

Channel: 35 UHF..AP: 380 Kw...VP: 85.2 Kw.
Owned-Operated By..Van Curler Bcstg. Corp.
Business Address ..... 15 N. Pearl St.
Tel.: ALbany 5-5291.....ABC-NTA
Representatives Venard, Rintoul & McConnell
President .....S. H. Fabian
General Mgr.....William A. Riple
Commercial Mgr. ..... Dom Tovino
Prog. Dir., Film Mgr.....Fred D. Shavor
Chief Engineer.....Elmer C. Snow

WINR-TV—Binghamton—1957

Channel: 40 UHF..AP: 535 Kw...VP: 1070 Kw.
Owned.....Binghamton Press Co.
Business Address.....70 Henry St.
Tel.: 4-4318 .....ABC-CBS-NBC
Station Representative .....Everett-McKinney
General Manager.....David F. Milligan
Commercial Manager.....Bob Treuitt
Program Director.....Shirley Riciardelli
Chief Engineer.....G. Riciardelli

WNBF-TV—Binghamton—1949

Channel: 12 VHF..AP: 83 Kw... VP: 166 Kw.
Owned Oper. By....Triangle Publications, Inc.
Business Address.....One Henry St.
Tel.: 3-7311 .....ABC-CBS
Newspaper Affiliation.....Phila. Inquirer
Representative.....Blair TV, Inc.
Vice President.....Roger W. Clipp
General Manager .....George R. Durham
Commercial Manager.....Edward M. Scala
Oper. Mgr.....Russ Baker
Merchandise Mgr.....Ruth Hider
Film Manager.....Betty Edwards
Chief Engineer.....Lamar Cox

WBEN-TV—Buffalo—1948

Channel: 4 VHF..AP: 54 Kw...VP: 100 Kw.
Owned-Oper. By.....WBEN, Inc.
Business Address.....Statler-Hilton Hotel
Tel.: MO 0930.....CBS
Newspaper Affiliation.....Evening News
Sta. Rep.....Harrington, Righter, Parsons
President ..... Alfred H. Kirchhofer
General Manager.....C. Robert Thompson
Comm. Manager.....Nicholas J. Malter
Station Mgr.....George R. Torge
Prom. Director.....Joseph A. Haefiner
Film Director.....Quintin P. Renner
Program Director.....Frederick W. Keller
Chief Engineer.....Ralph J. Kingsley

WKBW-TV—Buffalo—1958

Channel: 7 VHF..AP: 42.7 Kw...VP: 70.8 Kw.
Owned-Operated By.....WKBW, Inc.
Business Address.....1420 Main St.
Tel.: GArfield 0770.....ABC
Sta. Rep.....Avery-Knodel
Pres., Gen. Mgr.....Dr. Clinton H. Churchill
Commercial Mgr.....Thomas E. Martin
Program Dir.....Labe B. Mell
Chief Engineer.....Floyd A. Timberlake

WGR-TV—Buffalo—1954

Channel: 2VHF...AP: 66 Kw....VP: 100 Kw.
Owned.....Transcontinent TV Corp.
Business Address.....184 Barton St.
Tel.: Su 7115.....NBC
Representative.....Peters, Griffin, Woodward
President.....David C. Moore
Asst. Gen. Mgr.....William P. Dix, Jr.
Sta. Mgr.....Van Beuren W. DeVries
Comm. Mgr.....G. Paschall Swift
Program Dir.....Paul Sciandra

Owners of: WROC-TV, Rochester, N. Y.; WNEP-TV, Scranton, Pa.; WSVA-TV, Harrisonburg, Va.

WCNY-TV—Carthage—1954

Channel: 7 VHF..AP: 95.5 Kw...VP: 178 Kw.
Owned-Oper. By....The Brockway Company
Bus. Address..P. O. Box 211, Watertown, N. Y.
Tel.: SU 2-1800.....ABC-CBS
Newspaper Affil.....Watertown Daily Times
Representative .....Weed
President.....John B. Johnson
General Manager.....Louis Saiff, Jr.
Station Manager.....James W. Higgins
Commercial Manager.....Alfred M. Tauroney
Prog., Director.....David M. Graves
Film Manager.....John A. LaLiberte
Chief Engineer.....Michael R. Yonkovig

WNTA-TV—Newark, N. J.

(See New Jersey listing)

WABC-TV—New York—1948

Channel: 7 VHF..AP: 55 Kw...VP: 110 Kw.
Owned By..American Bcstg.-Para. Theas Inc.
Business Address.....7 W. 66th St.
Tel.: SU 7-5000.....ABC
Representative .....Blair TV
President .....Leonard Goldenson
Vice President.....Robert L. Sfone
Sales Manager.....J. Stamler
Program Director.....A. L. Hollander, Jr.

Dir., Res. & Sls. Dev.....Lawrence Pollock
Publicity Director.....Lawrence Eisenberg
Film Dir.....T. Kako
Chief Engineer.....G. Edward Hamilton

WNEW-TV—New York—1944

Channel: 5 VHF..AP: 18.6 Kw...VP: 37.1 Kw.
Owned-Oper. By....Metropolitan Bcstg. Corp.
Business Address.....205 E. 67th St.
Tel.: LE 5-1000.....Independent
Representative ..... Weed
President .....Bernard Goodwin
V.P.....Richard D. Buckley
V.P., Sta. Mgr.....Bennett H. Korn
Prog., Pub. Dir.....David Yarnell
Adv., Prom. Dir.....Kenneth Klein
Film Manager.....Elizabeth Bain
Chief Engineer.....William Kelly

WCBS-TV—New York—1941

Channel: 2 VHF...AP: 21 Kw....VP: 42 Kw.
Owned-Oper.....Columbia Bcstg. System Inc.
Business Address.....485 Madison Ave.
Tel.: PL 1-2345.....CBS
Representative.....CBS TV Spot Sales
President (CBS Inc.).....Frank Stanton
Pres. (CBS TV Stations Div.)....Merle S. Jones
General Manager.....Frank Shakespeare
Asst. General Mgr.....Clarence Worden
General Sales Mgr.....Norman Walt
Program Director.....Dan Gallagher
Promotion Director.....Robert G. Patt
Publicity Director.....Robert Fuller
Film Dept. Manager.....William C. Lacey
Dir. Tech. Operations....Robert G. Thompson

WOR-TV—New York—1949

Channel: 9 VHF...AP: 65 Kw....VP: 130 Kw.
Owned-Oper. By.....RKO Teleradio Pictures
Business Address.....1440 Broadway
Tel.: LO 4-8000.....Independent
Station Representative .....H-R
President.....Thomas F. O'Neil
V.P., Gen. Mgr.....Robert J. Leder
Dir. of Program.....Robert S. Smith
Commercial Mgr.....Bert Lambert
Dir. Sls. Dev.....Robert Hoffman
Program Dir.....Ivan Reiner
Opera. Superv.....Barney Boyle
Public Rel.....Marvin Camp
Chief Engineer.....Harry Tilley

WPIX—New York—1948

Channel: 11 VHF..AP: 50 Kw...VP: 100 Kw.
Owned-Operated By.....WPIX, Inc.
Address.....220 E. 42nd St.
Tel.: MU 2-6500.....NTA
News. Affil...N. Y. Dly. News; Chicago Trib.
Representative.Peters, Griffin, Woodward, Inc.
V.P., Gen. Mgr.....Fred M. Thrower
V.P. in Chg. Sales.....J. A. Patterson
V.P. Operations.....L. J. Pope
Manager of Opra.....Alice E. Cook
Promotion Manager.....F. X. Tuoti
Live Program Manager.....W. D. Engels
Film Manager.....W. Cooper
Chief Engineer.....O. S. Freeman

WRCA-TV—New York—1941

Channel: 4 VHF..AP: 12.9 Kw...VP: 30.2 Kw.
Owned-Oper. By.....National Bcstg. Co.
Business Address.....30 Rockefeller Plaza
Tel.: CI 7-8300.....NBC
Representative.....NBC Spot Sales Dept.
General Manager.....William Davidson
Marketing Dir.....Max Buck
Commercial Manager.....Jay Heitin
Program Director.....George Heineman
Sales Prom. Mgr.....Michael Lannon
Film Manager.....Al Odeal
Chief Engineer.....John H. Riedel

WPTZ—Plattsburgh—1954

Channel: 5 VHF...AP: 12 Kw....VP: 20 Kw.
Owned-Oper. By..Rollins Bcstg.-Tcstg. of N.Y.
Business Address.....357 Cornelia St.
Tel.: 3070 .....ABC-NBC-NTA
Station Representative.....Blair; McDermott
President.....O. Wayne Rollins
V.P., Gen. Mgr.....George BarenBregge
Commercial Manager.....Lincoln A. Mayo
Prog. Dir.....Al. Cahill
Publicity Director.....Dick Ford
Chief Engineer.....Joseph Missick

WHEC-TV—Rochester—1953

Channel: 10 VHF..AP: 66 Kw...VP: 124 Kw.
Owned-Oper. By.....WHEC, Inc.
Business Address.....191 East Ave.
Tel.: BA 5-3050.....ABC-CBS
Newspaper Affili.....Gannett Co.
Representative ..... Everett-McKinney
President.....Paul Miller
General Mgr.....Lowell Mac Millan
Comm. Manager.....LeMoine C. Wheeler
Program, Film Mgr.....Wiliam J. Adams
Production Dir.....Dorothy Cotton
Technical Director.....Richard K. Blackburn

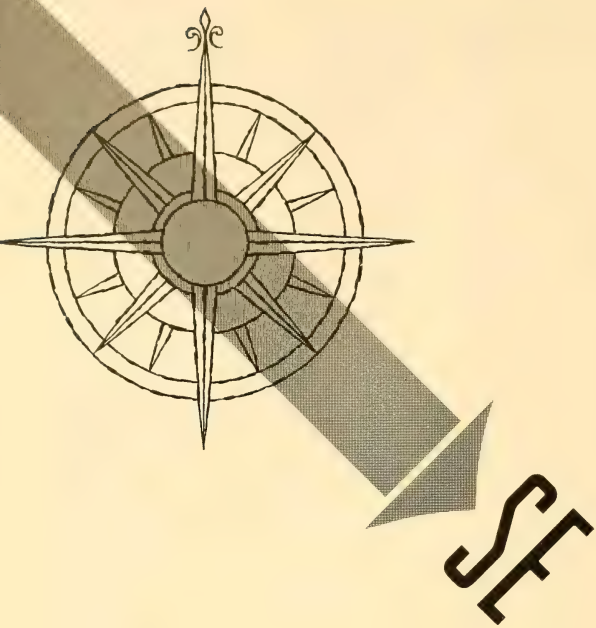
WROC-TV—Rochester—1949

Channel: 5 VHF..AP: 50 Kw...VP: 100 Kw.
Owned-Oper. By....Transcontinental TV Corp.
Business Address.....201 Humboldt St.
Tel.: BU 8-8400.....ABC-NBC
Station Rep.....PGW; McDermott
President.....David C. Moore
Gen. Mgr.....Gunnar O. Wiig
Ass't. Gen. Mgr.....John W. Kennedy, Jr.
Commercial Mgr.....Armin N. Bender
Program Director.....Charles Siverson
Promotion Director.....L. Walton Smith
Film Manager.....Eugene Zacher
Chief Engineer.....Kenneth Gardner

Owners of: WGR-TV, Buffalo, N. Y.; WNEP-TV, Scranton, Pa.; WSVA-TV, Harrisonburg, Va.

WVET-TV—Rochester—1953

Channel: 10 VHF..AP: 62.5 Kw...VP: 123 Kw.
Owned-Oper. By.....Veterans Bcstg. Co., Inc.
Business Office.....17 Clinton Ave. S.
Tel.: HAmilton 6-4820.....ABC-CBS-NTA
Representative .....Bolling
Pres., Gen. Mgr.....Ervin F. Lyke
Comm. Manager.....Arthur Murrellwright
Program Director.....F. Chase Taylor
Publicity Director.....Bill Schubert



CHARLOTTE-WBTV RULES ABSOLUTE AS FIRST TELEVISION MARKET IN ENTIRE SOUTHEAST AS MEASURED BY N.C.S. #3

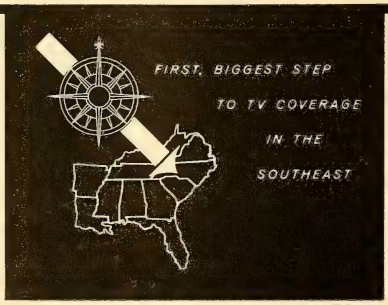
The Charlotte-WBTV television market totals 632,070 homes. Its nearest competitor in the Southeast, Atlanta, has 579,090.

WBTV's set count exceeds that of the second Charlotte station by 43%—delivering 189,380 more television homes!

Buy WBTV as your first, biggest step to television coverage of the Southeast. Contact CBS Television Spot Sales or WBTV for the full fabulous coverage and dominance story.

OMPARE THESE SOUTHEAST MARKETS!

WBTV-Charlotte	**632,070**
Atlanta	579,090
Louisville	509,480
Birmingham	587,800
Memphis	453,240
Charlotte Station "B"	**442,690**
Miami	434,800
New Orleans	380,020
Nashville	366,560
Norfolk-Portsmouth	337,580
Richmond	311,680



CHANNEL 3
WBTV
CHARLOTTE

JEFFERSON STANDARD BROADCASTING COMPANY

Film Manager.....Arthur V. Cook
Chief Engineer.....Raymond Jobes

WRGB—Schenectady—1939

Channel: 6 VHF..AP: 47 Kw...VP: 93 Kw.
Owned-Oper. By.....General Electric Co.
Business-Studio Address...1400 Balltown Rd.
Tel.: FR 7-2261.....NBC
Representative.....NBC Spot Sales
President.....Robert Paxton
Gen. Mgr.....J. Milton Lang
Operations Mgr.....Merl L. Galusha
Marketing Mgr.....Robert F. Reid
Sales Manager.....George F. Spring
Program Dir.....Donn Chown
Promotion Mgr.....Arthur R. Garland
Film Mgr.....William Monroe
Chief Engineer.....Willard J. Purcell

WHEN-TV—Syracuse—1948

Channel: 8 VHF..AP: 190 Kw...VP: 316 Kw.
Owned-Oper. By.Meredith Syracuse TV Corp.
Address.....101 Court St.
Tel.: GR 4-8511.....ABC-CBS-NTA
Representative .....Katz
President.....E. T. Meredith, Jr.
Vice-Pres. & Gen. Mgr.....Paul Adanti
Comm. Manager.....Frederick R. Menzies
Prog. Dir., Film Mgr.....Gordon Alderman
Promotion Director.....Robert Peel
Chief Engineer.....Albert Chismark

Owners of: KCMO-TV, Kansas City, Mo.; KPHO, Phoenix, Ariz.; WOW-TV, Omaha, Neb.
(See Page 498)

WSYR-TV—Syracuse—1950

Channel: 3 VHF..AP: 50 Kw...VP: 100 Kw.
Owned-Oper. By....Central N. Y. Bcstg. Corp.
Business Address.....1030 James St.
Tel.: GRanite 4-3911.....NBC
News. Affil...Post & Standard, Herald-Journal
Representative ....Harrington-Righter-Parsons
Pres., Gen., Sta. Mgr.....E. R. Vadeboncoeur
Comm. Manager.....William R. Alford, Jr.
V.P. in Charge of Prog.....William V. Rothrum
Prom., Pub. Director.....Louis Switzer
Film Manager.....Les Martin
Chief Engineer.....Albert Eicholzer

WKTV—Utica—1949

Channel: 13 VHF..AP: 159 Kw...VP: 316 Kw.
Owned-Oper. By.....Mid-N.Y. Bcstg. Corp.
Business Address.....P.O. Box 386
Tel.: RE 3-0404.....ABC-CBS-NBC
Representative.....Donald Cooke, Inc.
President.....Gordon Gray
Exec. Vice Pres.....William T. MacNeilly
Gen., Comm. Mgr.....Michael C. Fusco
Program Director.....Jack Fredericks
Publicity Director.....Frank Grenewald
Promotion Director.....Steve Purcell
Film Manager.....Joseph Casaletta
Chief Engineer.....De Forest T. Layton, Jr.

Pop.: 4,740,000
Families: 1,224,000
Radio Homes: 1,198,000

North Carolina

Stations in State: 135
TV Homes: 905,000
TV Stations: 17

WISE-TV—Asheville—1953

Channel: 62.....AP: 12 Kw.....VP: 24 Kw.
Owned-Operated By.....WISE-TV, Inc.
Address.....92 Haywood St.
Tel.: AL 3-5381.....NBC
Station Representative..Broadcast Time Sales
President.....Harold H. Thoms

WLOS-TV—Asheville—1954

Channel: 13 VHF..AP: 85 Kw...VP: 170 Kw.
Owned-Oper. By....Skyway Broadcasting Co.
Business Address.....288 Macon Avenue
Tel.: AL 4-4321.....ABC-NTA
Station Representative.....PGW; Ayers
Pres., Gen. Mgr.....T. A. Eiland
Commercial Manager.....Saul Rosenzweig
Program Director.....Ashe Dawes
Prom., Pub. Dir.....Jack Winters
Film Mgr.....Bob Hensley
Chief Engineer.....George Sprague

WBTV—Charlotte—1949

Channel: 3 VHF...AP: 60 Kw....VP: 100 Kw.
Owned-Oper. By..Jefferson Standard Bcstg. Co.
Business Address.....1 Jefferson Pl.
Tel.: ED 3-8833.....CBS-NBC
Representative.....CBS TV Spot Sales
President.....Joseph M. Bryan
Exec. V.P., Gen. Mgr....Charles H. Crutchfield
V.P., Managing Dir.....Kenneth J. Treadwell
V.P. Dir. of Engineering.....Thomas Howard
Gen. Sales Mgr.....Wallace J. Jorgenson
Promotion Mgr.....John Dillon
Prod. Mgr.....Robert L. Rierson
Prog. Mgr.....Lacy Sellars
Publicity Director.....James Babb
Film Supervisor.....J. Nathan Tucker

WSOC-TV—Charlotte—1957

Channel: 9 VHF..AP: 158 Kw...VP: 316 Kw.
Owned.....WSOC Bcstg. Co.
Business Address.....Box 2536
Tel.: FR 6-8401.....ABC-NBC
Station Representative.....H-R Reps.; F-J
Pres., Gen. Mgr.....Larry Walker
V.P., Gen. Sales Mgr....C. George Henderson
Prog. Dir.....Robert Provence
Prom., Pub. Dir.....James W. Evans
Film Manager.....Hall Houpe
Chief Engineer.....L. L. Caudle, Jr.

WTVD—Durham—1954

Channel: 11 VHF..AP: 170 Kw...VP: 316 Kw.
Owned-Oper...Durham Bcstg. Enterprises, Inc.
Business Address.....1750 Newton Rd.
Tel.: 2-2111 .....ABC-CBS
Representative .....Petry

General Mgr.....Harmon L. Duncan
Comm. Manager.....Mike Thompson
Program Director.....Ernie Greup
Prom., Pub. Dir.....Ken Corbitt
Film Mgr.....Jack Preddy
Chief Engineer.....Henry Cronin

WFMY-TV—Greensboro—1949

Channel: 2 VHF..AP: 100 Kw...VP: 100 Kw.
Owned-Operated By....Greensboro News Co.
Business Address...Phillips Ave. at White St.
Tel.: BR 4-0114.....ABC-CBS
News. Affil.....News, Record
Representative..Harrington, Righter & Parsons
President.....E. B. Jeffress
General Manager.....C. O. Jeffress
Station Manager.....Gaines Kelley
Commercial Manager.....E. A. Hassett
Prog., Pub. Dir.....Gomer R. Lesch
Promotion Director.....Judd A. Choler
Film Manager.....Don Causey
Chief Engineer.....Doyle D. Thompson

WNCT—Greenville—1953

Channel: 9 VHF..AP: 158 Kw...VP: 316 Kw.
Owned-Oper. By...Carolina Bcstg. System Inc.
Business Address...S. Evans St. Ext.; Box 898
Tel.: 6181 .....ABC-CBS-NTA
Representative .....Hollingbery
President.....Earl Westbrook
General Manager.....A. Hartwell Campbell
Oper. Mgr.....Marion B. Tribley
Comm. Manager.....John G. Clark, Jr.
Program Director.....Bill Norwood
Prom., Pub. Manager.....Dave Mosier
Production Manager.....Mac Nicholson
Film Mgr.....Bill Carroll
Chief Engineer.....Heber Adams

WRAL-TV—Raleigh—1956

Channel: 5 VHF...AP: 50 Kw....VP: 100 Kw.
Owned-Oper. By.....Capitol Bcstg. Co., Inc.
Business Address.....2619 Western Blvd.
Tel.: VAnce 8-2511.....ABC-NBC
Representative ..... H-R
President.....A. J. Fletcher
V.P., Gen. Mgr.....Fred Fletcher
Commercial Manager.....Fletcher Turner
Prog. Dir.....George Hall
Film Mgr.....James Riddle
Prom., Pub. Dir.....David Witherspoon
Chief Engineer.....Virgil Duncan

WITN—Washington—1955

Channel: 7 VHF..AP: 160 Kw...VP: 316 Kw.
Owned-Oper. By.....North Carolina TV, Inc.
Business Address.....P.O. Box 468
Tel.: WH 6-3131.....NBC
Station Representative..Headley-Reed; Ayers
Pres., Gen., Sta. Mgr.....W. R. Roberson, Jr.
V.P., Sls. Manager.....T. H. Patterson
Program, Film Mgr.....Hal Wilson
Promotion Director.....Peggy J. Cooper
Chief Engineer.....Harvey Mason

WECT—Wilmington—1954

Channel: 6 VHF..AP: 62 Kw...VP: 100 Kw.
Owned-Oper. By...Atlantic Telecasting Corp.
Business Address.....P.O. Box 1769
Tel.: RO 3-4666.....ABC-CBS-NBC
Station Representative.....Weed; Ayers
President.....Dan. D. Cameron
General Mgr.....Claud O'Shields
Program Dir.....Wayne Jackson
Prom., Pub. Dir.....Faith Buchanan
Film Manager.....Roland Register
Production Manager.....Jack Forehand
Chief Engineer.....E. I. Herring, Jr.

WSJS-TV—Winston-Salem 1953

Channel: 12 VHF.. AP: 195 Kw...VP: 316 Kw.
Owned-Oper. By.....Triangle Bcstg. Corp.
Business Address.....419-21 N. Spruce St.
Tel.: PA 5-2311.....NBC
Newspaper Aff...Journal & Twin City Sentinel
Representative .....Headley-Reed
President.....W. K. Hoyt
Exec. V.P. & Gen. Mgr.....Harold Essex
Sales Manager.....Harry B. Shaw
Program Manager.....John A. Comas
Promotion Dir.....Richard Barron
Publicity Dir.....Harold Carter
Film Manager.....Carl Wiegold
Operations Manager.....Phil Hedrick

Pop.: 696,000
Families: 189,000
Radio Homes: 183,000

North Dakota

Stations in State: 19
TV Homes: 128,000
TV Stations: 9

KBMB-TV—Bismarck—1955

Channel: 12 VHF...AP: 45 Kw....VP: 90 Kw.
Owned-Oper. By.....North Dakota Bcstg. Co.
Business Address.....1811 - 15th St.
Tel.: CA 3-9197.....CBS
Representative ..... Weed
Pres.....John W. Boler
Manager .....Howard Morris
Commercial Mgr.....F. E. Fitzsimmonds
Chief Engineer.....Thomas Ahner

KFYR-TV—Bismarck—1953

Channel: 5 VHF..VP: 50 Kw...VP: 100 Kw.
Owned-Oper. By.....Meyer Bcstg. Co.
Business Address.....202½ Fourth St.
Tel.: CA 3-0900.....ABC-NBC
Representative .....Blair-TV Assoc.
President, Gen. Mgr.....William Ekberg
Station Manager.....Cal Culver
Comm. Manager.....A. L. Anderson
Chief Engineer.....Ivar Nelson

KDIX-TV—Dickinson—1956

Channel: 2 VHF...AP: 13 Kw....VP: 26 Kw.
Owned-Oper. By.....Dickinson Radio Ass'n
Business Address.....119 2nd Ave. West

Tel.: 5133 ..... ABC-CBS
Station Representative ..... Holman; Hurley
President ..... Dr. P. J. Weir
General Manager ..... Orville F. Burda
Commercial Manager ..... Mal Hallock
Program Director ..... Lauren Haacke
Promotion Director ..... Ruth Adams
Film Manager ..... Carol Wanner
Chief Engineer ..... Benjamin Lockerd

WDAY-TV—Fargo—1953

Channel: 6 VHF..AP: 50 Kw...VP: 100 Kw.
Owned-Oper. By ..... WDAY, Inc.
Business Address ..... 207 N. 5th St.
Tel.: AD 2-3371 ..... ABC-NBC
Newspaper Affiliation ..... Forum
Representative..Peters, Griffin, Woodward, Inc.
President ..... E. C. Reineke
Gen., Sales Mgr. ..... Tom Barnes
Station Manager ..... Jack Dunn
Program Manager ..... Ken Kennedy
Promotion Mgr. ..... Roy Pedersen
Film Manager ..... Buddy Nulph

KNOX-TV—Grand Forks 1955

Channel: 10 VHF..AP: 14.1 Kw...VP: 28.2 Kw.
Owned-Oper. By ..... Community Radio Corp.
Business Address ..... Box 1110
Tel.: 4-4611 ..... NBC
Rep. ..... Rambeau, Vance, Hopple
President ..... Arthur Tweet
General Mgr. ..... R. C. Lukkason
Chief Engineer ..... David L. Chumley

KXMC-TV—Minot—1953

Channel: 13 VHF..AP: 120 Kw...VP: 245 Kw.
Owned-Oper. By ..... North Dakota Bcstg. Co.
Address ..... Highway 83, S.
Tel.: 51-161 ..... ABC-CBS
Representative ..... Weed
President ..... John W. Boler
V.P., Sta. Mgr. ..... Chester Rieten
Program Dir. ..... Rod Romine
Chief Engineer ..... Henry Haeusler

KXJB-TV—Valley City—1954

Channel: 4 VHF..AP: 57 Kw...VP: 100 Kw.
Owned-Oper. By ..... North Dakota Bcstg. Co.
Bus. Ad. ..... 4000 W. Main, Fargo, N. D.
Tel.: ADams 5-4461 ..... ABC-CBS
Representative ..... Weed
Pres., Gen. Mgr. ..... John W. Boler
Commercial Manager ..... W. L. Hurley
Program Director ..... Constance Blackstead
Prom., Pub. Dir. ..... Lois Bonk
Film Manager ..... Steve Winter
Chief Engineer ..... Robert Ridgeway

LOOKING FOR TOP MARKETS...?

TAKE A LOOK AT KXJB-TV,
Valley City — Fargo — Grand Forks

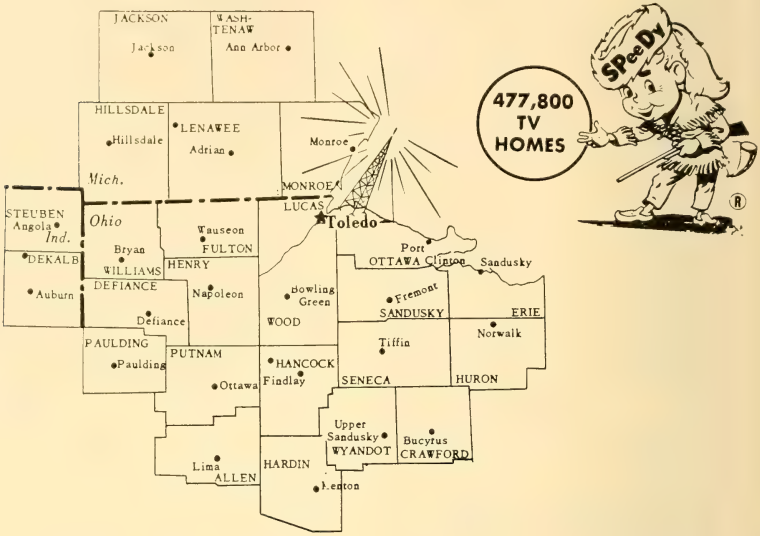
KXJB-TV, Valley City-Fargo-Grand Forks, is one of the top 100 television markets in the United States, according to the May 19th issue of Television Age. What's more, KXJB-TV covers one of the richest markets . . . North Dakota and Minnesota's rich Red River Valley, plus the southeastern third of North Dakota.
But that's not all—buy KXJB-TV and add the other Market Maker Stations of the North Dakota Broadcasting Company, KCJB-TV in Minot, KBMB-TV in Bismarck and KDIX-TV in Dickinson, and you get coverage of over 90% of the North Dakota market with one buy, one order, one contact!
Buy KXJB-TV, one of the Top 100, add KCJB-TV, KBMB-TV and KDIX-TV, and you have the triple-terrific Market Maker Stations of the NDBC Television Network reaching the greatest percentage of all of the television homes in North Dakota—plus parts of Minnesota and South Dakota. In the Upper Midwest, you can't buy better!

KXJB-TV, Valley City-Fargo-Grand Forks; **KBMB-TV,** Bismarck-Mandan; **KCJB-TV,** Minot, **KDIX-TV,** Dickinson, **KXAB-TV,** Aberdeen* (*on the air October, 1958).

Station Representative:
Weed Television Co.

Minneapolis Representative:
Bill Hurley, 300 Roanoke Bldg.

"Billion Dollar Pocketbook"



TOLEDO RANKS HIGH IN THE NATION'S LEADING MARKETS

14th in Buying Power per Family

39th in Total Effective Buying Power

50th in Population

THIS IS JUST PART OF THE STORY . . . GET THE COMPLETE PICTURE OF THE TOLEDO "BILLION DOLLAR POCKETBOOK"

CHANNEL

13

WSPD-TV

A STORER STATION

Represented Nationally by KATZ

TOLEDO, OHIO

Pop.: 9,749,000
Families: 2,925,000
Radio Homes: 2,845,000

Ohio

Stations in State: 88
TV Homes: 2,661,000
TV Stations: 28

WAKR-TV—Akron—1953

Channel: 49 UHF..AP: 107 Kw...VP: 213 Kw.
Owned-Oper. By.....Summit Radio Corp.
Business Address.....853 Copley Road
Tel.: PO 2-8811.....ABC
Newspaper Affiliation.....Beacon Journal
Station Representative .....McGavren-Quinn
President.....S. Bernard Berk
Gen., Sta. Mgr.....Roger G. Berk
Commercial Manager.....Kenneth M. Keegan
Prog., Prom. Dir.....Robert I. Bostian
Film Manager.....Jack F. Lotz
Chief Engineer.....Irwin L. Knopp

WCPO-TV—Cincinnati—1949

Channel: 9 VHF..AP: 158 Kw...VP: 309 Kw.
Owned-Oper. By..Scripps-Howard Radio, Inc.
Business Address.....2345 Symmes St.
Tel.: CA 1-0777.....ABC
Newspaper Affiliation.....Cincinnati Post
Representative ..... Blair
V.P., General Mgr.....M. C. Watters
Asst. Gen. Mgr.....Glenn C. Miller
Prog. Director.....Colin G. Male
Pub. Director.....Vera Schulte
Film Manager.....Bernie Borden
Chief Engineer.....Paul Adams

WKRC-TV—Cincinnati—1949

Channel: 12 VHF..AP: 158 Kw...VP: 316 Kw.
Owned-Oper. By.....Radio Cincinnati, Inc.
Business Address.....Times-Star Bldg.
Tel.: GA 1-1331.....CBS
Newspaper Affil. .....Times-Star
Representative .....Katz
Exec. V.P.....David G. Taft
Gen. Sales Mgr.....Roger B. Read
Program Director.....Paul E. Shumate
Dir. of Marketing.....John J. Walsh
Prod. Manager.....William Horstman
Publicity Director.....Gregory Olberding
Promotion Director.....Lila Lambert
Film Manager.....John Hill
Chief Engineer.....Hugh D. LaCrosse

WLW-T—Cincinnati—1948

Channel: 5 VHF..AP: 50 Kw...VP: 100 Kw.
Owned-Operated By....Crosley Bcstg. Corp.
Address.....140 W. Ninth St.
Tel.: CH 1-1822.....NBC
Rep.....WLW Sales, NBC Spot Sales
Chairman of the Board.....James D. Shouse
Pres., Gen. Mgr.....Robert E. Dunville
V.P.-Television.....John T. Murphy
V.P.-Programming .....Al Bland
V.P.-Pub. Relations.....Gil Kingsbury
V.P.-Treas.....K. T. Murphy
V.P.-Sales.....H. P. Lasker
V.P.-Engineering.....R. J. Rockwell
Sales Mgr.....Steve Crane
Dir. Client Service Dept.....Jack Frazier
Program Dir.....Abe Cowan
Film Dir.....Tom Storey
Tech. Adm. Ass't.....Howard Lepple

WEWS—Cleveland—1947

Channel: 5 VHF.. AP: 60.3 Kw...VP: 93.3 Kw.
Owned-Oper. By...Scripps-Howard Radio, Inc.
Bus. Address.....Euclid at E. 30th St.
Tel.: HE 2-1500.....ABC
Newspaper Affiliation.....E. W. Scripps Co.
Representative .....Blair TV
President.....Jack R. Howard
General Manager.....James C. Hanrahan
Pub. Dir.....Robert K. Doerr
Pub. Service Dir.....John J. Moffitt
Nat'l Adv. Mgr.....Jay S. Kerkes
Film Director.....John J. Richards
Ohio Sales Mgr.....Peter Hlinka
Ass't Gen. Mgr.....Donald L. Perris
Operations Dir.....Ernest E. Sindelar
Prod. Supervisor.....James E. Kirkey
Prog. Supervisor.....Earl W. Keyes
Chief Engineer.....Joseph B. Epperson

KYW-TV—Cleveland—1948

Channel: 3 VHF..AP: 50 Kw...VP: 100 Kw.
Owned-Oper. By.....Westinghouse Bcstg. Co.
Business-Studio Address..815 Superior St., N.E.
Tel.: CH 1-0942.....NBC
Sta. Representative..Peters, Griffin, Woodward
After July 1.....TvAR
President .....D. McGannon
General Mgr.....George H. Mathiesen
Sales Manager.....Albert Krivin
Program Manager.....Ralph Hanson
Adv't, Prom.....Robert Nashick
Chief Engineer.....Sidney V. Stadig

Owners of: WBZ-TV, Boston; KPIX, San Francisco; KDKA-TV, Pittsburgh; WJZ-TV, Baltimore, Md.

WJW-TV—Cleveland—1954

Channel: 8 VHF..AP: 182 Kw...VP: 302 Kw.
Owned-Oper. By.....Storer Bcstg. Co.
Address.....1630 Euclid Ave.
Tel.: TO 1-6080.....CBS
Representative .....Katz
President .....George B. Storer
Managing Director.....Ben Wickham
Local Sales Mgr.....John B. Garfield
Publicity Director.....Ted Anthony
Prom. Dir.....Joseph Mertens
Prog. Dir., Film Mgr.....Edward L. Herp
Chief Engineer.....H. A. Brinkman
Owners of: WJBK-TV, Detroit; WSPD-TV, Toledo; WAGA-TV, Atlanta.

WBNS-TV—Columbus—1949

Channel: 10 VHF..AP: 123 Kw...VP: 219 Kw.
Owned By.....Dispatch Printing Co.
Business Address.....33 N. High St.
Tel.: CA 8-3538.....CBS
Station Representative.....Blair TV
Dir. of Television.....Richard A. Borel
Program Director.....John A. Haldi
Sales Director.....Robert D. Thomas
Promotion Director.....Jack Dorr
Sales Serv Mgr.....Robert M. Sprouse
Merchandising Dir.....Mel Grossman
Film Buyer.....Betty Dixon
Chief Engineer.....Lester H. Nafzger

WLW-C—Columbus—1949

Channel: 4 VHF..AP: 50 Kw...VP: 100 Kw.
Owned-Operated By.....Crosley Bcstg. Corp.
Business Address...3165 Olentangy River Rd.
Tel.: AM 3-5441.....NBC
Station Rep.....Crosley; NBC Spot Sls.
President.....Robert E. Dunville
Gen., Sta. Mgr.....James Leonard
Sales Manager.....Walter E. Bartlett
Program Director.....Bud Gillis
Prom., Pub. Dir.....Jack Kavanagh
Film Dir.....Juanita W. Mitchell
Chief Engineer.....Charles Sloan

WTVN-TV—Columbus—1949

Channel: 6 VHF..AP: 50 Kw...VP: 100 Kw.
Owned-Oper. By.....Radio Cincinnati
Business Address..753 Harman Ave.; Box 718
Tel.: CA 8-5801.....ABC-NTA
Representative .....Katz
President.....Hulbert Taft, Jr.
General Manager.....J. W. McGough
Asst. Gen., Sales Mgr.....Chuck Dwyer
Prog. Dir.....Joseph A. Jenkins
Prom., Pub. Dir.....Harry Mohr
Film Manager.....Paul Lloyd
Chief Engineer.....Ray Owens

WHIO-TV—Dayton—1949

Channel 7 VHF...AP: 100 Kw....VP: 200 Kw.
Owned-Oper. By...Miami Valley Bcstg. Corp.

Yes, over 4 million buyers are influenced by JW's dynamic local and network lineup.

Add to this the biggest and most exciting film library in Cleveland (almost 2,000 big titles from Warner Bros., Paramount, 20th Century, United Artists, and others) and you have good reasons why buyers are sold on **WJW-TV.**

Storer Television

WJW-TV Cleveland | WSPD-TV Toledo | WAGA-TV Atlanta | WITI-TV Milwaukee | WJBK-TV Detroit

Business Address.....1414 Wilmington Ave.
Tel.: CL 4-5311.....CBS-NTA
Newsp. Affili.....News, Journal Herald
Representative .....Hollingbery
President.....James M. Cox Jr.
General Manager.....Robert H. Moody
Commercial Manager.....Stanley G. Mouse
Prog., Prom. Director.....Charles Gay
Film Mgr.....Bill Campbell
Publicity Dir.....Naomi Montgomery
Chief Engineer.....Ernest L. Adams

WLW-D—Dayton—1949

Channel: 2 VHF..AP: 50 Kw...VP: 100 Kw.
Owned-Oper. By.....Crosley Bcstg. Corp.
Business-Studio Address...4595 S. Dixie Hwy.
Tel.: AX 3-2101.....ABC-NBC
General Mgr.....George Gray
Comm. Manager.....Dale A. Smith
Program Dir.....Paul Law
Prom., Pub. Director.....Dorothy A. Sanders
Chief Engineer.....Robert Wehrmann

WIMA-TV—Lima—1953

Channel: 35 UHF..AP: 97.7 Kw...VP: 195 Kw.
Owned-Operated By.....WLOK, Inc.
Business Address.....1424 Rice Ave.
Tel.: CA 5-3010.....ABC-CBS-NBC
Representative .....H-R
President.....G. E. Hamilton
General Manager.....Robert W. Mack
Sta., Comm. Mgr.....J. L. Spring
Program Director.....Sam Fitzsimmons
Chief Engineer.....M. L. Lamb

WSTV-TV—Steubenville—1953

Channel: 9 VHF..AP: 117 Kw...VP: 234 Kw.
Owned-Oper. By.....WSTV, Inc.
Business Address.....Exchange Realty Bldg.
Tel.: ATlantic 2-6265.....ABC-CBS-NTA
Representative .....Avery-Knodel
President .....Jack N. Berkman
Gen., Sta. Manager.....John J. Laux
Comm., Film Mgr.....Joseph M. Troesch
Production Supvrs.....Higgins, Arim
Prom., Pub. Dir.....Robert Harris
Chief Engineer.....Charles S. Shepherd

WSPD-TV—Toledo—1948

Channel: 13 VHF..AP: 160 Kw...VP: 316 Kw.
Owned-Oper. By.....Storer Bdcstg. Co.
Business-Studio Address.....136 Huron St.
Tel.: CH 8-6201.....ABC-NBC
Representative .....Katz
President .....George B. Storer
Vice President.....Allen L. Haid
Managing Dir.....Peter Storer
Commercial Manager.....Bill Ashworth
Chief Engineer.....Bill Stringfellow
Owners of WJBK-TV, Detroit; WAGA-TV, Atlanta; WJW-TV, Cleveland.

(See Page 870)

WTOL-TV—Toledo—1958

Channel: 11 VHF..AP: 191 Kw...VP: 316 Kw.
Owned By.....Community Bcstg. Co.
Business Address.....604 Jackson St.
Tel.: CH 3-3291.....CBS-NBC
Station Representative .....H-R
President.....Frazier Reams
Gen. Sta. Mgr.....Thomas S. Bretherton
Comm. Mgr.....R. B. Stone
Program, Film Mgr.....Robert H. Krieghoff
Prom., Public. Dir.....Steve Fayer

WFMJ-TV—Youngstown 1953

Channel: 21 UHF..AP: 87.5 Kw...VP: 175 Kw.
Owned-Operated By...Vindicator Printing Co.
Address.....101 W. Boardman Street
Tel.: RI 4-8611.....NBC
Newspaper Affil...The Youngstown Vindicator
Representative .....Headley-Reed
President.....William F. Maag Jr.
Gen., Sta., Comm.....Mitchell F. Stanley
Program Director.....Jay A. Grier
Film Manager.....Eugene L. Donahay
Chief Engineer.....Frank A. Dieringer

WKBN-TV—Youngstown—1953

Channel: 27 UHF..AP: 215 Kw...VP: 430 Kw.
Owned-Operated By.....WKBN Bcstg. Co.
Address.....3930 Sunset Blvd.
Tel.: ST 2-1145.....CBS
Representative .....Raymer
President, Gen. Mgr.....W. P. Williamson, Jr.
Sta., Comm. Mgr.....J. L. Bowden
Program Director.....Paul Turner
Prom., Pub. Dir.....W. P. Williamson, III
Film Manager.....Jack Beatty
Chief Engineer.....B. T. Wilkens

WKST-TV—Youngstown—1957

(See New Castle, Pa.)

WHIZ-TV—Zanesville—1953

Channel: 18 UHF..AP: 8.13 Kw...VP: 14.8 Kw.
Owned-Oper. By...Southeastern Ohio TV Sys.
Bus. Address...Lind Arcade Bldg., N. 5th St.
Tel.: GL 2-5431.....NBC
Representative .....Pearson
President .....Clay Littick
Gen., Station Mgr.....Allan Land
Comm. Manager.....Nate Milder
Program Director.....Reed Mellon
Prom., Pub. Director.....Naomi Lorton
Film Manager.....Ralph Young
Chief Engineer.....William A. Hunt, Sr.

Pop.: 2,378,000
Families: 739,000
Radio Homes: 718,000

Oklahoma

Stations in State: 55
TV Homes: 676,000
TV Stations: 14

KTEN—Ada—1954

Channel: 10 VHF..AP: 141 Kw...VP: 252 Kw.
Owned-Oper. By....Eastern Okla. TV Co., Inc.
Business Address.....P. O. Box 10
Tel.: FEderal 2-2211.....ABC-CBS-NBC-NTA
Rep....Venard, Rintoul & McConnell; Browne
Pres., Gen. Mgr.....Bill Hoover
V.P. & Station Mgr.....Brown Morris
Program Director.....Doc Bowen
Promotion Director.....Earl Miller
Film Manager.....Doyle Page
Chief Engineer.....Fred Smith

KXII—Ardmore—1956

Channel 12 VHF..AP: 13.7 Kw...VP: 27.3 Kw.
Owned-Oper. By.....John F. Easley Estate
Business Address.....114 N. Washington
Tel.: 946 .....NBC
Newspaper Affil.....Daily Ardmoreite
Representative ..... Pearson
General Mgr.....John Easley Riesen
Commercial Mgr.....Gordon E. Lack
Promotion Dir.....Barbara Winkler
Chief Engineer.....Bill Kolb

KOCO-TV—Enid—1954

Channel: 5 VHF.. AP: 50 Kw...VP: 100 Kw.
Owned By.....Cimarron TV Corp.
Address.....63rd & Portland
Tel.: VI 2-6633.....ABC
Representative.....Blair TV Assoc.
President.....L. E. Caster
General Mgr.....Charlie Keys
Program Dir.....N. B. Chase
Operation Dir.....Bill Bailey
Chief Engineer.....Eugene Clark

KSWO-TV—Lawton—1953

Channel: 7 VHF....AP: 5 Kw.....VP: 10 Kw.
Owned By.....Oklahoma Quality Bcstg. Co.
Address .....Box 699
Tel.: EL 5-1380.....ABC
Representative .....Pearson
President.....R. H. Drewry
General Manager.....Emmett Keough
Commercial Mgr.....R. H. Scott
Prog. Dir.....Tom Reddell
Film Mgr.....Paul N. Goode
Chief Engineer.....Jim Lockerd

KWTV—Oklahoma City—1953

Channel: 9 VHF..AP: 158 Kw...VP: 316 Kw.
Owned-Oper. By...Oklahoma Television Corp.
Business Address.....Box 8788
Tel.: VI 3-6641.....CBS
Representative ..... Petry
President.....Roy J. Turner
Ex. V.P., General Manager.....Edgar T. Bell
Commercial Mgr.....Jack De Lier
Promotion, Pub. Dir.....Montez Tjaden
Prog. Dir.....Carl Gadd
Chief Engineer.....Morris W. Thomas

WKY-TV—Oklahoma City—1949

Channel: 4 VHF..AP: 60 Kw...VP: 100 Kw.
Owned-Oper. By.....WKY TV System, Inc.
Studio Address.....500 E. Britton Rd.
Tel.: TR 8-2161.....NBC
Newspaper Affiliation.....Daily Oklahoman
Representative .....Katz
President.....E. K. Gaylord
Station Manager.....Norman P. Bagwell
Commercial Manager.....James R. Terrell
Program Director.....Joe Jerkins
Promotion Director.....Jack Sherry
Publicity Director.....Gene Allen
Oper. Mgr.....Kieth Mathers
Chief Engineer.....G. Lyons

KOTV—Tulsa—1949

Channel: 6 VHF..AP: 60 Kw...VP: 100 Kw.
Owned-Oper. By.....KOTV, Inc.
Business Address.....302 S. Frankfort St.
Tel.: CH 2-9233.....CBS
Representative ..... Petry
President.....C. Wrede Petersmeyer
Gen., Sta. Mgr.....George Stevens
Commercial Manager.....Edward Pfeiffer
Prog., Film Mgr.....Dale E. Hart
Prom., Pub. Dir.....Robert Freeland
Chief Engineer.....LaVoy Hooker
Owners of: WISH-TV, Indianapolis, WANE-TV, Fort Wayne, Ind.; KGUL-TV, Houston, Tex.

KTUL-TV—Tulsa—1954

Channel: 8 VHF..AP: 158 Kw...VP: 316 Kw.
Owned-Oper. By.....Tulsa Broadcasting Co.
Business Address .....Box 9697
Tel.: HI 6-6184.....ABC-NTA
Representative .....Avery-Knodel
President.....James C. Leake
General Manager.....Bill Swanson
Commercial Manager.....Jim Black
Program Director.....Bob Gordon
Prom., Pub. Director.....Chas. E. Larkins
Film Mgr.....John Rauser
Chief Engineer.....R. Snider

KVOO-TV—Tulsa—1954

Channel: 2 VHF..AP: 60 Kw...VP: 100 Kw.
Owned-Oped...Central Plains Enterprises, Inc.
Business Address...3701 S. Peoria; Box 1349
Tel.: RI 2-5561.....NBC
Representative .....Blair TV
President.....Harold C. Stuart
Gen., Sta. Mgr.....C. B. Akers
Comm. Manager.....John Devine
Program Director.....Bill Sadler
Promotion Director.....Gordon Gerhardt
Publicity Director.....Ann Fellows
Film Manager.....Allen Cox
Chief Engineer.....J. M. Bushnell

Pop.: 1,879,000
Families: 596,000
Radio Homes: 587,000

Oregon

Stations in State: 71
TV Homes: 447,000
TV Stations: 9

KVAL-TV—Eugene—1954

Channel: 13 VHF..AP: 33 Kw...VP: 56 Kw.
Owned-Oper. By.....Eugene Television, Inc.
Business Address.....P. O. Box 548
Tel.: DI 3-2551.....NBC
Rep.....Hollingbery, Art Moore
President .....Bob Booth
Gen., Sta. Manager.....S. W. McCready
Commercial Manager.....Glenn Nickell
Prog. Dir.....R. E. Anderson
Prom., Pub. Director.....Arlene J. Richardson
Film Manager.....Walt Young
Chief Engineer.....William R. Riley

KOTI-TV—Klamath Falls—1956

Channel: 2 VHF..AP: 6.76 Kw...VP: 13.5 Kw.
Owned-Oper. By.....Calif.-Oreg. TV, Inc.
Business Address.....Box 732
Tel.: TU 4-8131.....ABC-CBS-NBC
Representative .....Blair TV
General Mgr.....William B. Smullin
Station Mgr.....Walter R. Richartz
Program Director.....R. W. Green
Chief Engineer.....B. L. Smith

KBES-TV—Medford—1953

Channel: 5 VHF..AP: 15.8 Kw...VP: 28.8 Kw.
Owned-Oper. By.....Calif.-Ore. TV Inc.
Business Address.....Box 1189
Tel.: SP 3-4581.....ABC-CBS-NBC
Newspaper Affil.....Grants Pass Courier
Representative .....Blair TV
Sta. Manager.....Jerold R. Poulos

KGW-TV—Portland—1956

Channel: 8 VHF..AP: 191 Kw...VP: 316 Kw.
Owned-Oper. By.....King Bcstg. Co.
Business Address.....1139 S. W. 13th Ave.
Tel.: CA 3-6364.....ABC
Representative .....Blair TV
Pres., Gen. Mgr.....Mrs. A. Scott Bullitt
V.P. Broadcast Div.....Otto P. Brandt
V.P. Business Div.....Henry B. Owen
Station Manager.....Walter E. Wagstaff
Comm. Manager.....John Pindell
Program Director.....Tom Dargan
Prom., Pub. Dir.....Wm. R. Nutt
Chief Engineer.....Clare Hanawalt

KOIN-TV—Portland—1953

Channel: 6 VHF...AP: 50 Kw....VP: 100 Kw.
Owned By...Mt. Hood Radio & TV Bcstg. Corp.
Business Address.....140 S.W. Columbia St.
Tel.: CA 8-3333.....CBS
Newspaper Affil.....Oregonian
Rep.....CBS Spot Sales
President.....Theodore R. Gamble
V.P., Managing Dir.....C. Howard Lane
National Sales Mgr.....John L. Palmer
Program Director.....Ted W. Cooke
Promotion Director.....Robert McGill
Film Manager.....Ted W. Cooke
Chief Engineer.....Louis S. Bookwalter

KPTV—Portland—1952

Channel: 12 VHF..AP: 158 Kw...VP: 316 Kw.
Owned-Oper. By.....Oregon TV, Inc.
Address.....735 S.W. 20th Pl.
Tel.: CA 2-9921.....NBC
Representative .....Katz
President .....George Haggarty
Sta. Manager.....Francis Riordan
Oper. Mgr.....Terry Mason
Program Director.....Gordon White
Pub., Prom. Dir.....A. R. McLaughlin
Chief Engineer.....Eugene Phelps

Pop.: 11,788,000
Families: 3,829,000
Radio Homes: 3,746,000

Pennsylvania

Stations in State: 147
TV Homes: 3,409,000
TV Stations: 39

WFBG-TV—Altoona—1953

Channel: 10 VHF..AP: 158 Kw...VP: 316 Kw.
Owned-Oper. By...Triangle Publications, Inc.
Address.....1320 11th Ave.
Tel.: WIndsor 4-2031.....ABC-CBS-NTA
Newspaper Affiliation.....Phila. Inquirer
Representative .....Blair TV
General Mgr.....Frank Palmer
Station Manager.....Jack Snyder
Commercial Manager.....Robert E. Miller
Program Director.....William G. Mulvey
Promotion Director.....Ed Shea
Film Dir.....Betty Adams
Chief Engineer.....K. R. Brubaker

Owners of: WFIL-TV, Philadelphia; WLYH-TV, Lebanon, Pa.; WNHC-TV, New Haven, Conn.

WSEE—Erie—1954

Channel: 35 UHF..AP: 85.2 Kw...VP: 170 Kw.
Owned-Oper. By...Great Lakes Television Co.
Address.....1220 Peach Street
Tel.: 5-7575 .....CBS
Newspaper Affiliation.....Times; News
Representative.....Young TV Corp.
President .....George J. Mead
Gen. Manager.....Cecil M. Sansbury
Promotion Director.....Liz Gorton

1ST

WFIL-TV . . . Delaware Valley's FIRST station, month after month after month. Before you buy, check all Philadelphia ARB's for 1957, 1958 and 1959.

A TRIANGLE STATION

WFIL-TV

PHILADELPHIA, PENNSYLVANIA

CHANNEL 6

ABC-TV • BLAIR-TV

Operated by: Radio and Television Div. / Triangle Publications, Inc. / 46th & Market Sts., Philadelphia 39, Pa.
WFIL-AM • FM • TV, Philadelphia, Pa. / **WNBF-AM • FM • TV,** Binghamton, N. Y. / **WLYH-TV,** Lebanon-Lancaster, Pa.
WFBG-AM • TV, Altoona-Johnstown, Pa. / **WNHC-AM • FM • TV,** Hartford-New Haven, Conn. / **KFRE-AM • TV • KRFM,** Fresno, Cal.
Triangle National Sales Office, 485 Lexington Avenue, New York 17, New York

Film Manager.....Frank Herrick
Chief Engineer.....Edward Zellefrow

WICU-TV—Erie—1949

Channel: 12 VHF..AP: 185 Kw...VP:316 Kw.
Owned-Oper.....Dispatch, Inc.
Bus.-Trans. Address.....3514 State St.
Tel: ERie 4-5201.....NBC
Newspaper Affil.....Dispatch
Representative.....Petry
President.....Edward Lamb
General Manager.....Ben McLaughlin
Comm. Manager.....Bob Lundquist
Program, Film Mgr.....Bruce Flaherty
Prom., Public. Dir.....William Babcock
Chief Engineer.....Mike Csop

WHP-TV—Harrisburg—1953

Channel: 55 UHF.AP: 502 Kw..VP: 1,000 Kw.
Owned-Oper. By.....WHP, Inc.
Business Address.....216 Locust St.
Tel.: CE 4-3211.....CBS
Representative.....Bolling
President.....E. J. Stackpole
General Mgr.....Mrs. A. K. Redmond
Comm. Prom. Dir.....Geo. Gottschalk, Jr.
Program Dir.....Joseph S. Harper
Film Manager.....Charles Baddorf
Chief Engineer.....E. Daniel Leibensperger

WTPA—Harrisburg—1953

Channel: 27 UHF..AP: 648 Kw...VP: 1030 Kw.
Owned-Oper. By.....Patriot-News Co.
Business Address.....3235 Hoffman St.
Tel.: CE 8-7171.....ABC
Newspaper Affiliation.....Patriot-News
Representative...Harrington, Righter, Parsons
General Manager.....Donald D. Wear
Sales Mgr.....Allen Solada
Prom., Prog. Dir.....Mac McCauley
Film Mgr.....Glenn Hoerner
Chief Engineer.....Paul Gross

WARD-TV—Johnstown—1953

Channel: 56 UHF..AP: 114 Kw...VP: 217 Kw.
Owned-Oper. By.....Rivoli Realty Co.
Business Address.....235 Franklin St.
Tel.: 7-0761.....CBS
Representative.....Weed
President.....W. M. Thomas
General Manager.....George G. Gartland
Station Manager.....Howard Morris
Commercial Manager.....Joseph Cavanaugh
Program Director.....William Santoro
Film Manager.....John Kabo
Chief Engineer.....D. Kline

WJAC-TV—Johnstown—1949

Channel: 6 VHF..AP: 35.4 Kw...VP: 70.8 Kw.
Owned-Operated By.....WJAC, Inc.
Business Address.....329 Main St.
Tel.: 7-8711.....ABC-NBC
Newspaper Affil.....The Tribune-Democrat
Representative.....Katz
President.....Walter W. Krebs
Gen., Sta. Mgr.....Alvin D. Schrott
Comm. Manager.....John H. Hepburn
Prog., Film Director.....Frank P. Cummins
V.P.-Technical Oper.....Nevin L. Straub
Chief Engineer.....Theodore Campbell

WGAL-TV—Lancaster—1949

Channel: 8 VHF..AP: 158 Kw...VP: 316 Kw.
Owned-Operated By.....WGAL, Inc.
Address.....Lincoln Highway W.
Tel.: EX 3-5851.....CBS-NBC
Representative.....Meeker
President, Gen. Mgr.....Clair R. McCollough
Ass't Gen. Mgr.....J. Robert Gulick
Station Manager.....Harold E. Miller
Business Manager.....Harry J. Shaub, Jr.
Program Director.....Paul Rodenhauser
Promotion Director.....Paul I. Woodland
Technical Director.....J. E. Mathiot

WLYH-TV—Lebanon—1957

Channel: 15 UHF..AP: 69.2 Kw...VP: 129 Kw.
Owned.....Triangle Publications, Inc.
Bus. Address.....R. D. #5, Television Hill
Tel.: CRestview 3-4551.....Independent
Representative.....Blair
Gen. Mgr.....Joe Zimmermann
Dir. Nat. Sales.....Edward H. Benedict
Owners of: WFIL-TV, Philadelphia; WFBG-TV, Altoona, Pa.; WNHC-TV; New Haven, Conn.

WBPZ-TV—Lock Haven—1958

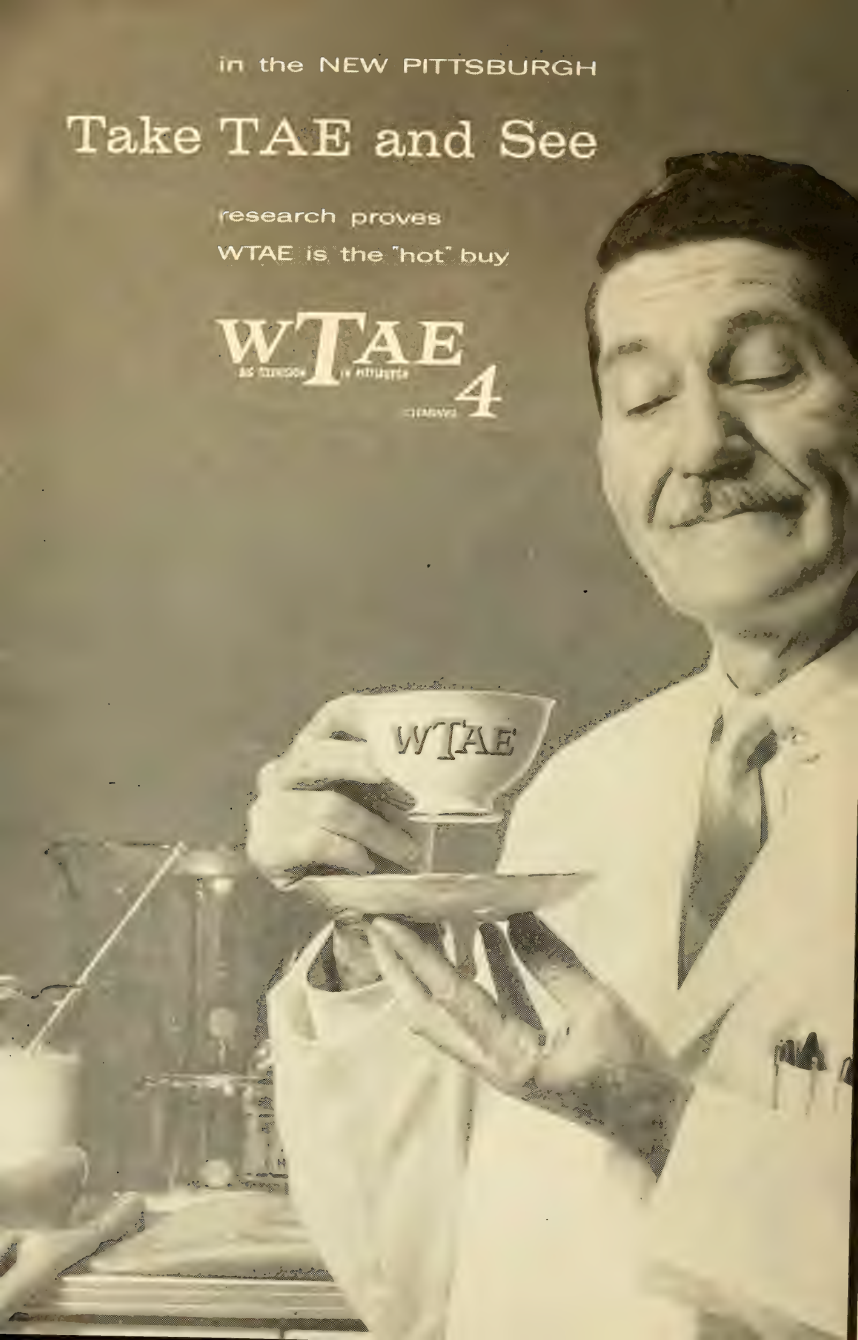
Channel: 32 UHF..AP: 11.9 Kw...VP: 21.9 Kw.
Owned.....Lock Haven Bcstg. Corp.
Business Address.....132½ E. Main St.
Tel.: 4038.....ABC
Station Rep.....Devney
President.....Donald C. Welch
Gen., Sta. Mgr.....Harris Lipez
Prom. Dir., Film Mgr.....Lee Vernon
Program, Public. Dir.....Geo. Sperry, Jr.
Chief Engineer.....Albert Stratmoen

WKST-TV—New Castle—1953

Channel: 45 UHF..AP: 118 Kw...VP: 200 Kw.
Owned.....WKST, Inc.
Address.....First Federal Plaza
Tel.: OL 4-5501.....ABC-NTA
Representative.....Everett-McKinney
Pres., Gen. Mgr.....S. W. Townsend
Commercial Mgr.....Robert C. Harnack
Program, Prom. Dir.....Fred Nebat

WFIL-TV—Philadelphia—1947

Channel: 6 VHF...AP: 37 Kw....VP: 74 Kw.
Owned-Oper. By...Triangle Publications Inc.
Business Address.....46th & Market Sts.
Tel.: EV 2-4700.....ABC
Newspaper Affiliation...Philadelphia Inquirer
Representative.....Blair TV
General Manager.....Roger W. Clipp
Station Mgr.....George A. Koehler
Gen. Sales Manager....Kenneth W. Stowman
T.V. Sales Mgr.....Kenneth Curto
Program Director.....Lew Klein
Business Mgr.....John C. Harlan
Dir. Natl. Sales.....Edward H. Benedict
Chief Engineer.....Henry Rhea
Owners of: WFBG-TV, Altoona, Pa.; WLYH-TV, Lebanon, Pa.; WNHC-TV, New Haven, Conn.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Take TAE and See
research proves
WTAE is the "hot" buy
WTAE
4
WTAE

WRCV-TV—Philadelphia—1941

Channel: 3 VHF..AP: 50.1 Kw...VP: 100 Kw.
Owned-Oper. By.....National Bcstg. Co.
Business Address.....1613 Walnut St.
Tel.: LO 4-3700.....NBC
Representative .....NBC Spot Sales
V.P., Gen. Mgr.....Raymond Welpott
Comm. Manager...Theodore H. Walworth, Jr.
Program Director.....George Cyr
Prom., Pub. Dir.....John P. Wiley
Film Manager.....Frank Hall
Mgr. Tech. Oper.....William A. Howard

WCAU-TV—Philadelphia—1948

Channel: 10 VHF..AP: 158 Kw...VP: 316 Kw.
Owned-Oper. By.....CBS, Inc.
Address.....City Line & Monument Aves.
Tel.: GR 7-8300.....CBS
Representative.....CBS TV Spot Sales
Manag. Dir.....Donald W. Thornburgh
General Mgr.....John A. Schneider
Gen. Sales Mgr.....James Conley
Reg. Sales Mgr.....E. Gordon Walls
Program Dir.....John Dolph, Jr.
Dir. Prom. & Info.....Robert N. Pryor
Film Mgr.....Allan Ludlum
V.P. in chg. Engineering.....John G. Leitch

KDKA-TV—Pittsburgh—1949

Channel: 2.....AP: 50 Kw.....VP: 100 Kw.
Owned-Oper. By..Westinghouse Brdcstng. Co.
Business Address.....1 Gateway Center
Tel.: EX 1-3000.....CBS
Sta. Representative..Peters, Griffin, Woodward
After July 1.....TvAR
President.....Donald H. McGannon
Vice President.....Harold C. Lund
General Manager.....Jerome R. Reeves
Comm. Manager.....John Stilli
Program Director.....Cal Jones
Promotion Director.....David N. Lewis
Film Manager.....Richard Dreyfuss
Publicity Director.....Peter Thornton
Chief Engineer.....Raymond Rodgers

Owners of: WBZ-TV, Boston; KYW-TV, Cleveland; KPIX, San Francisco; WJZ-TV, Baltimore, Md.

MORE

MORE ADVERTISERS BUY KDKA-TV THAN ANY OTHER PITTSBURGH TV STATION

First in ratings, talent, programming for 38 counties in Pennsylvania, Ohio, West Virginia and Maryland. Gives you more audience, month after month, than any other TV station in the $4.7 billion Pittsburgh market area.

ACID PROOF: ARB share-of-audience figures, from sign-on to sign-off, consistently give KDKA-TV an average of almost twice that of the 2nd Pittsburgh station. For all the facts call John Stilli, KDKA-TV Sales Manager, at EXpress 1-3000.

Remember . . . no selling campaign is complete without the WBC stations.

KDKA 2 TV

Represented by P.G.W. PITTSBURGH

WBC

WESTINGHOUSE BROADCASTING COMPANY, INC.

WIIC—Pittsburgh—1957

Channel: 11 VHF..AP: 158 Kw...VP: 316 Kw.
Owned ..... WIIC, Inc.
Address..... 341 Rising Main St.
Tel.: WE 1-6900..... NBC
Newspaper Affil..... Post Gazette
Representative ..... Blair TV
President..... H. K. Brennen
Gen. Mgr..... Robert A. Mortensen
Commercial Mgr..... Roger D. Rice
Operations, Prod..... Shelton Weaver
Prom., Pub. Dir..... Caley E. Augustine
Chief Engineer..... Henry Kaiser

WTAE—Pittsburgh—1958

Channel: 4 VHF..AP: 50 Kw...VP: 100 Kw.
Owned By..... Television City, Inc.
Business Address..... 400 Ardmore Blvd.
Tel.: CHurchill 2-4300..... ABC-NTA
Newspaper Affil. ..... Sun-Telegraph
Station Representative ..... Katz
President..... Earl F. Reed
General Manager..... Franklin G. Snyder
Sales Mgr..... Alan Trench
Program Director..... Dave Murray
Prom. Dir..... Gregory Van Camp
Film Mgr..... Howard Reser

WNEP-TV—Scranton—1954

Channel: 16 UHF..AP: 102 Kw...VP: 191 Kw.
Owned-Oper. By..Northeastern Pa. Bcstg. Inc.
Business Address..... 333 Madison Ave.
Tel.: DI 3-1245..... ABC
Representative ..... Avery-Knodel
President ..... Mitchell Jenkins
Gen., Sta. Mgr..... Thomas P. Shelburne
Commercial Manager..... Malcolmn W. Dale
Prom., Pub. Dir..... Louise Tillie
Film Manager..... Donald Shook
Prog. Dir..... Hal Berg
Ch. Eng..... Roswell J. Parker

Owners of: WGR-TV, Buffalo, N. Y.; WROC-TV, Rochester, N. Y.; WSVA-TV, Harrisonburg, Va.

WDAU-TV—Scranton—1953

Channel: 22 UHF..AP: 544 Kw...VP: 100 Kw.
Owned-Oper. By..... Scranton Bcstrs., Inc.
Business Address..... 1000 Wyoming Ave.
Tel.: DI 2-7634..... CBS
Representative ..... H-R
President..... Donald W. Thornburgh
Vice-Pres., Gen. Mgr..... Vance L. Eckersley
General Sales Mgr..... Francis H. Conway
Station Manager..... Robert E. McDowell
Prog. Dir., Film Mgr..... Mort Rosenthal
Prom., Pub. Dir..... Doug Holcomb
Chief Engineer..... K. R. Cooke

WBRE-TV—Wilkes-Barre—1953

Channel: 28 UHF..AP: 500 Kw...VP: 1000 Kw.
Owned-Oper. By..... WBRE TV Inc.
Address..... 62 S. Franklin St.
Tel.: VA 3-3101..... NBC
Representative ..... Headley Reed
President..... Louis G. Baltimore
V.P., General Manager.... David M. Baltimore

FROM THE HEART
OF PITTSBURGH
TO THE ENTIRE
TRI-STATE AREA!

WIIC

REPRESENTED BY BLAIR-TV BASIC NBC AFFILIATE

CHANNEL
11

WRITE
PHONE
WIRE
WIIC Pittsburgh 14, Pa.
FAirfax 1-8700 TWX: PG 16

Operations Manager.....F. D. Coslett
Comm. Manager.....Ernest Lewis
Promotion Dir.....Richard Paul
Production Manager.....Fred Foerster
Film Manager.....Robert Gibson
Chief Engineer.....Charles Sakoski, Sr.

WSBA-TV—York—1952

Channel: 43 UHF..AP: 66 Kw...VP: 132 Kw.
Owned-Operated By..Susquehanna Bcstg. Co.
Business Address.....S. Queen St. Extended
Tel.: 2-5531 .....ABC
Representative .....Jack Masla
President.....Louis J. Appell, Jr.
Comm. Mgr.....Robert M. Stough
Prog. Dir., Film Mgr.....Jim Curtis
Publicity Director.....Sonia L. Strohman
Chief Engineer.....Arthur C. Hafer

Pop.: 881,000
Families: 267,000
Radio Homes: 249,000

Rhode Island

Stations in State: 13
TV Homes: 243,000
TV Stations: 3

WJAR-TV—Providence—1949

Channel: 10 VHF..AP: 158 Kw...VP: 316 Kw.
Owned-Operated By.....The Outlet Co.
Business-Studio Address....176 Weybosset St.
Tel.: GA 1-8255.....ABC-NBC
Representative .....Petry
Vice President.....George O. Griffith
Sta. Mgr.....J. S. Sinclair
Oper. Manager.....Frederick R. Griffiths
Dir. TV Sales.....David J. Shurtleff
Sales Manager.....Edward Boghosian
Program Director.....Seymour Horowitz
Film Mgr.....Chester Dowling
Chief Engineer.....Thomas Prior

WPRO-TV—Providence—1955

Channel: 12 VHF..AP: 158 Kw...VP: 316 Kw.
Owned-Oper. By..Cherry & Webb Bcstg. Co.
Address.....24 Mason St.
Tel.: PL 1-9776.....CBS
Representative ..... Blair-TV
President.....William S. Cherry, Jr.
General Manager.....Arnold F. Schoen, Jr.
Comm. Mgr.....Eugene W. Wilkin
Prog. Dir.....Raymond A. Gilvard
Prod. Mgr.....Donald S. Moeller
Chief Engineer.....John V. Ferri

Pop.: 2,510,000
Families: 623,000
Radio Homes: 605,000

South Carolina

Stations in State: 70
TV Homes: 454,000
TV Stations: 11

WAIM-TV—Anderson—1953

Channel: 40 UHF.AP: 207 Kw..VP: 103.5 Kw.
Owned-Oper. By.....Wilton E. Hall
Business Address.....321 Kingsley Rd.
Tel.: CA 6-1511.....ABC-CBS
Newspaper Affil....Independent & Daily Mail
Representative .....Headley-Reed
Owner .....Wilton E. Hall
General Mgr.....Glenn P. Warnock
Sales Mgr.....John McCallum
Program Director.....Ray Barath
Chief Engineer.....Earl Cosend

WCSC-TV—Charleston—1953

Channel: 5 VHF..AP: 50 Kw...VP: 100 Kw.
Owned-Oper. By.....WCSC, Inc.
Business Address.....485 East Bay St.
Tel.: RAymond 3-8371.....CBS
Representative.....Peters, Griffin, Woodward
President, Gen. Mgr.....John M. Rivers
Station Manager.....Roland Weeks
Commercial Manager.....Ralph Thornley
National Sales Mgr.....Charles S. Cady
Program Director.....Charles Hall
Prom., Pub. Director....Mrs. Annie Lee Small
Film Manager.....Annie Laurie Quarterman
Chief Engineer.....Rudy Hughes

WUSN-TV—Charleston—1954

Channel: 2 VHF...AP: 53 Kw....VP: 100 Kw.
Owned-Oper. By...Southern Broadcasting Co.
Address.....P. O. Box 879
Tel.: TU 4-4141.....ABC-NBC
Representative ..... Bolling
Pres., Gen. Mgr.....J. Drayton Hastie
Sec'y, Ass't Gen. Mgr.....Doug M. Bradham
Commercial Mgr.....Grange S. Cuthbert, Jr.
Prod. Director.....Bob Edwards
Chief Engineer.....Walter M. Nelson

WIS-TV—Columbia—1953

Channel: 10 VHF..AP: 158 Kw...VP: 316 Kw.
Owned-Oper. By.....Bcstg. Co. of the South
Business Address.....1111 Bull St.
Tel.: ALpine 3-8356.....ABC-NBC
Representative..Peters, Griffin, Woodward, Inc.
President.....G. Richard Shafto
Station Manager.....Charles A. Batson
Comm. Manager.....Law Epps
Program Director.....Dixon Lovvorn
Prom., Pub. Dir.....Tom Cureton
Film Manager.....Bob Humphries
Chief Engineer.....Barnett Goldberg

WNOK-TV—Columbia—1953

Channel: 67 NHF..AP: 47 Kw...VP: 93.5 Kw.

Owned-Oper. By.....Palmetto Radio Corp.
Business Address....1811 Main St.; Box 5307
Tel.: AL 2-7737.....CBS
Representative .....Raymer
V.P., Gen. Mgr.....H. Moody McElveen, Jr.
Comm. Mgr.....David C. Phillips
Prog. Dir., Film Mgr.....Graham M. Thomas
Promotion Director.....Pat Conder
Chief Engineer.....Charlton W. Bowers

WBTW—Florence—1954

Channel: 8 VHF..AP: 191 Kw...VP: 316 Kw.
Owned-Oper. By.Jefferson Standard Bcstg. Co.
Address .....Box 630
Tel.: MO 2-1566.....ABC-CBS-NBC
Representative.....CBS Television Spot Sales
President.....Joseph M. Bryan
General Manager.....Charles H. Crutchfield
Managing Director.....J. William Quinn
Nat'l Sales Mgr.....John H. Brock
Program Director.....George B. Burnette
Prom., Pub. Director.....Whitefoord Smith
Film Manager.....Harry Hughes
Chief Engineer.....E. A. Sellars

WFBC-TV—Greenville—1953

Channel: 4 VHF..AP: 50 Kw...VP: 100 Kw.
Owned-Oper. By..... WMRC, Inc.
Business Address.....505 Rutherford St.
Tel.: CE 9-1321.....NBC
Newspaper Affiliation .....News-Piedmont
Representative .....Weed
President.....R. A. Jolley
General Manager.....Kenneth Beachboard
Commercial Manager.....Bob Glass
Program Director.....Norvin C. Duncan
Prom., Pub. Dir.....Edna Seaman
Film Director.....Charles Howard
Chief Engineer.....W. E. Garrison

WSPA-TV—Spartanburg—1956

Channel: 7 VHF...AP: 144 Kw....VP: 257 Kw.
Owned-Oper. By....Spartan Radiocasting Co.
Business Address.....224 E. Main St.
Tel.: 3-3621 .....CBS
Representative .....Hollingbery
Pres., Gen. Mgr.....Walter J. Brown
Nat. Sales Mgr.....Roger Shaffer
Commercial Manager.....Jack Sholar
Prog. Dir., Film Mgr.....James B. Hobbs, Jr.
Promotion Mgr.....William A. Adams
Engineering Dir.....Harold Beckholt

Pop.: 732,000
Families: 205,000
Radio Homes: 198,000

South Dakota

Stations in State: 20
TV Homes: 129,000
TV Stations: 9

KXAB-TV—Aberdeen—1958

Channel: 9 VHF...AP: 15 Kw....VP: 30 Kw.
Owned-Operated By..N. Dak. Bcstg. Co. Inc.
Bus. Address...4000 W. Main St., Fargo, N.D.
Tel.: AD 5-4461.....ABC-NBC
Representative .....Weed
President.....John W. Boler
Station Mgr.....Neal Edwards
Commercial Manager.....M. J. O'Leary
Prog., Prom. Dir.....Connie Blackstead
Chief Engineer.....Henry Hausler

KOTA-TV—Rapid City—1955

Channel: 3 VHF..AP: 37.5 Kw...VP: 72.4 Kw.
Owned-Oper. By....Duhamel Enterprises, Inc.
Business Address.....524½ 6th St.; Box 1752
Tel.: Fillmore 2-2000.....ABC-CBS
Representative ..... Headley-Reed
Pres., Gen. Mgr.....Helen S. Duhamel
Commercial Mgr.....William F. Turner
Prog. Dir., Film Mgr.....J. Norman Heffron
Chief Engineer.....Robert Musfeldt

KRSD-TV—Rapid City—1958

Channel: 7...AP: 12.9 Kw....VP: 25.7 Kw.
Owned.....Heart of Black Hills Stations
Address.....1438 Mt. View Drive
Representative ..... Meeker
General Mgr.....Eli Daniels

KELO-TV—Sioux Falls—1953

Channel: 11 VHF..AP: 123 Kw...VP: 220 Kw.
Owned-Oper. By.....Midcontinent Bcstg. Co.
Business Address.....8th St. & Phillips Ave.
Tel.: 4-5841 .....ABC-CBS-NBC
Station Representative.....H-R; Evans
President.....Joseph L. Floyd
Gen., Comm. Mgr.....Evans A. Nord
Sta. Mgr., Prog. Dir.....Tom Sheeley
Prom., Pub. Director.....Jack Townsend
Chief Engineer.....Les Froke

Pop.: 3,695,000
Families: 1,009,000
Radio Homes: 976,000

Tennessee

Stations in State: 105
TV Homes: 738,000
TV Stations: 15

WCYB-TV—Bristol—1956

(See Listing Under Bristol, Va.)

WDEF-TV—Chattanooga—1954

Channel: 12 VHF..AP: 158 Kw...VP: 316 Kw.
Owned-Oper. By.....WDEF Broadcasting Co.
Address.....3300 Broad St.
Tel.: AM 7-3393.....CBS
Representative .....Branham
President.....Carter M. Parham
Gen. Sta. Mgr.....Otis H. Segler
Nat. Sales Mgr.....Richard W. Holloway
Prog., Pub. Dir.....Morris Quave
Promotion Dir.....Mrs. Nancy Cook
Film Manager.....John Bonney
Chief Engineer.....B. C. Baker

WRGP-TV—Chattanooga—1956

Channel: 3 VHF...AP: 50 Kw....VP: 100 Kw.
Owned-Oper. By.....Mountain City TV, Inc.
Business Address.....1214 McCallie Ave.
Tel.: OX 8-1505.....NBC
Representative ..... H-R
Pres., Gen. Mgr.....R. G. Patterson
Sta. Mgr., Prog. Dir.....Helen Patterson
Commercial Mgr.....George P. Moore
Film Mgr.....Jim Nabors
Chief Engineer.....B. B. Barne

WTVC—Chattanooga—1958

Channel: 9 VHF...AP: 158 Kw....VP: 316 Kw.
Owned.....Martin Theatres of Georgia, Inc.
Business Address.....Hotel Patten; Box 1026
Tel.: AM 6-4151.....ABC
Representative .....Meeker, Ayres
Gen. Mgr., Film Buyer.....Reeve Owen
Commercial Manager.....Joe Windsor
Prog. Dir.....Jack Sausman
Promotion Director.....Conrad Alexander
Publicity Director.....Earl Winger
Ch. Eng.....Leon Webb

WDXI-TV—Jackson—1955

Channel: 7 VHF..AP: 50 Kw...VP: 100 Kw.
Owned-Oper. By.....Dixie Bcstg. Co.
Business Address.....Williams Bldg.
Tel.: 7-9611.....ABC-CBS
Representative....Venard, Rintoul, McConnell
President .....Aaron B. Robinson
General Manager.....John E. North
Commercial Mgr.....Jack Mayer
Prog. Dir., Film Mgr.....James W. Hoppers
Publicity Dir.....Marge Borg
Chief Engineer.....James Thomas

WJHL-TV—Johnson City 1953

Channel: 11 VHF..AP: 158 Kw...VP: 316 Kw.
Owned-Oper. By.....WJHL, Inc.
Business Address.....145 W. Main St.
Tel.: 6200.....ABC-CBS
Representative .....Pearson
Pres., Gen. Mgr.....W. Hanes Lancaster, Jr.
Sales Mgr.....J. Will Hall
Program Director.....Alfred Gregory
Prom., Pub. Director.....W. A. McDonald
Film Manager.....Vernita Wright
Chief Engineer.....Rowland Medler

WATE-TV—Knoxville—1953

Channel: 6 VHF...AP: 50 Kw....VP: 100 Kw.
Owned-Oper. .....WATE, Inc.
Business Address.....612 S. Gay St.
Tel.: 2-7111 .....NBC
Representative .....Avery-Knodel
V.P., Gen. Mgr.....W. Henry Linebrough
Comm. Manager.....J. T. McCloud
Program Director.....Jack Weiderman
Prom. Publicity Director.....Carl Huster
Film Buyer.....J. H. Reese
Chief Engineer.....Fred M. Andrews

WBIR-TV—Knoxville—1955

Channel: 10 VHF..AP: 158 Kw...VP: 316 Kw.
Owned-Oper. By.....WBIR, Inc.
Business Address.....1513 Hutchison Ave.
Tel.: 5-8101 .....CBS
Representative ..... Katz
Pres., Gen. Mgr.....John P. Hart
Local Sales Mgr.....R. S. Quinn
Prom., Pub. Dir.....Robert Wilson
Prog. Dir., Film Mgr.....Neal Branch
Chief Engineer.....J. Rex Horton

WTVK—Knoxville—1953

Channel: 26 UHF..AP: 158 Kw...VP: 316 Kw.
Owned-Oper. By.....So. Central Bcstg. Co.
Business Address.....P. O. Box 1388
Tel.: 5-2113 .....ABC
Representative .....Pearson
Pres., Gen., Sta., Comm. Mgr...J. Engelbrecht
Commercial Mgr.....Guy L. Smith, III
Prog. Dir., Film Mgr.....Bill Eckstein
Sales Promotion.....Florence Woodford
Chief Engineer.....Carl Lawson

WHBQ-TV—Memphis—1953

Channel: 13 VHF..AP: 160 Kw...VP: 316 Kw.
Owned-Oper. By.....RKO Teleradio Pictures
Business Address.....1381 Madison Ave.
Tel.: BR 2-3441.....ABC
Representative .....H-R
President.....Thomas F. O'Neil
Gen. Mgr.....D. A. Noel
Prog., Pub. Dir.....Gene Roper
Promotion Director.....Anne Berkeley
Film Mgr.....Freddie Burns
Chief Engineer.....Welton Roy

WMCT—Memphis—1948

Channel: 5 VHF...AP: 60 Kw....VP: 100 Kw

$7,700,000 Southwestern Bell Telephone Company building—Fort Worth

Exchange Park, 120 Acre Business center—Dallas

Multi million dollar Sears Shopping Center, largest in area—Fort Worth

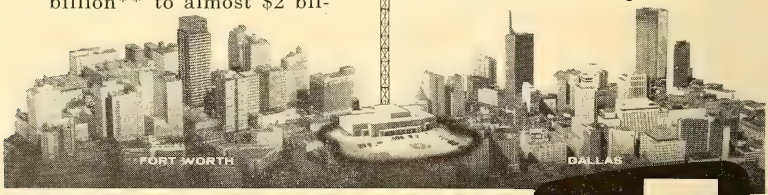
Connecting Turnpike, only 25 minutes from Fort Worth to Dallas

GROWING GREAT!

The Fort Worth-Dallas metropolitan area, 12th largest market in the United States . . . where more than $1 billion* in commercial, industrial and residential building has been undertaken recently . . . where population increased 500,000** and retail sales have climbed from a little over $1 billion** to almost $2 billion** since 1950 . . . and where the first and consistently high rated television station from sign-on to sign off is—WBAP-TV.

*Source: Printers Ink Guide to marketing October 31, 1958

**Source: Sales Management



WBAP-TV CHANNEL 5

BASIC NBC FOR NORTH TEXAS

FORT WORTH • 3900 BARNETT DALLAS • 1900 NORTH AKARD

AMON CARTER, Founder | AMON CARTER, JR., President | HAROLD HOUGH, Director | ROY BACUS, Manager | JACK ROGERS, Commercial Manager

PETERS, GRIFFIN, WOODWARD, Inc. — National Representatives

Owned-Operated.....Memphis Publish Co.
Address.....P.O. Box 8325
Tel.: BRoadway 2-0552.....NBC
Newspaper Affil.....Commercial Appeal
Representative .....Blair TV
General Manager.....H. W. Slavick
Station, Comm. Mgr.....Earl Moreland
Chief Engineer.....E. C. Frase, Jr.

WREC-TV—Memphis—1956

Channel: 3 VHF..AP: 60.3 Kw...VP: 100 Kw.
Owned-Oper. By.....WREC Bcstg. Service
Business Address.....Hotel Peabody Bldg.
Tel.: JA 5-1313.....CBS
Representative ..... Katz
Owner, Gen. Mgr.....Hoyt B. Wooten
Commercial Mgr.....Charles B. Brakefield
Prog. Dir.....Jack Michael
Chief Engineer.....Wilson Raney

WLAC-TV—Nashville—1954

Channel: 5 VHF...AP: 50 Kw....VP: 100 Kw.
Owned-Oper. .....WLAC-TV Inc.
Address.....159 Fourth Avenue North
Tel.: CH 2-4331.....CBS
Representative .....Katz
Exec. V.P. & Gen. Mgr.....T. B. Baker, Jr.
Ass't to Mgr.....Ruth C. Talley
Gen. Sls. Manager.....R. M. Reuschle
Operations Mgr.....Roy A. Smith
Film Editor.....Donnie Gross
Chief Engineer.....Ralph L. Hucaby

WSIX-TV—Nashville—1953

Channel: 8 VHF..AP: 158 Kw...VP: 316 Kw.
Owned-Oper. By.....WSIX Inc.
Business Address.....Nashville Trust Bldg.
Tel.: AL 5-5431.....ABC
Station Representative.....H-R; Brown
President.....Louis R. Draughon
Sta., Gen. Mgr.....E. S. Tanner
Commercial Manager.....George Morris
Operations Director.....Robert L. Chaudoin
Prom., Pub. Dir.....W. A. Jones

WSM-TV—Nashville—1950

Channel: 4 VHF...AP: 50 Kw....VP: 100 Kw.
Owned....Nat'l Life & Accident Insurance Co.
Address .....7th & Union
Tel.: AL 4-5656.....NBC
Representative .....Petry
President .....John H. DeWitt, Jr.
Gen. Manager.....Irving Waugh
Comm. Manager.....Hi Bramham
Sales Dir.....Tom Griscom
Operations Mgr.....Brad Crandall
Production Mgr.....Elmer Alley
Prom. Dir.....Charlie Cash
Film Manager.....Brad Crandall
Chief Engineer.....Aaron Shelton

Pop.: 9,695,000
Families: 2,789,000
Radio Homes: 2,72^,000

Texas

Stations in State: 238
TV Homes: 2,149,000
TV Stations: 49

KPAR-TV—Abilene—Sweetwater—1956

Channel: 12 VHF..AP: 72.5 Kw...VP: 145 Kw.
Owned-Oper. By.....Texas Telecasting, Inc.
Bus. Address.7400 College Ave., Lubbock, Tex.
Tel.: SH 4-2345.....CBS-NTA
Representative ..... Branham
Pres., Gen. Mgr.....W. D. "Dub" Rogers
Vice President.....W. H. Shipley
V.P., Sta. Mgr.....Jimmie Isaacs
General Sales Manager..R. S. "Bud" Nielsen
Prog. Dir., Film Mgr.....Ray Trent
National Sales Manager.....John Henry
Promotion Manager.....Ray Huffer
Chief Engineer.....Rudy Starnes

KRBC-TV—Abilene—1953

Channel: 9 VHF..AP: 13.8 Kw...VP: 27.5 Kw.
Owned-Oper. By.....Abilene Radio & TV Co.
Business Address.....4510 So. 14th St.
Tel.: OW 2-4242.....NBC
Representative ..... Raymer
President .....Dale Ackers
Sta. Mgr.....George C. Breeding, Jr.
Commercial Manager.....Dan C. Guthrie
Program Director.....Normand Mann
Chief Engineer.....Troy Mallon

KFDA-TV—Amarillo—1953

Channel: 10 VHF..AP: 158 Kw...VP: 316 Kw.
Owned & Oper. By....Amarillo Bsctg. Co., Inc.
Address .....P. O. Box 1440
Tel.: EV 3-2226.....CBS-NTA
Representative .....Blair
President.....Gene L. Cagle
Gen., Sta., Film Mgr.....Ed Moore
Operations Director.....Bill Spiller
Promotion Director.....Claudette Leachman
Merch. Dir.....Howard Roberson

KGNC-TV—Amarillo—1953

Channel: 4 VHF.. AP: 50 Kw...VP: 100 Kw.
Owned-Oper. By..Globe News Publishing Co.
Business Address.....2000 N. Polk St.
Tel.: EVergreen 3-3321.....NBC
Newspaper Affiliation....News, Times, Globe
Representative .....Katz
President .....Parker Prouty
General Manager.....Jack Liston
Sta. Mgr.....Bob Watson
Commercial Manager.....Bill Clarke
Adv. Prom. Mgr.....Roberta Kelley
Prod. Mgr.....Bud Purgley
Chief Engineer.....W. H. Torrey

KVII-TV—Amarillo—1957

Channel: 7....AP: 158 Kw....VP: 316 Kw.

Owned.....Southwest States, Inc.
Business Address.....P.O. Box 925
Tel.: FL 6-5241.....ABC
Station Representative .....Bolling
President.....Jack C. Vaughn
V.P., Gen. Mgr.....Dick Watts
Asst. Gen. Mgr.....Gordon R. Phillips
Regional Sales Manager.....John Conboye
Operations Manager.....Jerry Gardner

KTBC-TV—Austin—1952

Channel: 7 VHF..AP: 158 Kw...VP: 316 Kw.
Owned-Oper. By.....The L-B-J Co.
Address .....Box 1155
Tel.: GR 2-2424.....ABC-CBS-NBC
Representative .....Raymer
Chairman of Bd.....Claudia T. Johnson
Pres., Gen. Mgr.....J. C. Kellam
Gen. Sales Manager.....O. P. (Bob) Bobbitt
Program Director.....Richard "Cactus" Pryor
Publicity Dir.....Elmo Brown
Chief Engineer.....Ben Hearn

KFDM-TV—Beaumont—1955

Channel: 6 VHF...AP: 50 Kw....VP: 100 Kw.
Owned-Oper. By.....Beaumont Bcstg. Corp.
Business Address .....1420 Calder Ave.
Tel.: TE 8-4731.....ABC-CBS
Representative ....Peters, Griffin, Woodward
President .....D. A. Cannan
General Manager.....C. B. Locke
Commercial Mgr.....Mott M. Johnson
Program Dir.....Bob McManus
Program, Film Mgr.....Jack Dahmer
Chief Engineer.....Harold W. Bartlett

KEDY-TV—Big Spring—1956

Channel: 4 VHF...AP: 6.3 Kw....VP: 12.9 Kw.
Owned-Oper. By.....Texas Telecasting
Address.....7400 College Ave., Lubbock, Tex.
Tel.: SH 4-2345 (Lubbock).....CBS
Representative .....Branham
President.....W. D. Rogers
Vice President.....W. H. Shipley
Natl. Sales Mgr.....John Henry
Program Mgr.....Ray Trent
Chief Engineer.....Rudy Starnes

KBTX-TV—Bryan—1957

Channel: 3 VHF..AP: 30.2 Kw...VP: 60.3 Kw.
Owned.....Brazos Bcstg. Co.
Business Address.....Box 3237
Tel.: VI 6-777.....ABC-CBS
Representative .....Raymer
President.....W. C. Mitchell
Gen. Mgr.....M. N. Bostick
Sta. Mgr.....Harry Lee Gillam
Comm. Mgr.....David G. Haines
Prog. Dir.....Rod Whisenant
Pub. Dir.....Barbara Keller
Film Mgr.....Charles Henderson
Chief Engineer.....W. B. Cox

KRIS-TV—Corpus Christi—1956

Channel: 6 VHF..AP: 50 Kw., VP: 100 Kw.
Owned-Oper. By.....Gulf Coast Bcstg. Co.
Business Address..... Box 840
Tel.: TU 3-6511.....ABC-NBC
Representative.....Peters, Griffin, Woodward

KRLD-TV channel 4

the number 1 station

in the number 1 market!

N. C. S. #3 and
Television Magazine "Top 100" Survey

Low-band channel, with maximum power, telecasting from its tremendous tower (1,685 feet above average terrain)... reaches more than 650,000 TV Homes!

John W. Runyon, *Chairman of the Board* Clyde W. Rembert, *President*

REPRESENTED NATIONALLY BY THE BRANHAM COMPANY

Pres., Gen. Mgr. ..... T. Frank Smith
V.P.-Sales ..... W. M. Eikner
V.P.-Programs ..... Charles Nethery
Promotion Dir. ..... Harry Abbott
Chief Engineer ..... Joseph W. Collier

KZTV—Corpus Christi—1956

Channel: 10 VHF..AP: 158 Kw...VP: 316 Kw.
Owned-Oper. By ..... KSIX-Television, Inc.
Business Address ..... Show Room Bldg.
Tel.: TUlip 4-1616 ..... ABC-CBS
Station Representative ..... Branham
Pres., Gen. Mgr. ..... Vann M. Kennedy
Commercial Manager ..... William Lydle
Prom., Pub. Dir. ..... M. L. Kennedy
Program Dir. ..... Gene Looper

WBAP-TV—Dallas—1948

(See Ft. Worth Listing)

WFAA-TV—Dallas—1949

Channel: 8 VHF..AP: 158 Kw...VP: 316 Kw.
Owned-Operated By ..... A. H. Belo Corp.
Business Address ....3000 Harry Hines Blvd.
Tel.: RI 1-3315 ..... ABC
Newspaper Affiliation ..... Morning News
Representative ..... Petry
Managing Dir. ..... Alex Keese
Station Manager ..... Mike Shapiro
General Sales Manager ..... Dick Drummy
Program Director ..... Bob King
Prom., Pub. Dir. ..... Rikki Boltz
Film Manager ..... Dunlap Clark
Chief Engineer ..... Jim W. Cooper

KFJZ-TV—Dallas—1955

(See Ft. Worth Listing)

KRLD-TV—Dallas—1949

Channel: 4 VHF..AP: 50 Kw...VP: 100 Kw.
Owned ..... Times Herald Printing Co.
Business Address ..... Herald Square
Tel.: RI 2-6811 ..... CBS
Newspaper Affiliation...Dallas Times Herald
Representative ..... Branham
President ..... Clyde Rembert
V.P., Gen. Mgr. ..... Roy M. Flynn
Comm. Manager ..... Gene Cuny
Program Director ..... Ves Box
Prom., Pub. Director ..... Jack Saunders
Film Manager ..... Nick Mueller
Chief Engineer ..... B. B. Honeycutt

KELP-TV—El Paso—1956

Channel: 13 VHF..AP: 15.8 Kw...VP: 26.6 Kw.
Owned-Oper. By ..... KELP TV Corp.
Business Address ..... 4530 Delta St.; Box 105
Tel.: KE 3-5911 ..... ABC
Representative ..... Young TV
President ..... Norman Alexander
General Manager ..... Harry Edelman
Sta. Prog. Dir. ..... Jerry Baker
Promotion Director ..... George Harkins
Film Manager ..... Harold Wooley
Ch. Eng. ..... Michael Gaglio

IMPACT!

56.1%

BIGGEST SHARE OF AUDIENCE IN AMERICA IN MARKETS OF 3 OR MORE STATIONS*

Once again, KROD-TV proves that it is America's best TV buy with an overwhelming share of audience in a competitive, 3-station, 3-network, all-VHF market. (*ARB, November 1958)

EL PASO POPULATION NOW 5th IN TEXAS

A scientifically calculated estimate of populations as of January 1, 1959, made by the Abilene Reporter News, places El Paso in fifth place following Houston, Dallas, San Antonio and Fort Worth

5th	El Paso	283,000
6th	Austin	197,000
7th	Corpus Christi	175,000
8th	Lubbock	148,000
9th	Amarillo	145,000
10th	Waco	125,000

See your Branham man for full details.

4 KROD-TV CBS

CBS Television Network • Channel 4 • El Paso, Texas

Dorrance D. Roderick, Pres.; Val Lawrence, V.-Pres. and Gen. Mgr.

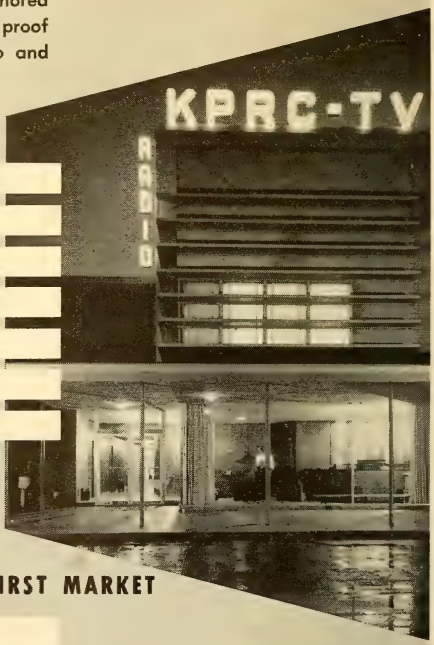
REPRESENTED NATIONALLY BY THE BRANHAM COMPANY

First in Houston

radio and television

KPRC and KPRC-TV Dominate the Houston Market

KPRC RADIO has been the first choice of Houston Gulf Coast listeners for more than 35 years. KPRC-TV, now over ten years old, is also first choice with these same people. More than a time-honored habit, this loyalty is indisputable proof of KPRC's experienced leadership and consistent fine quality.



FIRST IN EXPERIENCE

FIRST IN PUBLIC SERVICE

FIRST IN NEWS

FIRST IN LOCAL TALENT

FIRST IN FARM NEWS

FIRST IN RATINGS

FIRST IN FACILITIES

FIRST IN THE SOUTH'S FIRST MARKET

NBC KPRC 950 HOUSTON ON YOUR DIAL

KPRC-TV CHANNEL 2 HOUSTON

JACK HARRIS
Vice President and General Manager
Nationally Represented by
EDWARD PETRY AND COMPANY

KROD-TV—El Paso—1952

Channel: 4 VHF...AP: 31 Kw....VP: 62 Kw.
Owned-Oper. By.....Roderick Bcstg. Co.
Address.....2201 Wyoming St.
Tel.: KE 2-6551.....CBS-NTA
Newspaper Affiliation .....Times
Representative .....Branham
President .....D. D. Roderick
Gen., Sta. Mgr.....Val Lawrence
Prog., Prom. Dir.....Bernie Bracher
Film Manager.....Frank Jordan
Chief Engineer.....Edward P. Talbott

KTSM-TV—El Paso—1953

Channel: 9 VHF...AP: 28 Kw.....VP: 58 Kw
Owned-Operated By.....Tri-State Bcstg. Co.
Address.....801 N. Oregon St.
Tel.: KE 2-5423.....NBC
Representative .....Hollingbery
Pres., Gen. Mgr.....Karl O. Wyler, Sr.
Exec. Ass't.....Karl O. Wyler, Jr.
Commercial Manager.....Roy T. Chapman
Prog. Dir., Film Mgr.....Jack R. Rye
Promotion Director.....Mary Davis
Publicity Director.....Conrey Bryson
Chief Engineer.....Kenneth J. Walton

WBAP-TV—Fort Worth—1948

Channel: 5 VHF..AP: 60.3 Kw...VP: 100 Kw.
Owned-Oper. By.....Carter Publications, Inc.
Business Address.....3900 Barnett St.
Tel.: JE 6-1981.....NBC
Newspaper Affiliation .....Star-Telegram
Representative ....Peters, Griffin, Woodward
President.....Amon Carter, Jr.
Gen., Sta. Mgr.....Roy Bacus
Commercial Manager.....Jack Rogers
Program Director.....Robert Gould
Prom., Pub. Dir.....Margret McDonald
Film Manager.....Lynn Trammell
Chief Engineer.....Rupert Bogan

KFJZ-TV—Fort Worth—1955

Channel: 11 VHF..AP: 105 Kw...VP: 210 Kw
Owned-Oper. By...Texas State Network, Inc.
Address .....4801 W. Freeway
Tel.: PE 7-6631.....NTA
Representative .....Blair TV
President.....Gene L. Cagle
Gen., Sta. Mgr.....Stan Wilson
Comm. Mgr.....John Hopkins
Prog. Dir.....Olin Terry
Promotion Director.....Bill Camfield
Publicity Director.....Janis Wisocki
Film Mgr.....Arno W. Mueller, Jr.
Chief Engineer.....Bill Kessell

KGUL-TV—Galveston-Houston 1952

Channel: 11 VHF. AP: 158 Kw...VP: 316 Kw.
Owned-Oper. By.....Gulf Television Corp.
Business Address.....Prudential Bldg.
Tel.: JA 9-4811.....CBS
Representative.....CBS Television Spot Sales
President.....C. Wrede Petersmeyer
V.P., Gen. Mgr.....James C. Richdale, Jr.
Comm. Manager.....Robert S. Wilson
Program Director.....Thomas L. Thompson
Prom., Pub. Dir.....Roland Brazier
Film Manager.....Bud Johnson

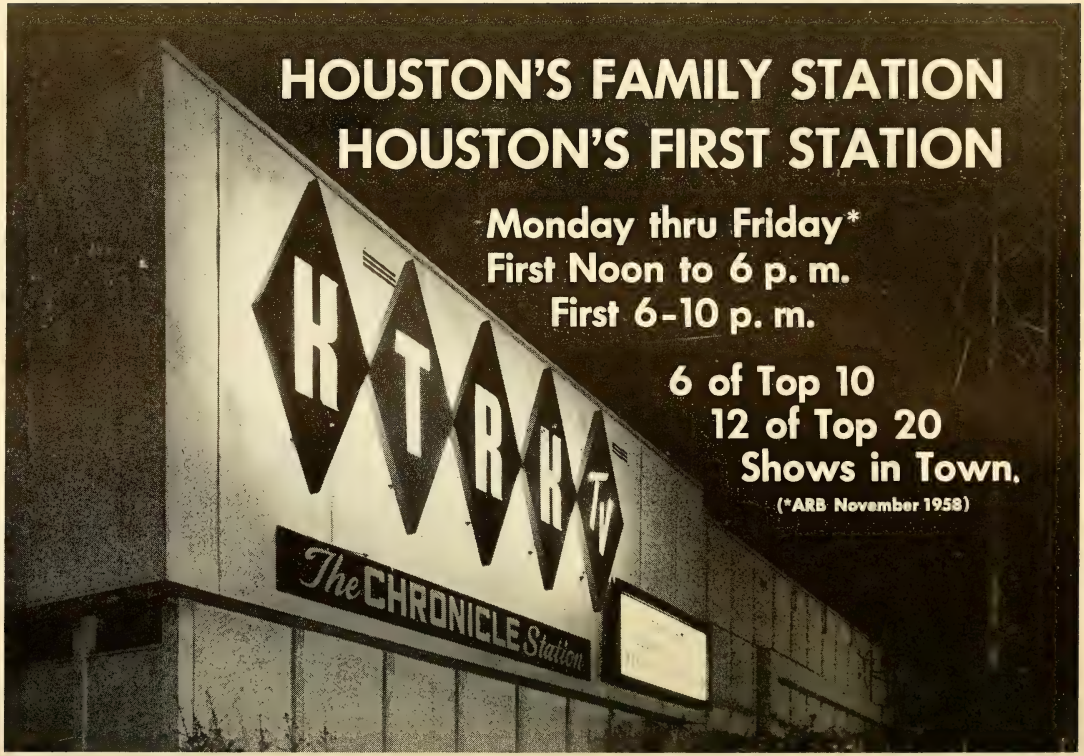
Owners of: KOTV, Tulsa, Okla.; WISH-TV, Indianapolis; WANE-TV, Fort Wayne, Ind.

KGBT-TV—Harlingen—1953

Channel: 4 VHF...AP: 50 Kw....VP: 100 Kw.
Owned-Oper. By.....Harbenot Bcstg. Co.
Business Address.....1521 W. Harrison St.
Tel.: GA 3-4880.....ABC-CBS
Representative .....H-R Reps.
President .....McHenry Tichenor
General Manager.....Troy McDaniel
Comm. Manager.....Harry Moradian
Promotion Dir.....Mal Kasanoff
Chief Engineer.....Al Beck

KPRC-TV—Houston—1950

Channel: 2 VHF..AP: 50 Kw...VP: 100 Kw.
Owned-Oper. By.....Houston Post Co.
Bus. Address...3014 Post Oak. Rd.; Box 1234
Tel.: MA 3-9271.....NBC
Newspaper Affiliation .....Post
Representative .....Petry
V.P., Gen. Mgr.....Jack Harris
Commercial Manager.....Jack Healy
Sta. Manager.....Jack McGrew
Operations Director.....Paul Huhndorff
Program Director.....Ridge Radney
Publicity Dir.....Edna Forester
Film Manager.....Earl Corridon
Chief Engineer.....Paul Huhndorff


HOUSTON'S FAMILY STATION
HOUSTON'S FIRST STATION
Monday thru Friday*
First Noon to 6 p. m.
First 6-10 p. m.
6 of Top 10
12 of Top 20
Shows in Town.
(*ARB November 1958)
KTRK TV
The CHRONICLE Station

KTRK-TV—Houston—1954

Channel: 13 VHF..AP: 170 Kw...VP: 316 Kw.
Owned-Oper...Houston Consolidated TV Co.
Address.....P. O. Box 12
Tel.: JA 6-1313.....ABC
Newspaper Affiliation .....Chronicle
Representative .....Hollingbery
President.....John T. Jones, Jr.
Exec. V.P., Gen. Mgr.....W. E. Walbridge
Program Director.....John E. Hill
Comm. Manager.....William F. Bennett
Prom., Pub. Director.....John Chapman
Chief Engineer.....Tom Hiner

KGNS-TV—Laredo—1956

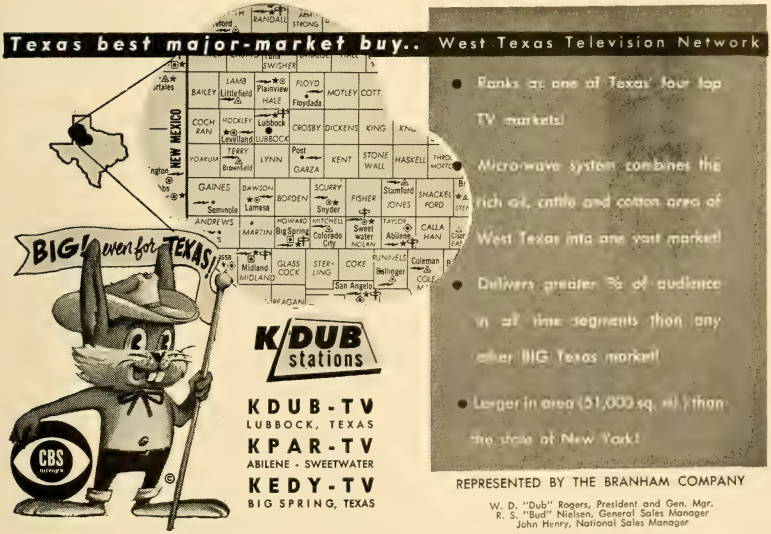
Channel: 8 VHF..AP: 1.15 Kw...VP: 2.27 Kw.
Owned-Oper. By...International Broadcasters
Business Address.....820 Convent St.
Tel.: RAndolph 3-3674.....ABC-CBS-NBC-NTA
Station Rep.....Venard, Rintoul, McConnell
President.....Donald W. Reynolds
General Manager.....Roy J. Bowman
Commercial Manager.....Jim Shelton
Program Director.....Dave Leyendecker
Prom., Pub. Dir.....Mrs. Amalia Samuels
Film Manager.....Ernie Ramirez
Chief Engineer.....W. Irven Simpson

KCBD-TV—Lubbock—1952

Channel: 11 VHF..AP: 50 Kw...VP: 100 Kw.
Owned-Oper. By....Bryant Radio & TV Inc.
Business Address.....5600 Ave. A: Box 1507
Tel.: SH 4-1414.....ABC-NBC
Representative .....Raymer
Pres., Gen. Manager.....Joe H. Bryant
Asst. Gen. Manager.....Robert L. Snyder
National Sales Mgr.....Ray Poindexter
Comm. Manager.....George L. Tarter
Program Director.....Bill Taylor
Promotion Director.....Joan Prigmore
Film Manager.....J. M. Hollers
Chief Engineer.....Frank Lee

KDUB-TV—Lubbock—1952

Channel: 13 VHF..AP: 158 Kw...VP: 316 Kw.
Owned-Oper. By.....Texas Telecasting, Inc.
Bus. Address....7400 College Ave.; Box 1475
Tel.: SH 4-2345.....CBS-NTA
Representative .....Branham
Pres., Gen. Mgr.....W. D. (Dub) Rogers
Vice President.....W. H. Shipley
Gen. Sales Mgr.....R. S. "Bud" Nielsen
National Sales Manager.....John Henry
Prog. Dir., Film Mgr.....Ray Trent
Prom. Mgr.....Ray Huffer
Chief Engineer.....Rudy Starnes



ARE YOU ON THE DOTTED LINE WITH 9 ?

BETTER GET WITH IT NOW!

300,000 PROSPEROUS FAST BUYING PEOPLE SERVED ONLY BY THEIR POPULAR

KTRE-TV

LUFKIN, TEXAS

CHANNEL 9

Richman Lewin, Vice Pres. & General Manager

The Only Non-Metropolitan Market With Basic N B C Programming Live*

*Via Microwave from KPRC-TV in Houston

NATIONAL REPRESENTATIVES

Venard, Rintoul & McConnell, Inc. New York, Chicago, San Francisco, Los Angeles and Boston

SOUTHWEST REPRESENTATIVE

Clyde Melville Company of Dallas

80,000 TELEVISION SETS IN THE BOOMING LUMBER RICH LUFKIN-NACOGDOCHES EAST TEXAS AREA SERVED BY KTRE-TV

KTRE-TV—Lufkin—1955

Channel: 9 VHF..AP: 12.5 Kw...VP: 26 Kw.
Owned-Oper. By....Forest Capital Bcstg. Co.
Business Address.....P. O. Box 701
Tel.: NE 4-7771.....NBC-CBS-ABC
Sta. Rep..Venard, Rintoul, McConnell; Melville
President.....R. W. Wortham, Jr.
Gen., Sta. Mgr.....Richman Lewin
Commercial Manager.....Murphy Martin
Prog., Prom. Dir.....Mark Kennedy
Publicity Director.....Veta Rowin
Film Manager.....Glenn Marmstrong
Chief Engineer.....Fred Clinton Hill

KMID-TV—Midland—1953

Channel. 2 VHF..AP: 50 Kw...VP: 100 Kw.
Owned-Oper. By..Midessa Television Co., Inc.
Business Address.....Midland, Tex.
Tel.: MU 2-7321.....ABC-NBC
Rep.....Venard, Rintoul & McConnell, Brown
General Manager.....Roy Herndon
Chief Engineer.....Bill Buford

KVKM-TV—Monahans—1958

Channel: 9 VHF...AP: 50 Kw....VP: 100 Kw.
Owned By.....Tri-Cities Bcstg. Co.
Business Address.....Box 1118
Tel.: WI 3-3231.....ABC
Sta. Rep.....Melville; Everett-McKinney
Pres., Gen. Mgr.....J. Ross Rucker
Station Mgr.....Hillman Taylor
Chief Engineer.....Rubin L. Masters

KTES—Nacogdoches—1958

Channel: 19 UHF..AP: 9.12 Kw...VP: 16.6 Kw.
Owned-Oper. By.....East Texas Bcstg. Co.
Business Address.....Box 248
Tel.: LOgan 4-4181.....ABC
Pres., Gen. Mgr.....Lee Scarborough
Chief Engineer.....Frank Murry

KOSA-TV—Odessa—1956

Channel: 7 VHF..AP: 158 Kw...VP: 316 Kw.
Owned-Operated By....Odessa Television Co.
Bus. Address....1211 N. Whitaker; Box 4186
Tel.: FE 7-8301.....CBS
Representative .....Bolling
Pres., Gen. Mgr.....Cecil L. Trigg
Station Manager.....John Vacca
Sales Manager.....Ed Costello
National Sales Manager.....George Collie
Film Director.....George Duesler
Chief Engineer.....Bill Schock

KPAC-TV—Port Arthur—1957

Channel: 4.....AP: 50 Kw.....VP: 100 Kw.
Owned.....Texas Goldcoast TV Inc.
Address .....Box 1059
Tel.: YUkon 5-5557.....NBC
Representative .....Raymer
Pres., Gen. Mgr.....Julius Gordon
Sls. Mgr.....Mack Newberry
Program, Film Mgr.....Doug Thompson
Ch. Eng.....Glenn Boatright

KCTV—San Angelo—1953

Channel: 8 VHF..AP: 15.5 Kw...VP: 27.5 Kw.
Owned-Oper. By..Westex Television Co., Inc.
Business Address.....Box 1941
Tel.: 7183 .....CBS
Rep....Melville, Venard, Rintoul & McConnell
President.....B. P. Bludworth
V.P., Gen., Sta. Mgr.....J. Harley Hubbard
Prog. Dir.....A. Cobb
Film Manager.....Charles Cathey
Chief Engineer.....Robert Benson

KCOR-TV—San Antonio—1955

Channel: 41 UHF....AP: 6 Kw.....VP: 11 Kc.
Owned-Oper. By.....KCOR, Inc.
Business Address.....111 Martinez St.
Representative .....Richard O'Connell, Inc.
President.....Raoul A. Cortez, Sr.
General Mgr.....Nathan Safir
Commercial Mgr.....Ben Tamborello
Station Mgr.....Emilio Nicolas
Program Dir.....Sam Murray, Jr.
Promotion Dir.....Raoul A. Cortez, Jr.
Publicity Dir.....William Lamar
Film Mgr.....Robert Carns
Dir. Engineering.....Marvin Fiedler

KENS-TV—San Antonio—1950

Channel: 5 VHF..AP: 50 Kw...VP: 100 Kw.
Owned-Oper. By.....Express Publ. Co.
Business Address.....Ave. E & 4th St.
Tel.: CA 5-7411.....CBS-NTA
Representative.....Peters, Griffin, Woodward
Newspaper Affil.....Express & News
President.....Frank G. Huntress, Jr.
General Manager.....Albert D. Johnson
Station Mgr.....Wayne Kearl
Prog. Dir., Film Mgr.....Ken James
Prom., Pub. Dir.....Kenneth McClure
Chief Engineer.....William J. Jackson

KONO-TV—San Antonio—1957

Channel: 12 VHF..AP: 158 Kw...VP: 316 Kw.
Owned-Oper. By.....Mission Tcstg. Corp.
Business Address.....1408 N. St. Mary's St.
Tel.: CA 6-7611.....ABC-NTA
Station Representative.....H-R; Brown
President.....Eugene J. Roth
Gen., Sta. Mgr.....James M. Brown
Commercial Mgr.....Bob A. Roth
Program Director.....Perry Dickey
Prom., Pub. Dir.....Katie Ferguson
Film Manager.....Sam Rocco
Engineering Dir.....George W. Ing

WOAI-TV—San Antonio—1949

Channel: 4 VHF..AP: 50 Kw...VP: 100 Kw.
Owned-Oper. By....Southland Industries, Inc.
Address.....1031 Navarro St.
Tel.: CA 7-4221.....NBC
Representative .....Petry
Board Chairman.....Hugh Halff, Jr.
Pres., Gen. Mgr.....James M. Gaines
Manager.....Edward V. Cheviot

America's Newest TV Market

Nearly 1/5 of all Texans now in Texas Tall Tower* Empire

*this 1,531 foot Tall Tower extends coverage to 1,700,000 — including thousands of new families in the rich South Texas area you can reach at no increase in cost.

Contact Peters, Griffin, Woodward, Inc. For Details

KENS-TV
EXPRESS-NEWS STATION
5

CBS

SAN ANTONIO, TEXAS

Prog. Director.....Robert Reed
Promotion Dir.....Bill N. Yancy
Publicity Dir.....Imogene Stanley
Film Manager.....Faye Leavitt
Chief Engineer.....Charles Jeffers

KCEN-TV—Temple—1953

Channel: 6 VHF..AP: 50 Kw...VP: 100 Kw.
Owned-Oper. By.....The Bell Publishing Co.
Business Address.....17 S. 3rd St.
Tel.: PR 3-6868.....NBC
Newspaper Affiliation.....Telegram
Representative.....Blair TV Assoc.
President.....Frank W. Mayborn
General Manager.....Burton Bishop
Commercial Manager.....James E. Gordon
Film Manager.....Bell Nelson
Chief Engineer.....Curtis M. Casey

KCMC-TV—Texarkana—1953

Channel: 6 VHF..AP: 50 Kw...VP: 100 Kw.
Owned-Oper. By.....KCMC, Inc.
Business Address.....Box 1290
Tel.: 33-1133 .....ABC-CBS
Newspaper Affil.....Gazette & Daily News
Rep.....V, R, McC; Ayers, Melville
President.....Walter E. Hussman
General Manager.....Richard M. Peters
Sales Manager.....Jack Rollings
Program Dir.....Les Eugene
Promotion Director.....Cynthia LaFan
Film Manager.....Lorretta Stroup

KLTV—Tyler—1954

Channel: 7 VHF..AP: 217 Kw...VP: 316 Kw.
Owned-Oper. By.....Buford, Pengra
Business Address.....Box 957
Tel.: TY 2-3873.....NBC-ABC-CBS
Representative ..... H-R
General Manager.....Marshall H. Pengra
Sales Mgr.....John Lenox
Program Director.....Bonnie Lenox
Chief Engineer.....Hudson Collins

KWTX-TV—Waco—1955

Channel 10 VHF..AP: 53.6 Kw...VP: 107.2 Kw.
Owned-Operated By..KWTX Broadcasting Co.
Address.....P.O. Box 7128 Triangle Station
Tel.: PL 6-4451.....ABC-CBS
Representative .....Raymer
President.....W. W. Naman
Gen., Sta. Mgr.....M. N. Bostick
Commercial Manager.....Pete McNee
Program Director.....Curtis Matties
Promotion Dir.....Oma Owens
Film Mgr.....George Wallace
Chief Engineer.....Jesse H. Dove

KRGV-TV—Weslaco—1954

Channel: 5 VHF..AP: 50 Kw...VP: 100 Kw.
Owned-Operated By.....The LBJ Co.
Business Address.....309 S. Missouri Ave.
Tel.: WO 8-3131.....ABC-NBC
Representative.....Paul H. Raymer
Board Chairman.....Claudia T. Johnson
Pres., Gen. Mgr.....J. C. Kellam
Station Manager.....Charles L. Brooks
Sales Manager.....Bill Rucker
Program Director.....Dallas Wales
Prom., Pub. Dir.....Hank Page
Operations Director.....Fred Noble
Chief Engineer.....Lewis Hartwig

KFDX-TV—Wichita Falls—1953

Channel: 3 VHF..AP: 60 Kw...VP: 100 Kw.
Owned.....Wichtex Radio & TV Corp.
Address .....Box 2040
Tel.: 692-4530 .....ABC-NBC
Representative .....Raymer
President.....Darrold A. Cannan
Vice President.....Howard H. Fry
Commercial Mgr.....Bob H. Walker
Chief Engineer.....John Adams

KSYD-TV—Wichita Falls—1953

Channels: 6 VHF..AP: 50 Kw...VP: 100 Kw.
Owned-Oper. By.....KSYD-TV Co., Inc.
Bus. Address..Seymour Hwy. & 9th; Box 2130
Tel.: 322-6957 .....CBS
Representative .....Blair TV
Pres., Gen. Mgr.....Syd Grayson
Commercial Mgr.....Lambert Cain
Program Director.....Thomas R. Sugars
Prom., Pub. Dir.....Mrs. Mary K. Norwood
Film Manager.....Mrs. Ruth York
Chief Engineer.....Herb Wiley

Utah

Pop.: 861,000
Families: 239,000
Radio Homes: 232,000

Stations in State: 26
TV Homes: 206,000
TV Stations: 5

KLOR-TV—Provo—1958

Channel: 11 VHF....AP: 3 Kw.....VP: 6 Kw.
Owned By.....Beehive Telecasting Corp.
Business Address.....1980 Columbia Lane
Tel.: FRanklin 3-2951.....Independent
Sta. Rep.....Raymer Co.
Pres., Gen. Mgr.....S. B. Nissley
Program Director.....G. B. Rowan
Prom. Mgr.....Vern Brimley, Jr.
Film Mgr.....Gordon Forsyth

KSL-TV—Salt Lake City—1949

Channel: 5 VHF...17.8 Kw....VP: 29.5 Kw.
Owned-Oper. By..Radio Service Corp. of Utah
Business Address.....145 Social Hall Ave.
Tel.: EL 5-4641.....CBS
Representative.....CBS TV Spot Sales
Exec. Vice President.....J. W. Wright
Gen., Sta. Mgr.....D. Lennox Murdoch
Gen. Sales Mgr.....Lloyd E. Cooney
Program Director.....Wayne Richards
Prom. & Pub. Dir.....Robert G. Murdock

Film Editor.....Richard V. Thiriot
Chief Engineer.....Vincent E. Clayton

KTVT—Salt Lake City—1948

Channel: 4 VHF..AP: 14.5 Kw...VP: 27.1 Kw.
Owned By.....Intermountain Bcstg. TV Corp.
Business Address.....130 Social Hall Ave.
Tel.: DA 2-5681.....NBC
Representative .....Katz
Newspaper Affiliation.....Time, Inc.
Pres. & Gen. Mgr.....G. Bennett Larson
Commercial Mgr.....Harold Woolley
Prom. & Pub. Director.....Edward T. Himstreet
Film, Program Dir.....Dan Rainger
Technical Director.....Allan Gunderson

KUTV—Salt Lake City—1954

Channel: 2 VHF..AP: 25.1 Kw...VP: 45.7 Kw.
Owned-Operated By.....KUTV, Inc.
Business Address.....179 Social Hall Ave.
Tel.: DA 2-2550.....ABC
Newspaper Affiliation.....Tribune; Ogden Standard Examiner
Representative .....Avery-Knodel
President.....A. L. Glassman
Vice President.....George C. Hatch
Gen., Sta., Comm. Mgr.....Brent H. Kirk
Program Dir.....Duane C. Hill
Prom., Pub. Dir.....Keith Nicholson
Production Manager.....LaMar Smith
Film Buyer.....Sid Cohen
Film Manager.....Jack Ivers
Chief Engineer.....B. R. Carpenter

Pop.: 390,000
Families: 113,000
Radio Homes: 109,000

Vermont

Stations in State: 14
TV Homes: 96,000
TV Stations: 1

WCAX-TV—Burlington—1954

Channel: 3 VHF..AP: 9.5 Kw...VP: 18.3 Kw.
Owned-Oper. By.....Mt. Mansfield TV, Inc.
Address.....100 Market Sq. S.
Tel.: UN 2-5671.....CBS
Representative .....Weed
Pres., Gen. Mgr.....S. T. Martin
Comm. Manager.....J. A. Dobson
Production Dir.....Stuart T. Hall
Publicity Dir.....Charles S. Lewis
Film Manager.....A. Sherman Rutter
Chief Engineer.....J. W. Tierney

Pop.: 3,897,000
Families: 1,009,000
Radio Homes: 959,000

Virginia

Stations in State: 93
TV Homes: 787,000
TV Stations: 15

WCYB-TV—Bristol—1956

Channel: 5 VHF..AP: 42.7 Kw...VP: 85.4 Kw.
Owned-Oper. By...Appalachian Bcstg. Corp.
Business Address.....P.O. Box No. 1009
Tel.: NOrth 9-4161.....ABC-NBC
Representative ..... Weed
Pres., Gen. Mgr.....Robert H. Smith
V.P., Sales Mgr.....Fey Rogers
Program, Prom. Dir.....Art Countiss
Production Mgr.....James G. Evans
Chief Engineer.....Russell V. Robinson

WVEC-TV—Hampton-Norfolk 1953

Channel: 15 UHF..AP: 110 Kw...VP: 220 Kw.
Owned-Oper. By.....Peninsula Bcstg. Corp.
Bus. Address..1930 Pembroke Ave., Hampton
Tel.: 6332 .....NBC
Representative .....Avery-Knodel
Pres., Gen. Manager.....Thomas P. Chisman
V.P., Sales Director.....Harrol A. Brauer, Jr.
Program Director.....Harry Doggette
Prom. Dir.....Beverly W. Avery
Operations Mgr.....L. W. Kliewer
Film Manager.....Jerry Sandford
Chief Engineer.....William C. King, Jr.

News
Is Preferred

. . . by Listeners — because it is dependable as well as interesting.

Ap
Preferred

50 Rockefeller Plaza · New York 20, N. Y.

WSVA-TV-AM

Selling the rich SHENANDOAH VALLEY...

WSVA-TV is the *only* station that reaches and sells the *entire* Shenandoah Valley.

TOTAL AREA:
24 counties—75,180 TV Homes

PLUS: Cumberland, Maryland—10,600 TV Homes (CAS*) • Luke, Maryland; Piedmont, Berkeley Springs and Romney, West Va.—7,500 TV Homes (CAS**)

**Community Antenna System **Added late Fall, 1958*

WSVA-TV'S reach and selling power is recognized and used by many of the nation's leading national advertisers including:

- American Chicle
- American Sugar
- Warner Lambert
- Esso Standard Oil Co.
- Gulf Oil Co.
- Kellogg Co.
- M & M Candy
- Maxwell House Coffee
- Merck & Company
- Royal Crown Cola
- Camel Cigarettes
- Dr. Pepper Bottling Co.

WSVA-TV *brings* RESULTS *for its advertisers.*

Typical Case History: One-week mail pull for Dr. Pepper, ending December 10, 1958 . . . 14,567 cards! (Every card was secured through the purchase of a *carton* of Dr. Pepper.)

WSVA-RADIO

A partial list of National Advertisers

• Abbott Laboratories • American Cyanamid • Atlantic Refining Co. • Ford Motor Company • Gold Medal Flour • International Harvester • Merck & Company • Sinclair Refining Company • Stanback Company, Ltd. • Sterling Drug Company

WSVA-TV

A TRANSCONTINENT STATION

Telephone: 4-4431 • Harrisonburg, Va.

CHANNEL 3

RADIO 550 kc 5000 Watts NBC
FM . . . 100.7 mc

WSVA-TV—Harrisonburg—1953

Channel: 3 VHF..AP: 4.17 Kw...VP: 8.32 Kw.
Owned-Oper. By...Shenandoah Valley Bcstg.
Tel.: 4-4431 .....ABC-CBS-NBC
Representative.....Peters, Griffin, Woodward
Pres., Gen. Mgr.....Hamilton Shea
Commercial Mgr.....Richard H. Johnson
Prog. Director.....Robert E. Lee
Promotion Director.....Andy McCaskey
Pub., Merch. Mgr.....H. L. Royster
Film Manager.....Pat Aldhizer
Chief Engineer.....Tom Jones
Owners of: WGR-TV, Buffalo, N. Y.; WROC-TV, Rochester, N. Y.; WNEP-TV, Scranton, Pa.

WLVA-TV—Lynchburg—1953

Channel: 13 VHF..AP: 158 Kw...VP: 316 Kw.
Owned-Operated By..Lynchburg Bcstg. Corp.
Address.....2320 Langhorne Rd.
Tel.: VIctor 5-1242.....ABC
Representative .....Hollingbery
Pres., Gen. Mgr.....Philip P. Allen
Comm. Mgr.....Thomas L. Turner
Prog., Film Mgr.....Warren Uttal
Chief Engineer.....John T. Orth

WTAR-TV—Norfolk—1950

Channel: 3 VHF..AP: 50 Kw...AP: 100 Kw.
Owned-Operated By.....WTAR Radio Corp.
Business Address.....720 Boush St.
Tel.: MA 5-6711.....CBS
Newspaper Affil.....Norfolk Newspapers, Inc.
Representative .....Petry
President, Gen. Mgr.....Campbell Arnoux
V.P., Operations.....John C. Peffer
V.P., Sales.....Robert M. Lambe
Program Director.....Harold Soldinger
Prom., Pub. Dir.....Hal Powell
Film Manager.....Harry Nicholas
Chief Engineer.....Richard Lindell

WAVY-TV—Norfolk—1957

Channel: 10 VHF..AP: 192 Kw...VP: 316 Kw.
Owned.....Tidewater Teleradio, Inc.
Address.....709 Boush St.
Tel.: MA 7-2345.....ABC-NBC-NTA
Representative .....H-R
Pres., Sta. Mgr.....J. Glen Taylor
Exec. Vice President.....Carl J. Burkland
Commercial Mgr.....Eugene Gaudette
Prom., Pub. Dir.....Macey Schaffer
Prog. Film Mgr.....Richard Fraser
Chief Engineer.....William Manrov

WTOV-TV—Norfolk—1953

Channel: 27 UHF..AP: 11.7 Kw...VP: 19.6 Kw.
Owned-Operated By.....Tim Brite, Inc.
Address.....1318 Spratley (Portsmouth, Va.)
Representative .....McGillvra
President.....Temus R. Bright
General Manager.....Louis H. Peterson
Sec'y-Treas.....Anna C. Bright
Program Director.....Miss Tovey Lee
Commercial Mgr.....Charles Adams
Chief Engineer.....James Richardson

WXEX-TV—Petersburg—1955

Channel: 8 VHF..AP: 158 Kw...VP: 316 Kw.
Owned-Oper. By..Petersburg Television Corp.
Address .....124 W. Tabb Street
Tel.: RE 3-7876.....NBC
Rep.....Select; McGavren-Quinn; Brown
President.....Thomas G. Tinsley, Jr.
Gen., Sta. Mgr.....Irvin G. Abeloff
Oper. Mgr.....Robert C. Currie, Jr.
Comm. Mgr.....Lawrence Slon
Program Director.....Robert Grossman
Prom., Pub. Dir.....Thos. F. McCollum, Jr.
Film Manager.....Vernon Winn
Chief Engineer.....George W. McGuigan

WRVA-TV—Richmond—1956

Channel: 12 VHF..AP: 156 Kw...VP: 316 Kw.
Owned-Oper. By.....Richmond TV Corp.
Business Address.....5221 Midlothian Pike
Tel.: BE 3-5461.....CBS
Reps.....Harrington, Righter, Parsons
President.....C. T. Lucy
General Manager.....Barron Howard
Commercial Mgr.....James D. Clark, Jr.
Program Director.....Samuel S. Carey
Prom., Pub. Dir.....John L. Stone, Jr.
Film Manager.....Robert Pie
Chief Engineer.....S. T. Terry, Jr.

WTVR—Richmond—1947

Channel: 6 VHF...AP: 50 Kw....VP: 100 Kw.
Owned-Oper. By.....Havens & Martin, Inc.
Address.....3301 W. Broad St.
Tel.: 5-8611 .....ABC
Representative .....Blair TV
Pres., Gen. Mgr.....Wilbur M. Havens
Sales Co-ordinator.....Bill Kemple
Prog. Director.....John Shand
Prom., Pub. Dir.....W. J. Filer
Film Manager.....Conrad G. Rianhard
Chief Engineer.....James Kyle

WDBJ-TV—Roanoke—1955

Channel: 7 VHF..AP: 158 Kw...VP: 316 Kw.
Owned-Operated By.....Times-World Corp.
Address .....201 Campbell Ave.
Tel.: DI 3-8031.....CBS-NTA
Newspaper Affiliation....Times; World-News
Representative..Peters, Griffin, Woodward, Inc.
President.....M. W. Armistead, III
V.P., Managing Director.....Ray P. Jordan
Station Manager.....John Harkrader
TV Sales Manager.....Blake Brown
Program Director.....Paul E. Reynolds
Prom., Pub. Dir.....Boone Boggs
Film Manager.....Charles Ballou
Technical Director.....J. Edward Newman

WSLS-TV—Roanoke—1952

Channel: 10 VHF..AP: 158 Kw...VP: 316 Kw.
Owned-Oper. By....Shenandoah Life Stations
Address .....Radio-TV Center
Tel.: DI 4-9226.....ABC-NBC
Station Representative .....Blair
President.....Blake T. Newton, Jr.
Exec. Vice Pres.....James H. Moore
Sta.. Film Mgr.....Horace Fitzpatrick
Commercial Manager.....A. S. Trevilian, Jr.
Promotion Director.....C. R. Garrison
Program Manager....George W. Chernault Jr.
Chief Engineer.....J. P. Briggs

Pop.: 2,872,000
Families: 886,000
Radio Homes: 866,000

Washington

Stations in State: 80
TV Homes: 716,000
TV Stations: 14

KVOS-TV—Bellingham—1953

Channel: 12 VHF..AP: 112 Kw...VP: 224 Kw.
Owned-Oper. By.....KVOS, Inc.
Business Address.....1151 Ellis St.
Tel.: RE 3-4567.....CBS
Station Rep.....Forjoe; Stovin-Byles; Moore
President .....Rogan Jones
Executive Vice President.....David Mintz
Commercial Manager.....Fred Elsethegan
Program Director.....Andy Anderson
Promotion Director.....Marion Boylan
Chief Engineer.....Ernest Harper

KTRX—Kennewick-Pasco 1958

Channel: 31.....AP: 4.9 Kw.....VP: 8.2 Kw.
Owned.....Columbia River TV Co.
Tel.: JU 2-3101.....Independent
Representative .....Forjoe-TV
Pres., Gen. Mgr.....Stuart Nathanson
Sls. Mgr.....Clyde Olsen
Prod. Mgr.....Eugene Normoyle
Ch. Eng.....Bernard Bailie

KING-TV—Seattle—1948

Channel; 5 VHF...AP: 50 Kw....VP: 100 Kw.
Owned-Operated By.....King Bcstg. Co.
Business Address.....320 Aurora
Tel.: MUtual 2-3555.....ABC-NBC
Representative .....Blair-TV
Pres., Gen. Mgr.....Mrs. A. Scott Bullitt
V.P., Business Div.....Henry B. Owen
V.P., Station Mgr.....Otto P. Brandt
Commercial Manager.....Al Hunter
Program Director.....Lee Schulman
Prom., Pub. Director.....Mel Anderson
Dir. of Engineering.....James L. Middlebrooks
Chief Engineer.....Robert A. Ferguson

KIRO-TV—Seattle—1958

Channel: 7.....AP: 158 Kw.....VP: 316 Kw.
Owned.....Queen City Bcstg. Co.
Address.....1530 Queen Anne Ave.
Tel.: AT 3-9800.....CBS
Representative.....Peters, Griffin, Woodward
Pres., Gen. Mgr.....Saul Haas
Sta. Mgr.....Miller C. Robertson
Commercial Manager.....William A. Exline
Prom., Pub. Dir.....Paul H. Smith
Film Manager.....Eugene Wecker

KOMO-TV—Seattle—1953

Channel: 4 VHF..AP: 50 Kw...VP: 100 Kw.
Owned-Oper. By.....Fisher's Television Co.
Business Address.....100 4th Ave. N.
Tel.: MA 4-6000.....NBC
Representative .....NBC Spot Sales
President.....O. D. Fisher
Exec. V.P. & Gen. Mgr.....W. W. Warren
Mgr. Programming.....Dave Crockett
Program Manager.....Tom Rogstad
Film Editor.....Arden Skoog
Sales Promotion Manager.....Bob Ryan
Nat. Sls. Mgr.....Reg Miller
Aud. Prom. Mgr.....Margaret Frey
Sales Manager.....Bill Hubbach
Pub. Rel. Mgr.....Arthur Gerbel
Merchandising Manager.....F. W. Hagerty
Chief Engineer.....C. E. Miller

KTVW—Seattle—1953

Channel: 13 VHF..AP: 57 Kw...VP: 98.5 Kw.
Owned .....KTVW, Inc.
Business Address.....230 8th Ave., N.
Tel.: MA 4-3113.....Independent
Representative .....Hollingbery
President.....J. Elroy McCaw
General Manager.....James Hawkins
Program Director.....John Jarstad
Promotion Dir.....Boyd Curtis
Film Manager.....Howard Perkin
Chief Engineer.....Virgil Manning

KHQ-TV—Spokane—1952

Channel: 6 VHF..AP: 50 Kw...VP: 100 Kw.
Owned-Operated By.....KHQ, Inc.
Address.....700 Radio Central Bldg.
Tel.: MA 4-5131.....NBC
Representative .....Katz
Pres., Gen. Mgr.....R. O. Dunning
Commercial Mgr.....J. Birney Blair
Promotion Manager.....Rex Gerlach
Program Director.....John R. Fahey
Chief Engineer.....Dee Waymire

KREM-TV—Spokane—1954

Channel: 2 VHF..AP: 50 Kw...VP: 100 Kw.
Owned.....KREM Bcstg. Co.
Address .....4103 S. Regal
Tel.: KE 4-0466.....ABC
Representative .....Petry
Pres., Gen. Mgr.....Louis Wasmer
Sta. Comm. Mgr.....Robert Temple
Program, Film Mgr.....Walter Schaar
Prom. Public. Dir.....Petery Lyman
Chief Engineer.....Homer Mead

KXLY-TV—Spokane—1953

Channel: 4 VHF...AP: 27 Kw....VP: 48 Kw.
Owned-Oper. By...Northern Pacific TV Corp.
Address.....315 W. Sprague Ave.
Tel.: MAdison 4-4291.....CBS
Representative .....Avery-Knodel
President .....Norman Alexander
General Manager.....James Agostino
Station Manager.....Gene Roth
Promotion Director.....Al Stenholm
Publicity Director.....Bob Weitz
Film Manager.....Clarence Koenig
Chief Engineer.....Dave Green

KTNT-TV—Tacoma-Seattle 1953

Channel: 11 VHF..AP: 158 Kw...VP: 316 Kw.
Owned-Operated By...Tribune Publishing Co.
Business Address.....S. 11th & Grant Sts.
Tel.: FU 3-2561.....NTA
Newspaper Affil.....Tacoma News Tribune
Representative .....Weed
Sta. Mgr., Prog. Dir.....Robert I. Guy
Commercial Manager.....Edward Podolinsky
Pub. Dir.....Doris Curda
Chief Engineer.....Max Bice

KIMA-TV—Yakima—1953

Channel: 29 UHF..AP: 115 Kw...VP: 191 Kw.
Owned-Oper. By.....Cascade Bcstg. Co., Inc.
Business Address.....Box 702
Tel.: GL 2-9111.....ABC-CBS-NBC
Station Representative.....Weed; Moore
President.....A. W. Talbot
General Manager.....Thomas C. Bostic
Asst. General Mgr.....Jack Reber
Commercial Mgr.....H. R. Cary
Program Director.....James W. Nolan, Jr.
Promotion Director.....Ed Morrissey
Film Manager.....June Maginn
Chief Engineer.....M. E. Burrill

Pop.: 2,095,000
Families: 563,000
Radio Homes: 537,000

West Virginia

Stations in State: 48
TV Homes: 416,000
TV Stations: 11

WHIS-TV—Bluefield—1955

Channel: 6 VHF..AP: 28.8 Kw...VP: 50 Kw.
Owned-Oper. By....Daily Telegraph Ptg. Co.
Business Address.....Municipal Bldg.
Tel.: DA 7-7115.....ABC-NBC
News. Affil....Daily Telegraph, Sunset News
Representative .....Katz
President.....H. I. Shott
Admin. Dir.....P. T. Flanagan
Station Manager.....John C. Shott
Prog. Dir.....Orland C. Young
Prom., Pub. Dir.....Janie M. Lambert
Film Manager.....Cecil Surratt
Act. Chief Engineer.....Paul Osburn

WCHS-TV—Charleston—1954

Channel: 8 VHF...AP: 94 Kw....VP: 158 Kw.
Owned & Oper. By.....WCHS-TV Inc.
Address.....1111 Virginia Street East
Tel.: DI 2-8131.....ABC-NTA
Representative .....Branham
President.....Hawthorne D. Battle
V.P., Gen. Mgr.....John T. Gelder, Jr.
Commercial Manager.....Claude E. Wheeler
Program Director.....Morton S. Cohn
Promotion Director.....William L. Cooke, Jr.
Chief Engineer.....William E. Dixon

WBOY-TV—Clarksburg—1957

Channel: 12 VHF..AP: 66.1 Kw..VP: 275 Kw.
Owned .....WSTV, Inc.
Business Address.....912 W. Pike St.
Tel.: MA 4-7571.....ABC-CBS-NBC
Representative .....Avery-Knodel
President.....Jack N. Berkman
Gen., Sta. Mgr.....George H. Clinton
Commercial Manager.....Russ Howard
Program Director.....Pete Lyman
Prom., Pub. Dir.....Carl Loose
Film Manager.....Larry Frye
Chief Engineer.....V. G. Brooks

WJPB-TV—Fairmont—1954

Channel: 35 UHF..AP: 10 Kw...VP: 19 Kw.
Owned By...WJPB-TV, Inc. (Beacom Bcstg. Ent.)
Address.....400 Quincy St.
Tel.: Fairmont 8000.....NBC
Station Rep.....Gill Perna
President.....J. Patrick Beacom
General Mgr.....Noma Fabre, Jr.
Commercial Mgr.....George Fowler
Sta. Program Dir.....Robert Frazier
Prom., Public. Dir.....Arthur Pearce
Film Mgr.....Robert Mitchell

WHTN-TV—Huntington—1955

Channel: 13 VHF..AP: 200 Kw...VP: 316 Kw.
Owned-Oper. By.....Cowles Bcstg. Co.
Address .....625 Fourth Avenue
Tel.: JA 5-7661.....ABC-CBS
Representative .....Petry
President.....Luther L. Hill
V.P., Gen. Mgr.....Robert R. Tincher
Comm. Manager.....George Miller
Program Director.....Norman L. Bacon
Prom., Pub. Dir.....Robert Willis
Film Director.....Richard H. Hite
Chief Engineer.....Chas. Prohaska

WSAZ-TV—Huntington—1949

Channel: 3 VHF..AP: 60 Kw...VP: 100 Kw.
Owned-Operated By.....WSAZ, Incorporated
Address.....201 Ninth St.
Newspaper Affil...Huntington Publishing Co.
Tel.: JA 9-4127.....NBC
Station Representative .....Katz
Pres., Gen. Mgr.....L. H. Rogers II
Comm. Mgr.....C. Tom Garten
Operations Mgr.....L. E. Kilpatrick
Program Director.....Avery Chenoweth
Promotion Director.....George A. Greenwood
Publicity Director.....William F. Kelley
Film Manager.....David S. Bond
Chief Engineer.....John P. Clay

WOAY-TV—Oak Hill—1954

Channel: 4 VHF..AP: 68 Kw...VP: 100 Kw.
Owned-Oper. By.....Robert R. Thomas, Jr.
Business Address.....Box 251
Tel.: HO 9-3361.....ABC
Representative .....Pearson
Pres., Gen. Mgr.....Robert R. Thomas, Jr.
Sta. Mgr., Pub. Dir.....Robert Brown

Comm. Mgr., Prom. Dir.....George Yazell
Program Director.....Doug Wilson
Film Manager.....Frank Harcher
Chief Engineer.....Curtis Horton

WTAP-TV—Parkersburg—1953

Channel: 15 UHF. AP: 10.5 Kw. VP: 19.5 Kw.
Owned-Oper. By....Zanesville Publishing Co.
Business Address.....121 W. Seventh St.
Tel.: HU 5-4589.....ABC-CBS-NBC
Representative .....Pearson
President .....Clay Littick
General Manager.....Allan Land
Sta., Comm. Mgr.....Milton Komito
Prog. Dir., Film Mgr.....Ronald W. Maines
Chief Engineer.....William A. Hunt, Sr.

WTRF-TV—Wheeling—1953

Channel: 7 VHF. AP: 158 Kw. VP: 316 Kw.
Owned-Oper. By.....WTRF-TV, Inc.
Business Address.....Ogden Bldg.
Tel.: CE 2-7777.....NBC
Newspaper Affil.....News Register
Representative .....Hollingbery
President.....Albert Dix
Comm. Mgr.....H. Needham Smith
Prog. Director.....Garry Vorhees
Promotion Director.....Kirk Jackson
Publicity Director.....Naomi Lyons
Production Manager.....James Knight
Film Manager.....William Ney
Continuity Dir.....Donald Murdock
Chief Engineer.....Howard Daubenmeyer

Pop.: 4,015,000
Families: 1,156,000
Radio Homes: 1,147,000

Wisconsin

Stations in State: 75
TV Homes: 1,004,000
TV Stations: 16

WEAU-TV—Eau Claire—1953

Channel: 13 VHF. AP: 155 Kw. VP: 310 Kw.
Owned-Oper. By.....Central Bcstg. Co.
Business Address.....2415 So. Hastings Way
Tel.: TE 2-3474.....ABC-CBS-NBC
Representative .....Hollingbery
President.....W. C. Bridges
Gen. Sta. Manager.....Leo Howard
Comm. Program Mgr.....Wayne McNulty
Chief Engineer.....T. O. Jorgenson

WBAY-TV—Green Bay—1953

Channel: 2 VHF. AP: 50 Kw. VP: 100 Kw.
Owned-Oper. By.....Norbertine Fathers
Business Address.....115 South Jefferson St.
Tel.: HE 2-3331.....CBS
Representative .....Weed
General Manager.....Haydn R. Evans
Prog. Dir.....Greg McElrone
Promotion Dir.....Robert Meister
Film Manager.....Don Bergner
Chief Engineer.....Wallace E. Stangel

WFRV-TV—Green Bay—1955

Channel: 5 VHF. AP: 50 Kw. VP: 100 Kw.
Owned-Oper. By.....Valley Telecasting Co.
Bus. Address.....Mason & Roosevelt Streets
Tel.: HE 7-5411.....NBC
Representative .....Headley-Reed
President .....Clayton Ewing
General Manager.....Soren H. Munkhof
Commercial Manager.....Jack Gennaro
Program Director.....Eldon Anspach
Promotion Director.....W. C. Porsow
Publicity Director.....Joella Cohen
Film Manager.....Bill Campbell
Chief Engineer.....Harry Hill

WKBT—La Crosse—1954

Channel: 8 VHF. AP: 125 Kw. VP: 250 Kw.
Owned & Oper. By....WKBH Television Inc.
Address.....141 South 6th St.
Tel.: 2-4678 .....ABC-CBS-NBC
Newspaper Affiliation.....Tribune
Representative ..... H-R
Pres., Gen. Mgr.....Howard Dahl
Comm. Mgr.....Robert Z. Morrison, Jr.
Program Director.....Ray Scaron
Promotional Director.....Leonard Anderson
Chief Engineer.....Al Leeman

WISC-TV—Madison—1956

Channel: 3 VHF. AP: 50 Kw. VP: 100 Kw.
Owned-Oper. By.....Radio Wisconsin, Inc.
Bus. Address.....4801 W. Beltline Hwy.
Tel.: CE 3-9791.....CBS
News. Affiliation..Superior Evening Telegram
Representative ....Peters, Griffin, Woodward
President .....Ralph M. Immell
General Manager.....Ralph O'Connor
Commercial Manager.....Richard Nickeson
Program Director.....Daniel Imhoff
Chief Engineer.....Walter Hariu

WKOW-TV—Madison—1953

Channel: 27 UHF. AP: 87 Kw. VP: 200 Kw.
Owned-Oper. By.....Monona Bcstg. Co.
Business Address..215 West Washington Ave.
Tel.: AL 7-2261.....ABC
Representative .....Headley-Reed
President .....Stewart Watson
General Manager.....Ben F. Hovel
Station Manager.....Frank Bignell
Program Director.....Clark Hogan
Prom., Pub. Dir.....James Roy Miller
Film Manager.....William Harmon
Tech. Supervisor.....Cloven Smith

WMTV—Madison—1953

Channel: 33 UHF. AP: 112 Kw. VP: 209 Kw.
Owned-Oper. By.....Forward TV, Inc.
Business Address.....West Beltline
Tel.: CE 3-5381.....NBC
Representative ..... Weed
President.....Herbert R. Ohrt
General Mgr.....Merritt Mulligan
Film Mgr., Asst. Mgr.....Donald Harrer
Nat. Sales Mgr.....Walter Rothschild
Promotion Dir.....Wanda Monty

WMBV-TV—Marinette—1954

Channel: 11 VHF..AP: 120 Kw...VP: 240 Kw.
Owned-Oper By..M & M Broadcasting Co., Inc.
Address.....Radio-TV Park
Tel.: RE 5-6631.....NBC
Representative ..... Hollingbery
President.....Morgan Murphy
General Mgr.....N. D. Mackin
Commercial Mgr.....John Borgen
Program Dir.....Pat Kehoe
Prom., Public. Dir.....Yvonne Fronsee
Film Mgr.....William Clark
Chief Engineer.....Al S. Alexander

WISN-TV—Milwaukee—1954

Channel: 12 VHF..AP: 158 Kw...VP: 316 Kw.
Owned By.....Hearst Corp.
Business Address.....759 N. 19th St.
Tel.: DI 2-3000.....ABC
Newspaper Affiliation .....Sentinel
Representative .....Petry
President.....Charles B. McCabe
General Manager.....D. L. Provost
Station Mgr.....Ken Waligorski
Comm. Mgr.....William C. Goodnow
Film Dir.....Ann Fitzsimmons
Program Director.....Baylen Smith
Prom., Pub. Dir.....Arthur H. Barnes
Chief Engineer.....Lionel Wittenberg

WTMJ-TV—Milwaukee—1947

Channel: 4 VHF..AP: 50 Kw...VP: 100 Kw.
Owned-Oper. By.....The Journal Co.
Business-Trans. Address.....333 W. State St.
Tel.: BR 1-6000.....NBC
Newspaper Affiliation .....Journal
Representative.....Harrington, Righter & Parsons, Inc.
General Manager.....George Comte
Station Manager.....Robert J. Heiss
Sales Manager.....Neale W. Bakke
Adm. Asst.....L. W. Herzog
Program Manager.....Sprague Vonier
Promotion Mgr.....Bruce Wallace
Film Manager.....James Fitzgerald
Mgr. AM & TV Engineer.....Phillip B. Laeser

WITI-TV—Milwaukee—1956

Channel: 6 VHF...AP: 64 Kw....VP: 100 Kw.
Owned-Oper. By.....Storer Bcstg. Co.
Business Address.....Box 641
Tel.: FL 2-6600.....NTA
Station Representative .....Blair
General Manager.....Terry Lee
Station Manager.....Dean McCarthy
Commercial Manager.....Lee Dolnick
Promotion Dir.....Lawrence Turet
Chief Engineer.....Daniel Gellerup

WXIX—Milwaukee—1955

Channel: 18 UHF..AP: 141 Kw...VP: 257 Kw.
Owned-Oper. By.....CBS, Inc.
Business Address.....5445 N. 27th St.
Tel.: UP 3-1919.....CBS
Representative.....CBS TV Spot Sales
General Mgr.....Frank J. Shakespeare, Jr.
General Sales Mgr.....Richard P. Hogue
Promotion Director.....R. H. Van Roo
Prog. Dir.....Charles E. Hinds
Publicity Director.....M. S. Bachman
Chief Engineer.....W. W. Wesley

WSAU-TV—Wausau—1954

Channel: 7 VHF..AP: 177 Kw...VP: 316 Kw.
Owned-Oper. By..Wisconsin Valley TV Corp.
Address .....714-5th Street
Tel.: 2-1021 .....ABC-CBS-NBC
Newspaper Affil.....Record-Herald
Representative ..... Meeker TV
Gen. Comm. Mgr.....Richard D. Dudley
Prom., Pub. Dir.....Tom Bolger
Program Director.....B. Kellnhauser
Film Manager.....Dan Ziebell
Chief Engineer.....Roland W. Richard

Pop.: 341,000
Families: 100,000
Radio Homes: 96,000

Wyoming

Stations in State: 22
TV Homes: 54,000
TV Stations: 5

KSPR-TV—Casper—1957

Channel: 6 VHF..AP: 6.76 Kw...VP: 13.43 Kw.
Owned.....D. L. Hathaway
Business Address.....3900 E. 2nd St.
Tel.: 3-5777 .....CBS
Station Representative .....Walker-Rawalt
Pres., Gen. Mgr.....D. L. Hathway
Sta. Mgr.....M. R. Nichols
Local Comm. Mgr.....Richard Frech
Film Manager.....M. R. Nichols

KTWO-TV—Casper—1957

Channel: 2 VHF..AP: 17.1 Kw...VP: 28.5 Kw.
Owned-Operated By...Rocky Mt. TeleStations
Business Address.....143 N. Durbin
Tel.: 3-3771 .....ABC-NBC
Station Representative .....Meeker
President .....Burt Harris
Gen., Sta. Mgr.....Lawrence Berger
Program Director.....Rosemary Kress
Promotion Director.....Pat Hansen
Film Manager.....Chuck Palmer
Chief Engineer.....Robert Lebsock

KFBC-TV—Cheyenne—1954

Channel: 5 VHF..AP: 50 Kw...VP: 100 Kw.
Owned-Oper. By.....Frontier Bcstg. Co.
Business Address.....2923 East Lincolnway
Tel.: 4-4461 .....ABC-CBS-NBC
Newspaper Affiliation.....Eagle, Tribune
Representative .....Hollingbery
President.....Robert S. McCracken
Gen., Sta. Mgr.....William C. Grove

Commercial Mgr.....C. P. Cahill
Promotion Manager.....Joyce Pratt
Program Director.....Dottie Collyer
Film Mgr.....Don Wich

KWRB-TV—Riverton—1957

Channel: 10.....AP 32 Kw.....VP: 64 Kw.
Owned.....M. & J. Ernst
Address.....500 B'way, Thermopolis, Wyo.
Tel.: TH 800.....CBS
Representative .....Gill-Perna
Gen. Mgr., Ch. Eng.....Joseph P. Ernst
Sls. Mgr.....Hugh Graham
Prog. Mgr.....M. V. Ernst

TELEVISION STATIONS
IN TERRITORIES AND POSSESSIONS

GUAM

KUAM-TV—Agana—1956

Channel: 8 VHF..AP: .075 Kw...VP: .15 Kw.
Owned-Oper. By.....Radio Guam, Inc.
Business Address.....Box 68
Tel.: 7963 .....ABC-CBS-NBC
Representative .....Intercontinental Services
Pres., Gen. Mgr.....Harry M. Engel
Station Manager.....John P. Barton
Commercial Manager.....Marry Chappelle
Administrative Assistant.....Bob Green
Promotion Director.....Len Stein
Publicity Director.....Jo Schmidt
Film Manager.....Wes Whitfield
Chief Engineer.....James Long

PUERTO RICO

WORA-TV—Mayaguez—1955

Channel: 5 VHF..AP: .891 Kw...VP: 1.48 Kw.
Owned-Oper By.....Supreme Bcstg. Co., Inc.
Business Address....Darlington Bldg.; Box 43
Tel.: 1151 .....ABC-CBS-NBC
Representative.....Inter Am. Pub., Inc.
President.....Alfredo R. de Arellano
Station Mgr.....R. M. Dupont
Program Director.....Mario Rivera Negron
Publicity Director.....Nelson Nin
Chief Engineer.....John Prather

WAPA-TV—San Juan—1954

Channel: 4 VHF..AP: 33.9 Kw...VP: 56.2 Kw.
Owned-Oper. By..Ponce de Leon Bcstg. Corp.
Business Address.....357 Ponce de Leon
Tel.: 3-3006 .....ABC-NBC
Representative.....Caribbean Networks Inc.
President.....John G. Johnson
Gen. Manager.....Carlos Rivera Gonzales
Promotion Director.....Rafael Vega
Sales Mgr.....Helena Martinez
Program Director.....Luis Dominguez
Film Manager.....Hector Hernandez
Chief Engineer.....Rafael Cruz Rivera

WKAQ-TV—San Juan—1954

Channel: 2 VHF..AP: 50 Kw...VP: 100 Kw.
Owned-Oper. By.....El Mundo Inc.
Bus. Address...Box 5096, Puerto de Tierra Sta.
Tel.: 3-3800 .....CBS
Rep.....Inter-American Publications Inc.
President .....Angel Ramos
General Mgr.....E. Vega
Comm. Manager.....Jorge Rivero
Station Mgr.....C. Garcia de Quevedo
Prog. Dir.....José Luis Torregrosa
Promotion Mgr.....Pete Mattina
Film Mgr.....Jose Mercado

WRIK-TV—Ponce—1958

Channel: 7.....AP: .71 Kw.....VP: 1.4 Kw.
Owned-Operated By...Ponce Television Corp.
Address .....Darlington Bldg.
Tel.: 2-0280 .....ABC-CBS
Sta. Rep.....Inter-American Publ.
Pres., Ch. Eng.....George A. Mayoral
Gen., Sls. Mgr.....William Cortada
Prog. Dir., Film Mgr.....Augusto Montijo
Prom., Pub. Dir.....Armando L. Clavell

WSUR-TV—Ponce—1958

Channel: 9 VHF...AP: .42 Kw....VP: .83 Kw.
Owned.....American Colonial Bcstg. Corp.
Bus. Ad....1000 Ponce de Leon Ave., Santurce
Tel.: 2-4178 .....Independent
Pres., Ch. Eng.....Ralph P. Perry
Gen., Comm. Mgr.....Mariano A. Escudero
Prog. Dir., Film Mgr.....Jose E. Viguie

TELEVISION STATIONS OF CANADA

Alberta

CHCT-TV—Calgary—1954

Channel: 2 VHF...AP: 50 Kw....VP: 100 Kw.
Owned By.....Calgary Television, Ltd.
Address.....955 Rideau Road
Tel.: CH 3-3491.....CBC
Newspaper Affil.....Herald
Sales Rep.....All-Canada TV, Weed
President.....F. R. Shaw
Manager .....Herb Stewart
Commercial Mgr.....R. Watson
Prom., Pub. Director.....Barry Nicholls
Production Manager.....Barry Gordon
Prog. Dir.....Ron Chase
Film Manager.....Gordon Warner
Chief Engineer.....Lee Crawley

CFRN-TV—Edmonton—1954

Channel: 3 VHF...AP: 90 Kw....VP: 180 Kw.
Owned-Oper. By....Sunwapta Bcstg. Co., Ltd.
Business Address.....109 C.P.R. Bldg.
Tel.: 892572 .....CBC
Sta. Reps...TV Reps.: Young Canadian; Oakes
Pres., Gen. Mgr.....G. R. A. Rice
Station Mgr.....S. S. Lancaster
Commercial Mgr.....Bruce D. Alloway
Program Director.....George Kidd
Prom., Pub. Dir.....John Riopel
Film Manager.....Keith Neale
Executive Eng.....F. O. A. Makepeace

CHCA
CHANNEL 6

TELEVISION LIMITED

Alberta's newest television outlet, within reach of 60% of Alberta's population

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★ Agriculture
★ Gas and Oil Production
★ Manufacturing
★ Tourist Trade

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Phone 5525 East City Limits
P.O. Box 668 RED DEER, ALBERTA

CJLH-TV—Lethbridge—1955

Channel: 7 VHF...AP: 85.5 Kw...VP: 171 Kw.
Owned-Oper. By.....Lethbridge TV, Ltd.
Business Address.....Lethbridge
Tel.: FA 7-1521.....CBC
Representatives.....All-Canada TV; Weed
President .....H. Buchanan
Managing Director.....N. Botterill
Commercial Mgr.....L. Crittenden
Program Director.....S. Pitt
Promotion Director.....Mrs. Babs Pitt
Technical Dir.....V. Reed

CHAT-TV—Medicine Hat—1957

Channel: 6 VHF....AP: 3 Kw.....VP: 6 Kw.
Owned.....Monarch Bcstg. Co. Ltd.
Address .....Medicine Hat
Tel.: JA 7-2457.....CBC
Representative .....Weed; Stovin-Byles
President.....J. H. Yuill
Gen., Sta. Mgr.....R. J. Buss
Commercial Mgr.....Jack Oldham
Program Director.....Mervin Stone
Prom., Pub. Dir.....June Duncan
Film Manager.....Cliff Dacre
Chief Engineer.....Sid Gaffney

CHCA-TV—Red Deer—1957

Channel: 6 VHF.AP: 2.875 Kw..VP: 5.75 Kw.
Owned.....CHCA TV Limited
Business Address.....Box 668
Tel.: 5525.....CBC
Representatives.....John N. Hunt; Forjoe
Pres., Mgr. Dir.....G. A. Bartley
Commercial Mgr.....Cam Harju
Program, Film Mgr.....Dave Neima
Prom., Public. Dir.....Mrs. A. Sole
Chief Engineer.....T. Wadson

British Columbia

CJDC-TV—Dawson Creek—1959

Channel: 5 VHF..AP: .08 Kw...VP: .17 Kw.
Owned-Oper. By.....Radio Sta. CJDC Ltd.
Bus. Address.....Second Ave. & 9th St.
Tel.: STerling 2-3341.....Independent
Station Representative .....Cooke
Pres., Gen. Mgr.....H. L. Michaud
Station Manager.....Mike Lavern
Sales Manager.....R. W. Michaud
Chief Engineer.....Mel Lang

CFCR-TV—Kamloops—1957

Channel: 4 VHF..AP: 350 Wts..VP: 700 Wts.
Owned.....Twin Cities TV Ltd.
Business Address.....Radio-TV Bldg.
Tel.: 1021 .....CBC
Station Representative.....All-Canada; Weed
Pres., Gen. Mgr.....Ian G. Clark
Comm. Mgr., Prom. Dir.....Walter Harwood
Prog. Dir.....Jean Ross
Film Manager.....Harold Hamilton
Chief Engineer.....Fred Webber

CHBC-TV—Kelowna—1957

Channel: 2 VHF..AP: 1.6 Kw...VP: 3.7 Kw.
Owned.....Okanagan Valley TV Co.
Business Address.....342 Leon Ave.
Tel.: 4535 .....CBC
Representative.....All-Canada TV, Weed
President .....Jim Browne
Gen., Sta. Mgr.....Roy G. Chapman
Comm. Mgr.....Dick Sharp
Prog. Dir., Film Mgr.....Russ Richardson
Prom., Pub. Dir.....Norm Williams
Chief Engineer.....Tom Wyatt

CBUT—Vancouver—1953

Channel: 2 VHF..AP: 48 Kw. ..VP: 90 Kw.
Owned By.....Canadian Bcstg. Corp.
Address.....1200 W. Georgia St.
Tel.: MUtual 4-0246.....CBC
Television Director.....Hugh Palmer
Commercial Mgr.....Marce L. Munro
Technical Director.....Ross L. Whiteside
Newsreel Editor-in-charge.....R. L. Elson
Film Director.....Stanley Fox
Design Director.....Cliff Robinson

CHEK-TV—Victoria—1956

Channel: 6 VHF..AP: 900 Kw...VP: 1800 Kw.
Owned-Operated By.....CHEK-TV, Ltd.
Business Address.....1450 Douglas St.
Tel.: GRanite 7-1821.....CBC
Station Representative
Forjoe; TV Reps.; Bcst. Reps.; Hunt
President.....David M. Armstrong
Gen., Comm. Mgr.....Russell L. Furse
Promotion Director.....Edward A. Bissland
Chief Engineer.....Norman Bergquist

Manitoba

CKX-TV—Brandon—1955

Channel: 5 VHF..AP: 9.65 Kw...VP: 19.3 Kw.
Owned By.....Western Manitoba Bcstrs. Ltd.
Address .....2940 Victoria Ave.
Tel.: PArkway 6-5393.....CBC
Station Representative.....All-Canada; Weed
Pres., Gen. Mgr.....John B. Craig
Exec. Ass't, Sta. Mgr.....Eric Davies
Comm. Manager.....Archie Olson
Program Director.....Douglas A. Lee
Promotion Director.....Marvin Freeman
Chief Engineer.....A. M. Gomez

CBWT—Winnipeg—1954

Channel: 3 VHF..AP: 33.7 Kw...VP: 56.2 Kw.
Owned By.....Canadian Bcstg. Corp.
Business Address..541 Portage Ave.; Box 160
Tel.: SP 4-2541.....CBC
Reg. Dir., Eng.....J. R. Finlay
Director.....W. G. Carpentier
Sales Rep.....R. L. Horley
Program Dir.....Bruce MacPherson
Press & Information Rep.....C. E. L'Ami
Film Manager.....Miss G. M. Brown
Technical Dir.....H. C. Heywood

New Brunswick

CKCW-TV—Moncton—1954

Channel: 2 VHF...AP: 16 Kw....VP: 25 Kw.
Owned-Oper. By.....Moncton Bcstg., Ltd.
Business Address....Knights of Pythias Bldg.
Sta. Rep.....Stovin-Byles; Young Canadian
Tel.: EV 4-9601.....CBC
Pres., Gen. Mgr.....F. A. Lynds
Station Manager.....Murray Goldsborough
Commercial Manager.....W. Ritchie
Prog. Dir.....J. S. Irvine
Promotion Director.....Mrs. P. J. Beer
Film Manager.....Gwen MacDonald
Chief Engineer.....Keith MacConnell

CHSJ-TV—Saint John—1954

Channel: 4 VHF..AP: 50 Kw...VP: 100 Kw.
Owned By....New Brunswick Bcstg. Co., Ltd.
Address .....14 Church St.
Tel.: 3-3304 .....CBC
Gen. Mgr.....George A. Cromwell
Station Rep.....All Canada TV; Weed
Program Director.....William Stewart
Chief Engineer.....Jack Bishop

Newfoundland

CJON-TV—St. John's—1955

Channel: 6 VHF...AP: 11 Kw....VP: 21 Kw.
Owned-Oper....Newfoundland Bcstg. Co., Ltd.
Business Address.....Prince of Wales Street
Tel.: 7195 .....ABC-CBS-NBC-CBC
Newspaper Affiliation...Nfld. Sunday Herald
Station Rep.....Stovin-Byles; Weed
President .....Geoff Stirling
V.P., Gen. Mgr.....Don Jamieson
Sta. Mgr., Prog. Dir.....Colin Jamieson
Commercial Mgr.....Jack Baird
Promotion Director.....Mrs. Judith Curtis
Publicity Director.....Charlie Lang
Film Manager.....Miss Emelie Davis
Chief Engineer.....Oscar Herlihey

Nova Scotia

CBHT—Halifax—1954

Channel: 3 VHF...AP: 60 Kw....VP: 100 Kw.
Owned By.....Canadian Bcstg. Corp.
Address .....70 Bell Rd.
Tel.: 2-8311 .....CBC
Reg. Director.....Capt. W. E. S. Briggs
Director.....G. F. Brickenden
Comm. Representative....Donald G. LeBlanc
Technical Director.....J. Simonsen
Program Director.....Carl MacCaul
Press & Info. Director.....Bert Wilson
Film Director.....George Hames

CJCB-TV—Sydney—1954

Channel: 4 VHF..AP: 108 Kw...VP: 180 Kw.
Owned By.....Cape Breton Bcstrs.
Business Address.....Mira Rd.
Tel.: 3431 .....CBC
Station Representative....All Canada; Weed
Pres., Gen. Mgr.....J. Marven Nathanson
Promotion Director.....J. C. McVicar
Publicity Director.....C. M. Quinton
Program Mgr.....Mrs. M. C. MacQuarrie
Comm. Mgr.....Effie Williams
Film Mgr.....R. H. Demers
Chief Engineer.....M. E. Bowles

Ontario

CKVR-TV—Barrie—1955

Channel: 3 VHF...AP: 50 Kw....VP: 100 Kw.
Owned-Oper. By...Ralph Snelgrove TV Ltd.
Address .....P. O. Box 69
Tel.: PArkway 6-6467.....CBC
Station Rep.....Mulvihill; Hunt; Young
Pres., Gen. Manager....Ralph T. Snelgrove
Operations Manager.....Jack Mattenly
Comm. Mgr.....Charles Tierney
Production Director.....Joe Clark
Promotion Director.....Ev. Smith

CHCH-TV—Hamilton—1954

Channel: 11 VHF..AP: 90 Kw...VP: 150 Kw.
Owned By.....Niagara Television Ltd.
Address.....163 Jackson St. W.
Tel.: JA 2-1101.....CBC
Sta. Rep.....All Canada; Young Canadian
President, Gen. Mgr.....Kenneth D. Soble
Station Mgr.....S. J. Bibby
Comm. Manager.....R. J. Peters
Prog. Manager.....J. S. Purvis
Prom., Pub. Dir.....S. F. Habberfield
Film Manager.....D. Gale
Chief Engineer.....W. E. Jeynes

CKWS-TV—Kingston—1954

Channel: 11 VHF..AP: 154 Kw...VP: 257 Kw.
Owned By.....Frontenac Bcstg. Co. Ltd.
Address.....170 Queen St.
Tel.: LI 2-4977.....CBC
Sales Rep.....Weed, All-Canada TV
President.....W. R. Davies
Gen. Mgr.....H. C. Freeman
Station Mgr.....R. W. Holstetter
Commercial Mgr.....J. Gibson
Program Dir.....Don Nairn
Promotion Dir.....Joy Villeneuve
Film Mgr.....Lois Scrutton
Chief Engineer.....Bert Cobb

CKCO-TV—Kitchener—1953

Channel: 13 VHF..AP: 54.4 Kw...VP: 100 Kw.
Owned By.....Central Ontario TV, Ltd.
Address.....864 King St. W.
Tel.: 3-4335 .....CBC
Station Representative....Hardy; Hunt; Weed
President .....Carl Pollock
General Manager.....Eugene E. Fitzgibbons
Station Manager.....W. D. McGregor
Promotion Director.....William Whiting
Program Manager.....Don Martz
Chief Engineer.....Paul Turchan

CFPL-TV—London—1953

Channel: 10 VHF..AP: 195 Kw...VP: 325 Kw.
Owned By....London Free Press Printing Co.
Address.....Commissioners Rd., Box 488
Tel.: GE 4-2115.....CBC
Newspaper Affil.....London Free Press
President .....Walter J. Blackburn
Gen. Manager.....Murray T. Brown
Sta. Mgr., Prog. Dir.....R. A. Reinhart
Commercial Manager.....W. C. Wingrove
Prom., Pub. Dir.....W. Thomas Daley
Film Supervisor.....Beatrice Nott
Dir. of Engineering.....G. Robitaille

CKGN-TV—North Bay—1955

Channel: 10 VHF..AP: 25.75 Kw...VP: 51.5 Kw.
Owned-Oper. By.....Tel-Ad Co.
Address.....P. O. Box 1000
Tel.: GR 2-9000.....CBC
Sta. Rep....Young Canadian; Mulvihill; Hunt
President.....J. L. Shaw
Gen., Comm. Mgr.....Bruce McLeod
Operations Manager.....Dave Mee
Prog. Dirs.....Tomkins; Bilenkey
Promotion Director.....Miss Shirley Morin
Publicity Director.....John Morton
Film Manager.....Miss Eleanor Eady

CBOFT—Ottawa—1955

Channel: 9 VHF...AP: 55 Kw....VP: 31 Kw.
Owned-Oper. By.....Canadian Bcstg. Corp.
Address .....Lanark Ave.
Tel.: PA 8-1771.....CBC
Station Manager.....C. P. Wright
Operations Mgr.....Georges Huard
Comm. Manager.....Maurice Valinquette
Chief Engineer.....Maxted Gilbert

CBOT—Ottawa—1953

Channel: 4 VHF....AP: 27 Kw.....VP: 50 Kw.
Owned By.....Canadian Bcstg. Corp.

Address.....Lanark Ave.
Tel.: PA 8-1771.....CBC
Operations Mgr.....Georges Huard
Commercial Mgr.....Larry O'Neil
Program Dir.....Dennis Townsend
Technical Director.....J. H. Book

CHEX-TV—Peterborough—1955

Channel: 12 VHF..AP: 60 Kw...VP: 102 Kw.
Owned-Oper. By....Kawartha Bcstg. Co., Ltd.
Business Address.....R.R. No. 10
Tel.: RI 2-0451.....CBC
Reps.....All-Canada TV; Weed
President.....Sen. Rupert Davies
Comm. Prom. Dir.....Bob Kinsman
Station Mgr.....Keith Parker
Comm., Prom. Dir.....Bob Kinsman
Program Director.....Gordon Shale
Film Manager.....Don Harte-Maxwell
Publicity Dir.....Don Alexander
Chief Engineer.....Bert Crump

CFCJ-TV—Port Arthur—1954

Channel: 2 VHF...AP: 15 Kw....VP: 28 Kw.
Owned By.....Thunder Bay Electronics Ltd.
Business Address...87 N. Hill St., Box 1137
Tel.: 4-2404.....CBC
Station Representative.....Weed; All-Canada
President.....H. F. Dougall
Gen., Sta. Mgr.....Ralph H. Parker

CJIC-TV—Sault Ste. Marie—1954

Channel: 2 VHF....AP: 15 Kw.....VP: 28 Kw.
Owned-Oper. By.....Hyland Radio-TV, Ltd.
Business Address.....119 East Street
Tel.: AL 3-3515.....ABC-CBC-CBS-NBC
Representatives .....All-Canada TV; Weed
President .....Mrs. J. G. Hyland
Gen., Sta. Mgr.....R. H. Ramsay
Commercial Mgr., Prog. Dir.....E. W. Plouffe
Promotion Director.....Paul Fockler
Film Manager.....Beverly Gay
Chief Engineer.....Dave Irwin

CKSO-TV—Sudbury—1952

Channel: 5 VHF...AP: 15 Kw....VP: 30 Kw.
Owned By.....CKSO Radio, Ltd.
Business Address.....336 Ash St.
Tel.: OS 4-0711.....CBC
Representatives.....Weed; All Canada TV
President.....George M. Miller
Gen., Sta. Mgr.....W. J. Woodill
Comm. Mgr., Prom. Dir.....Ralph Connor
Program Director.....Richard Madsen
Film Manager..... Jim Boyd
Chief Engineer.....Wally Robert

CFCL-TV—Timmins—1956

Channel: 6 VHF..AP: 9.2 Kw...VP: 18.5 Kw.
Owned By.....J. Conrad Lavigne Enterprises
Business Address..Box 620, Mont Sacre Coeur
Tel.: 577 .....CBC
Station Representative .....Mulvihill
President.....J. Conrad Lavigne
Gen. Mgr., Pub. Dir.....Rene Barrette
Commercial Manager.....Harry Charbonneau
Program Director.....Jean DeVilliers
Promotion Director.....Miss Jackie Green
Film Manager.....Mrs. Hazel Claremont
Technical Dir.....Roch Demers

CBLT—Toronto—1952

Channel: 6 VHF..AP: 53.5 Kw...VP: 99.5 Kw.
Owned By.....Canadian Bcstg. Corp.
Address.....354 Jarvis St.
Tel.: WA 3-5461.....ABC-CBC-CBS-NBC
Director .....Fergus Mutrie
Asst. Director.....J. R. W. Graham
Sales Mgr.....John Malloy
Program Director.....Peter MacDonald
Supervisor of Design.....Leonard Crainford
Press and Information Rep.....W. C. Walls
Film Mgr.....O. C. Wilson

CKLW-TV—Windsor

(See Detroit, Michigan Listing.)

CKNX—Wingham—1955

Channel: 8 VHF..AP: 100 Kw...VP: 160 Kw.
Owned-Oper. By.....CKNX Ltd.
Address .....Carling Terrace
Tel.: 158 .....CBC
Station Rep.....All-Canada; Young Canadian
Pres., Gen. Mgr.....W. T. Cruickshank
Comm. Mgr., Pub. Dir.....C. R. Hamilton
Program Director.....John Krug
Promotion Director.....Helen Fleury
Film Manager.....D. G. Hildebrand
Chief Engineer.....Scott Reid

Prince Edward Island

CFCY-TV—Charlottetown—1956

Channel: 13 VHF....AP: 38.5....VP: 79 Kw.
Owned-Oper. By..Island Radio Bcstg. Co., Ltd.
Business Address.....85 Kent St.
Tel.: 7347 .....CBC
Representatives.....All-Canada TV; Weed
Sta., Comm., Film Mgr.....R. F. Large
Traffic Manager.....E. P. Williams
Promotion Mgr.....M. E. Large
Tech. Supervisor.....J. G. Jay

Quebec

CKRS-TV—Jonquiere—1955

Channel: 12 VHF...AP: 21 Kw...VP: 42 Kw.
Owned-Oper. By....Radio Saguenay Limited
Business Address.....P.O. Box 490
Tel.: LI 2-4551.....CBC
Sta. Rep.....Hardy; Hunt; Young Canadian
President .....Henri Lepage
Gen. Mgr., Prom. Dir.....Tom Burham
Sta., Comm. Mgr.....Paul J. Audette
Film Manager.....Eugene Michaud
Chief Engineer.....Gerard Lemieux

CKBL-TV—Matane—1958

Channel: 9..VHF..AP: 95 Kw...VP: 160 Kw.
Owned By:.....Radiodiffusion de Matane Lte.
Business Address.....144 St. Jerome Ave.
Network Affiliation.....CBC
Sta. Rep.....Young Canadian Ltd.
Pres., Gen. Mgr.....Rene Lapointe
V.P., Comm. Mgr.....Octave Lapointe
Chief Engineer.....Yvan Fortier

CBFT—Montreal—1952

Channel: 2 VHF..AP: 50 Kw...VP: 100 Kw.
Owned By.....Canadian Bcstg. Corp.
Business Address.....P.O. Box 6000
Tel.: UN 6-2571.....NBC
General Manager.....J. Alphonse Ouimet
Director .....Andre Ouimet
Program Director.....Fernand Guerard
Comm. Manager.....Maurice Valiquette
Film Mgr.....J. Lepailleur
Press & Information.....J. J. Trudeau
Chief Engineer.....Etienne Dubreuil

CBMT—Montreal—1954

Channel: 6 VHF..AP: 26.2 Kw...VP: 43.8 Kw.
Owned By.....Canadian Bcstg. Corp.
Address.....1425 Dorchester St. W.
Tel.: UN 6-2571.....CBC
Television Director.....Andre Ouimet
Comm. Manager.....Maurice Valiquette
Prog. Director.....D. E. McGill
Press and Information.....J. J. Trudeau
Tech. Dir.....C. Frenette

CFCM-TV—Quebec City—1957

Channel: 4 VHF..AP: 6.35 Kw...VP: 12.7 Kw.
Owned By.....Television De Quebec
Address....200 Ave. St. Jean Bosco, Ste. Foy
Tel.: MUrray 3-4985.....CBC
Sales Rep.....Weed; Hardy; Hunt
President .....Gaston Pratte
Gen. Mgr.....J. A. Pouliot
Oper. Dir., Sales Mgr....Arthur P. Fitzgibbons
Program Manager.....Jacques Filteau
Prom., Pub. Dir.....Andrew N. Mc Lellan
Film Manager.....Gerald Ross

CKMI-TV—Quebec City—1957

Channel: 5 VHF..AP: 2.8 Kw...VP: 5.6 Kw.
Owned.....TV de Quebec (Canada) Ltd
Add.....200 Ave. St.-Jean Bosco, Ste. Foy, Que.
Tel.: MU 3-4985.....CBC
Station Rep.....Weed; Hardy; Hunt
President .....Gaston Pratte
General Manager.....Jean A. Pouliot
Oper. Dir., Sales Mgr....Arthur P. Fitzgibbons
Program Director.....Gerald Taaffe
Prom., Pub. Dir.....Andrew N. McLellan
Film Manager.....Gerald Ross

CJBR-TV—Rimouski—1954

Channel: 3 VHF..AP: 34.55 Kw...VP: 60.6 Kw.
Owned By.....Central Public Serv. Corp.
Address.....6 St. Jean St.
Tel.: RA 3-2217.....CBC
Sales Rep.....Stovin-Byles; Weed
President .....Jacques Brilliant
Gen. Sta. Manager.....Andre Lecomte
Commercial Mgr.....L. P. Cliche
Program, Film Mgr.....Francois Raymond
Promotion Dir.....Jean Chabot
Publicity Dir.....Harry A. Willsie

CKRN-TV—Rouyn-Noranda 1958

Channel: 4 VHF...AP: 25 Kw....VP: 50 Kw.
Owned.....Northern Radio-Radio Nord, Inc.
Business Address.....Box 70, Rouyn
Tel.: RO 2-7741.....CBC
Station Rep.....Weed; Trans-Ocean; Hunt
Pres., Gen. Mgr.....David A. Gourd
Comm., Prom. Mgr.....George A. Chartrand
Program Director.....B. Valiquette
Film Manager.....L. P. Langevin
Chief Engineer.....Jean-Guy Langevin

CHLT-TV—Sherbrooke—1956

Channel: 7 VHF..AP: 312 Kw...VP: 312 Kw.
Owned-Oper. By.....La Tribune, Ltd.
Business Address.....221 Dufferin St.
Tel.: LO 9-2525.....CBC
Reps.....Hardy (Canada); Canadian Stations Reps (N. Y.)
Newspaper Affil.....La Tribune
President .....Paul Desruisseaux
General Manager.....Alphee Gauthier
Sta., Comm. Mgr.....Jean-Louis Gauthier
Program Director.....Pierre Bruneau
Promotion Director.....Georges L'Ecuyer
Film Manager.....Guy Bachand
Chief Engineer.....Leo Guilbeau

CKTM-TV—Three Rivers—1958

Channel: 13 VHF..AP: 1.5 Kw...VP: 3.7 Kw.
Owned By.....TV St. Maurice, Inc.
Address.....P.O. Box 277
Tel.: 4-3556.....CBC
Representative ..... Weed
Pres., Gen. Mgr.....Henri Oudet
Prog. & Film Buyer.....Claude Blain
Chief Engineer.....Ernest Brunelle

Saskatchewan

CHAB-TV—Moose Jaw—1959

Channel: 4 VHF..AP: 100 Kw...VP: 53 Kw.
Owned By.....Radio Station CHAB, Ltd.
Address.....127 Main St., N.
Tel.: OX 2-6464.....CBC
President.....Jack Moffat
Commercial Mgr.....Joe Lawlor
Saion Mgr.....Sid Boyling
Program Dir.....Jay Leddy
Prom, Public Dir.....Terry McBurney

CKBI-TV—Prince Albert—1958

Channel: 5 VHF..AP: 61 Kw...VP: 100 Kw.
Owned.....Central Bcstg. Co.
Address.....10th St. West
Tel.: RO 3-7421.....CBC
Representatives.....All Canada; Weed
Pres., Gen. Mgr.....E. A. Rawlinson
Commercial Mgr.....G. O. Johnson
Prog. Dir., Film Mgr.....J. J. Cennon
Promotion Dir.....Gerald Prest
Chief Engineer.....Tom Van Nes

CKCK-TV—Regina—1954

Channel: 2 VHF...AP: 53.5...VP: 100 Kw.
Owned By .....Transcanada
Address .....Leader Post Building
Tel.: LA 3-6671.....CBC
Newspaper Affil.....Leader Post
Sales Rep.....Weed, All-Canada TV
President .....Clifford Sifton
Gen., Sta. Mgr.....H. A. Crittenden
Comm. Manager.....Lloyd Westmoreland
Film Mgr.....Larry Glover
Program Dir.....H. Van Wiebe
Promotion Director.....William Rees
Chief Engineer.....E. A. Strong

CFQC-TV—Saskatoon—1954

Channel: 8 VHF...AP: 154 Kw....VP: 325 K.
Owned By.....A. A. Murphy & Sons Ltd.
Address.....216 1st Ave. N.
Tel.: CH 2-6611.....ABC-CBS-NBC
Sales Rep.....Adam Young TV Corp.; Oakes;
President.....A. A. Murphy
General Mgr.....G. Blair Nelson
Operations Mgr.....Walter Romanow
Sales Manager.....Will Klein
Prom. Director.....Geff Jamieson
Film Mgr.....Miss L. Semko
Chief Engineer.....Lyn Hoskin

CJFB-TV—Swift Current—1957

Channel: 5 VHF..AP: 6.6 Kw...VP: 13.3 Kw.
Owned....Swift Current Telecasting Co. Ltd.
Address.....825 Lehigh Ave.
Tel.: PRospect 3-8364.....CBC
Representative .....Forjoe-TV
Pres., Gen. Mgr.....William D. Forst
Sls. Mgr.....Walter S. Buffam
Prog. Dir.....Julie Forst
Chief Engineer.....George Merchant

CKOS-TV—Yorkton—1958

Channel: 3 VHF....AP: 2.5 Kw.....VP: 5 Kw.
Owned By.....Yorkton TV Co., Ltd.
Address.....95 E. Broadway
Tel.: 33-688.....CBC
Sta. Rep.....Stovin-Byles Ltd.; Devney
Pres., Prom. Mgr.....Norman Roebuck
General Mgr.....Ronald Leigh Skinner
Commercial Mgr.....Harold Olson
Program Dir.....Kristin Olson
Film Mgr.....Donald Campbell

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FOR ALPHABETICAL

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AM RADIO STATIONS

FOREIGN TV STATIONS

Operating TV stations as of January 1, 1959
(In most cases, satellites are not included)

Location	Call Letters	Licensee or Grantee	Channel No.
		— ALGERIA —	
Algiers		Radiodiffusion-Television Francaise (Govt.)	CH. F-11
		— ARGENTINA —	
Buenos Aires	LR3-TV	Radio Belgrano TV	Ch. 7
		— AUSTRALIA —	
Melbourne	GTV	General Television Corp., Ltd.	Ch. 9
Melbourne	HSV	Herald-Sun Television, Ltd.	Ch. 7
Melbourne	ABV	Australian Bestg. Commission	Ch. 2
Sydney	ATN	Amalgamated TV Services	Ch. 7
Sydney	TCN	Television Corp, Ltd	Ch. 9
Sydney	ABN	Australian Bestg Commission	Ch. 2
		— AUSTRIA —	
Graz		Osterreichischer Rundfunk (Govt.)	Ch. E-7
Kahlenberg		Osterreichischer Rundfunk (Govt.)	
Karnten		Osterreichischer Rundfunk (Govt.)	Ch. E-10
Linz		Osterreichischer Rundfunk (Govt.)	Ch. E-6
Salzburg		Osterreichischer Rundfunk (Govt.)	Ch. E-8
Sonnwendstein		Osterreichischer Rundfunk (Govt.)	Ch. E-10
Vienna		Osterreichischer Rundfunk (Govt.)	Ch. E-5
		— BELGIUM —	
Antwerp		Institut National Belge de Radiodiffusion (Govt.)	Ch. E-2
Brussels		Service Francaise Institut (French)	
Brussels		Vlaamse Televisie (Flemish)	
Liege		Institut National Belge de Radiodiffusion (Govt.)	Ch. E-3
Ruiselede		Institut National Belge de Radiodiffusion (Govt.) (Dutch language)	Ch. E-2
Waver		Institut National Belge de Radiodiffusion (Govt.) (French language)	Ch. E-8
Waver		Institut National Belge de Radiodiffusion (Govt.) (Dutch language)	Ch. E-10
		— BERMUDA —	
Hamilton	ZBM-TV	Bermuda Radio & Television Co., Ltd.	Ch. 10
	ZBM-1		
	ZBM-2	Bermuda Broadcasting Co. Ltd.	
		— BRAZIL —	
Belo Horizonte	PRH6-TV	Radio Guarani	Ch. 4
Rio de Janeiro	PRG3-TV	Radio Televisao Tupi	Ch. 6
Rio de Janeiro		Radio Record TV	Ch. 13
Santos		TV Rebratel	
Sao Paulo		Radio Televesisao Paulista	Ch. 5
Sao Paulo	PRF3-TV	Radio Difusiora de Sao Paulo	Ch. 3
Sao Paulo	PRB9-TV	Radio Record TV	Ch. 7
		— COLOMBIA —	
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		— BULGARIA —	
Sofia		Government	Ch. R-III
		— COSTA RICA —	
San Jose		Televisors de Costa Rica	
		— CUBA —	
Camaguey	CMJL-TV	Circuito CMQ	Ch. 6
Havana	CMAB-TV	Telemundo	Ch. 2
Havana	CMBF-TV	CMBF-TV Cadena Nacional, S.A.	Ch. 4

Location	Call Letters	Licensee or Grantee	Channel No.
Havana	CMQ-TV	Circuito CMQ	Ch. 6
Havana		Radio Universal, S.A.	Ch. 7
Havana	CM-TV	Telemundo	Ch. 10
Matanzas	CMGQ-TV	Circuito CMQ	Ch. 9
Santa Clara	CMHQ-TV	Circuito CMQ	Ch. 5
Santiago de Cuba	CMKU-TV	Circuito CMQ	Ch. 2
		— CYPRUS —	
Nicosia		Cyprus Bcstg. Service (Govt.)	Ch. E-2
		— CZECHOSLOVAKIA —	
Bratislava		Ceskoslovensky Rozhlas (Govt.)	Ch. R-III
Karlovy Vary		Ceskoslovensky Rozhlas (Govt.)	Ch. R-9
Ostrava		Ceskoslovensky Rozhlas (Govt.)	Ch. R-II
Prague		Ceskoslovensky Rozhlas (Govt.)	Ch. R-9
		— DENMARK —	
Aalborg		Danish State Radio (Govt.)	Ch. E-5
Aarhus		Danish State Radio (Govt.)	Ch. E-8
Copenhagen		Danish State Radio (Govt.)	Ch. E-4
Holstebro		Danish State Radio (Govt.)	Ch. E-10
Odense		Danish State Radio (Govt.)	Ch. E-3
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	Radio Hinn	The President	Ch. 2
		— EL SALVADOR —	
San Salvador	YSEB-TV	Television Salvadorena	Ch. 6
San Salvador	YSU-TV		
		— FINLAND —	
Helsinki		Institute of Technology	Ch. E-8
Helsinki		Finnish Broadcasting Corp.	Ch. E 6 & E-9
Lahti		Finnish Bestg. Corp.	Ch. E-9
Tampere		Tampere TV Club	
Turku		Turku TV Club	
		— FRANCE —	
Besancon		Radiodiffusion Television Francaise	Ch. F-5
Bordeau		Radiodiffusion Television Francaise	Ch. F-10
Bourges		Radiodiffusion Television Francais (Govt.)	Ch. F-9
Caen		Radiodiffusion Television Francais (Govt.)	Ch. F-2
Cannes-Nice		Radiodiffusion Television Francais (Govt.)	Ch. F-6
Dijon		Radiodiffusion Television Francais (Govt.)	Ch. F-10
Grenoble		Radiodiffusion Television Francais (Govt.)	Ch. F-10
Lille		Radiodiffusion Television Francais (Govt.)	Ch. F-8A
Lyon		Radiodiffusion Television Francais (Govt.)	Ch. F-12
Lyon-Fourviere		Radiodiffusion Television Francais (Govt.)	Ch. F-5
Marseilles		Radiodiffusion Television Francais (Govt.)	Ch. F-8
Metz-Luttange		Radiodiffusion Television Francais (Govt.)	Ch. F-6
Mulhouse		Radiodiffusion Television Francais (Govt.)	Ch. F-8
Nancy-Vandoeuvre		Radiodiffusion Television Francais (Govt.)	Ch. F-7
Nantes		Radiodiffusion Television Francaise	Ch. F-4
Paris		Radiodiffusion Television Francais (Govt.)	Ch. F-8A
Pic Du Midi		Radiodiffusion Television Francaise	Ch. F-5
Puy de Dome		Radiodiffusion Television Francaise	Ch. F-10
Reims-Vrigny		Radiodiffusion Television Francais (Govt.)	Ch. F-5
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Rouen		Radiodiffusion Television Francais (Govt.)	Ch. F-10
St. Etienne		Radiodiffusion Television Francaise	Ch. F-8
Strasbourg		Radiodiffusion Television Francais (Govt.)	Ch. F-5
Toulon		Radiodiffusion Television Francais (Govt.)	Ch. F-11
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Brocken		Staatliches Rundfunk Komitee (Govt.)	Ch. E-6
Chemnitz		Staatliches Rundfunk Komitee (Govt.)	Ch. R-8
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Schwerin		Staatliches Rundfunk Komitee (Govt.)	Ch. E-11
		— GERMANY (West)	
Aalen		Suddeutscher Rundfunk	Ch. E-8
Baden-Baden		Sudwestfunk	Ch. E-7
Berlin		Sender Freies Berlin	Ch. E-7
Biedenkopf		Hessischer Rundfunk	Ch. E-2
Bonn		Westdeutscher Rundfunk	Ch. E-5

Location	Call Letters	Licensee or Grantee	Channel No.
Bremen		Norddeutscher Rundfunk	Ch. E-2
Dillberg		Bayerischer Rundfunk	Ch. E-6
Feldberg		Sudwestfunk	Ch. E-8
Flensburg		Norddeutscher Rundfunk	Ch. E-4
Frankfurt		Hessischer Rundfunk	Ch. E-8
Freiburg		Sudwestfunk	Ch. E-7
Grunten		Bayerischer Rundfunk	Ch. E-2
Hamburg		Norddeutscher Rundfunk	Ch. E-9
Hanover		Norddeutscher Rundfunk	Ch. E-8
Harz		Norddeutscher Rundfunk	Ch. E-10
Hoher Meissner		Hessischer Rundfunk	Ch. E-7
Hornisgrinde		Sudwestfunk	Ch. E-9
Kaiserslautern		Sudwestfunk	Ch. E-7
Kiel		Norddeutscher Rundfunk	Ch. E-5
Koblenz		Sudwestfunk	Ch. E-6
Koln		Westdeutscher Rundfunk	Ch. E-11
Kreuzberg-Rhon		Bayerischer Rundfunk	Ch. E-3
Langenberg		Westdeutscher Rundfunk	Ch. E-9
Marburg		Hessischer Rundfunk	Ch. E-11
Passau		Bayerischer Rundfunk	Ch. E-7
Raichberg		Sudwestfunk	Ch. E-4
Saarbrucken		Telesaar	Ch. F-2
Saarbruchen		Telesaar	Ch. F-7
Stuttgart		Suddeutscher Rundfunk	Ch. E-11
Teutoberger Wald		Westdeutscher Rundfunk	Ch. E-11
Trier		Sudwestfunk	Ch. E-5
Weinbiet		Sudwestfunk	Ch. E-10
Wendelstein		Bayerischer Rundfunk	Ch. E-10
Wurzburg		Bayerischer Rundfunk	Ch. E-10
Zweibrucken		Sudwestfunk	Ch. E-7
		— GUATEMALA —	
Guatemala City	TG-BOL	Radio-TV Guatemala	Ch. E-8
Guatemala City	TGW-TV	Television Nacional de Guatemala	Ch. E-3
		— HONKONG —	
Hongkong		Hongkong Ltd.—Rediffusion	
		— HONDURAS —	
Tegucigalpa	HRTG-TV		
		— HUNGARY —	
Budapest		Magyar Radio (Govt.)	Ch. R-III
		— IRAN —	
Tehran	TVI	Habib Sabet	Ch. 2
		— IRAQ —	
Baghdad		Minister of Interior	Ch. E-8
		— ITALY —	
Gambarie	Radiotelevisione Italiana (Government-granted monopoly)		Ch. D
Martina Franca	"	" "	Ch. D
Milano	"	" "	Ch. G
Monte Argentario	"	" "	Ch. E
Monte Caccia	"	" "	Ch. A
Monte Cammarata	"	" "	Ch. A
Monte Conero	"	" "	Ch. E
Monte Faito	"	" "	Ch. B
Monte Favone	"	" "	Ch. H
Monte Lauro	"	" "	Ch. F
Monte Limbara	"	" "	Ch. H
Monte Nerone	"	" "	Ch. A
Monte Peglia	"	" "	Ch. H
Monte Pellegrino	"	" "	Ch. H
Monte Penice	"	" "	Ch. B
Monte Sambuco	"	" "	Ch. H
Monte Scuro	"	" "	Ch. G
Monte Serpeddi	"	" "	Ch. G
Monte Serra	"	" "	Ch. D
Monte Soro	"	" "	Ch. E
Monte Venda	"	" "	Ch. D
Monte Vergine	"	" "	Ch. D
Pescara	"	" "	Ch. F
Portofino	"	" "	Ch. H
Punta Badde Urbara	"	" "	Ch. D
Roma	"	" "	Ch. G
San Nicolao	"	" "	Ch. A
Torino	"	" "	Ch. C
Trieste	"	" "	Ch. G

Location	Call Letters	Licensee or Grantee	Channel No.
		— JAPAN —	
Fukuoka	JOFR-TV	Radio Kyosho Co.	Ch. J-4
Fukuoka	JOLK-TV	Bestg. Corp. of Japan (NHK)	Ch. J-3
Hakodate	JOVK-TV	Bestg. Corp. of Japan (NHK)	Ch. J-4
Hiroshima	JOFK-TV	Bestg. Corp. of Japan (NHK)	Ch. J-3
Kagoshima	JOHG-TV	Japan Broadcasting Corp.	Ch. J-3
Kanazawa	JOJK-TV	Bestg. Corp. of Japan (NHK)	Ch. J-4
Kogawa-Ken		Radio Nishi-Nippon	
Kokura	JOSK-TV	Japan Broadcasting Corp.	Ch. J-6
Kumamoto	JOGK-TV	Japan Broadcasting Corp.	Ch. J-9
Matsuyama	JOZK-TV	Japan Broadcasting Corp.	Ch. J-6
Nagoya	JOAR-TV	Chubu Nippon Bestg. Corp.	Ch. J-5
Nagoya	JOCK-TV	Bestg. Corp. of Japan (NHK)	
New Osaka		Mainichi Bestg. Osaka	
Okayama	JOKK-TV	Bestg. Corp. of Japan (NHK)	Ch. J-5
Okayama	JOYR-TV	Sanyo Bestg. Co.	Ch. J-11
Osaka	JOBK-TV	Bestg. Corp. of Japan (NHK)	Ch. J-4
Osaka	JOBX-TV	Osaka TV Bestg. Corp.	Ch. J-6
Sapporo	JOHR-TV	Hokkaido Bestg. Co.	Ch. J-1
Sapporo	JOIK-TV	Bestg. Corp. of Japan (NHK)	Ch. J-3
Sendai	JOHK-TV	NHK	Ch. J-3
Shizuoka	JOPK-TV	Japan Broadcasting Corp.	Ch. J-5
Takamatsu	JOKF-TV	Nishi-Nippon Bestg. Co.	Ch. J-9
Tokyo	JOAK-TV	NHK	Ch. J-3
Tokyo	JOAX-TV	Nippon TV Network Corp.	Ch. J-4
Tokyo	JOKR-TV	Radio Tokyo	Ch. J-6
Yahata-Shi		T.V. Nishi-Nippon	
		— KOREA —	
Seoul	HLKZ-TV	Korcad Corp.	Ch. 9
		— LUXEMBOURG —	
Luxembourg		Compagnie Luxembourgeoise de Telediffusion	Ch. E-7
		— MEXICO —	
Aguascalientes		Telesistema Mexicano	
Chihuahua	XERA-TV	Televisora de Chihuahua, S.A.	Ch. 11
Guadalajara			
Juarez	XEJ-TV	Television de la Frontera	Ch. 5
Mexicali	XEM-TV	Televisora de Mexicali	Ch. 3
Mexico City	XEW-TV	Televimex, S.A.	Ch. 2
Mexico City	XHGC-TV	Television Gonzales. Camarena	Ch. 5
Mexico City	XHTV	Television de Mexico	Ch. 4
Monterrey	XHNL-TV	Televisora del Norte	Ch. 10
Paso de Cortes	XEX-TV	Television Paso de Cortes	Ch. 7
Paso de Cortes	XEQ-TV	Radio Panamericana	Ch. 9
Queretaro	XEZ-TV	Televisora Del Centro	Ch. 3
Tijuana	XETV	Radio Television	Ch. 6
		— MONACO —	
Monte Carlo	TMC	Tele Monte Carlo	Ch. F-10
		— NETHERLANDS —	
Bussum		Nederlandse Televisie Stichting	
Goes		Nederlandse Televisie Stichting	Ch. E-7
Lopik (Amsterdam)		Nederlandse Televisie Stichting	Ch. E-4
Mierlo		Nederlandse Televisie Stichting	Ch. E-5
		— NICARAGUA —	
Managua	YSNA-TV	Television de Nicaragua	Ch. 8
		— PHILIPPINES —	
Manila	DZAQ-TV	Bolinao Electronics Corp.	Ch. 3
Manila	DZMB		
		— POLAND —	
Katowice		Polskie Radio (Govt.)	Ch. R-6
Lodz		Polskie Radio (Govt.)	Ch. R-5
Posnan		Polskie Radio (Govt.)	Ch. R-6
Warsaw		Polskie Radio (Govt.)	Ch. R-III
Wroclaw			
		— PORTUGAL —	
Foia		Radiotelevisao Portuguesa (Govt.-Private)	Ch. E-5
Lisbon		Radiotelevisao Portuguesa (Govt.-Private)	Ch. E-7
Lousa		Radiotelevisao Portuguesa (Govt.-Private)	Ch. E-3
Montejunto		Radiotelevisao Portuguesa (Govt.-Private)	Ch. E-6
Porto		Radiotelevisao Portuguesa (Govt.-Private)	Ch. E-9

Location	Call Letters	Licensee or Grantee	Channel No.
		— RUMANIA —	
Bucharest		Radiodifuziunia Si Televiziunea Romina (Govt.)	Ch. R-III
		— SAUDI ARABIA —	
Dhahran	HZ--22-TV	Arabian-American Oil Company	Ch. 2
		— SPAIN —	
Madrid		Radio Nacional de Espana (Govt.)	Ch. E-3
		— SWEDEN —	
Gavle		A. B. Radiotjanst	Ch. E-9
Goteborg		A.B. Radiotjangst (Govt.)	Ch. E-9
Malmo		A.B. Radiotjangst (Govt.)	Ch. E-10
Norrkoping	A.B. Radiotjangst (Govt.)		Ch. E-5
Stockholm		A.B. Radiotjangst (Govt.)	Ch. E-1
		— SWITZERLAND —	
Basel		Swiss General Post Office	Ch. E-10
Bern		Swiss General Post Office	Ch. E-2
Geneva		Swiss General Post Office	Ch. E-1
Monte Ceneri		Swiss General Post Office	Ch. E-5
Santis		Swiss General Post Office	Ch. E-7
Sion (Valais)		Swiss General Post Office	Ch. E-6
Tramelan		Swiss General Post Office	Ch. E-11
Zurich		Swiss General Post Office	Ch. E-3
		— THAILAND —	
Bangkok	T TV	Thai-Television Co.	Ch. 1
		— TURKEY —	
Istanbul		Teknik Universite	Ch. E-1
		— UNITED KINGDOM —	
Aberdeen		British Bestg. Corp.—BBC (Govt. operated, non-commercial)	Ch. B-1
Belfast		BBC	Ch. B-1
Birmingham		BBC	Ch. B-1
Brighton		BBC	Ch. B-2
Cardiff		BBC	Ch. B-5
Carlisle		BBC	Ch. B-4
Central Scotland		BBC	Ch. B-3
Central Scotland		ITA	Ch. B-10
Channel Isles		BBC	Ch. B-4
Dover		BBC	Ch. B-2
Folkestone		BBC	Ch. B-4
Inverness		BBC	Ch. B-2
Isle of Man		BBC	Ch. B-5
Isle of Wight		BBC	Ch. B-3
Isle of Wight		Independent Television Authority (ITA)	Ch. B-11
Lancashire		Independent Television Authority—ITA	Ch. B-9
London		BBC	Ch. B-1
London		ITA	Ch. B-9
Londonderry		BBC	Ch. B-2
Manchester		BBC	Ch. B-2
Midlands		ITA	Ch. B-8
Newcastle		BBC	Ch. B-5
Norwich		BBC	Ch. B-3
Plymouth		BBC	Ch. B-2
S. Wales & West		Independent Television Authority (ITA)	Ch. 10
West Wales		BBC	Ch. B-3
Yorkshire		ITA	Ch. B-10
		— URUGUAY —	
Montevideo		Sociedad Anonima Emisoras de Television Y Anexos	Ch. 10
		— USSR —	
Alma Ata		Government	
Baku		Government	
Barnaul		Government	

Location	Call Letters	Licensee or Grantee	Channel No.
Biisk		Government	
Blagoveschensk		Government	
Dniepropetrovsk		Government	
Gorkiy		Government	
Irkutsk		Government	
Izhevsk		Government	
Kalinin		Government	
Kaliningrad		Government	
Kazan		Government	
Kemerovo		Government	
Khabarovsk		Amateur	
Kharkov		Government	Ch. R-III
Kiev		Government	Ch. R-IV
Kishinev		Government	
Kostroma		Government	
Krasnoyarsk		Government	
Kubyshev		Government	
Leningrad		Government	Ch. R-III
Maladan		Government	
Minsk		Government	
Moscow		Government	Ch. R-II
Moscow		Government	Ch. R-IV
Murmansk		Government	
Nalchik		Government	
Novosibirsk		Government	
Odessa		Government	Ch. R-II
Omsk		Government	
Perm		Government	
Raychikhinsk		Government	
Riga		Government	Ch. R-III
Rostov-on-Don		Government	
Saratov		Government	
Sevastopol		Government	
Stalino		Government	
Stalinogorsk		Government	
Sverdlovsk		Government	
Tallin		Government	Ch. R-III
Tashkent		Government	
Tbilisi		Government	
Tomsk		Government	
Ust Kamenogorsk		Government	
Vatutino		Government	
Vilnius		Government	
Vinnitsa		Government	
Vladimir		Government	
Vladivostok		Government	
Vorkuta		Government	
Voronezh		Government	
Yaroslavl		Government	
Yerevan		Government	
— VENEZUELA —			
Caracas	YVKA-TV	Televisora Nacional (Govt.)	Ch. 5
Caracas	YVLV-TV	Televisa Venezolana	Ch. 4
Caracas	YVKS-TV	Radio Caracas TV	Ch. 2
Maracaibo		Ondas de Lago TV	Ch. 13
Maracaibo		Televisa Venezolana	Ch. 9
— YUGOSLAVIA —			
Belgrade	YZO	Radiodiffusion Yugoslave	Ch. E-2
Ljubjana		Radio Ljubjana	Ch. E-10
Zagreb	YZO-3	Radio Televizija Zagreb	Ch. E-9

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FOR BRITISH TV

PRODUCERS AND DISTRIBUTORS

Television Stations and Sets Overseas

At the end of 1958 *a total of* 49 *overseas countries had television, excluding the U.S., its territories, Canada and the U.S. Armed Forces TV stations abroad. Of the* 49, 41 *were Free World countries and the other eight were Communist Bloc countries. The number of overseas TV stations of all kinds, including TV centers, relay stations and experimental stations, rose from* 447 *to* 739 *during the year, an increase of* 65 *per cent*: 617 *of these stations were in the Free World of which* 246 *were new;* 122 *were in the Bloc of which* 46 *were new. Of the* 246 *new stations in the Free World, Western Europe had* 196, *the Far East* 33, *Latin America* 14, *and the Near East, South Asian and African areas had three.*

The growth in the number of television receivers in use was also noteworthy. There was an increase of about 6,500,000 *sets in* 1958, *compared with* 5,000,000 *in* 1957, *and* 3,500,000 *in* 1956. *The almost* 23,000,000 *sets that were in use at the end of the year also surpassed earlier estimates by about* 3,000,000. *Of the total number of sets, the Free World had a little more than* 19,500,000, *a gain of* 5,500,000 *over* 1957, *and the Communist Bloc accounted for somewhat less than* 3,500,000, *an increase of about a million.*

COUNTRIES	STATIONS		RECEIVERS	
	WESTERN EUROPE			
	Oct. 1 1958	*Dec.* 31 1958	*In Use Oct.* 1	*In Use Dec.* 31
Austria	10	12	50,000	60,000
Belgium	5	5	300,000	300,000
Denmark	6	6	157,000	200,000
Finland	6	8	8,000	10,000
France	32	32	918,000	1,000,000
West Germany	85	91	1,844,400	2,000,000
Ireland*	—	—	30,000	30,000
Italy	205	252	970,000	1,070,000
Luxembourg	1	1	1,600	3,500
Malta**	—	—	—	4,000
Monaco	1	1	10,000	11,000
Netherlands	6	6	370,000	370,000
Norway	1	1	1,000	1,000
Portugal	5	5	15,000	20,000
Spain	1	1	30,000	35,000
Sweden	6	14	158,100	200,000
Switzerland	7	7	45,000	48,200
United Kingdom	26	27	9,313,800	9,313,800
Yugoslavia	3	3	4,500	7,500
TOTAL	406	472	14,226,400	14,684,000

* These sets tune in to U.K. stations. There is no TV in Ireland.

** These sets tune in to Italian stations. There is no TV in Malta.

Television Stations and Sets Overseas

COUNTRIES	STATIONS		RECEIVERS	
	LATIN AMERICA			
	Oct. 1 1958	*Dec.* 31 1958	*In Use Oct.* 1	*In Use Dec.* 31
Argentina	1	1	200,000	250,000
Brazil	7	7	700,000	850,000
Colombia	9	9	140,000	150,000
Cuba	23	23	315,000	350,000
Dominican Republic	3	3	7,500	7,500
Guatemala	2	2	20,000	20,000
Mexico	13	13	400,000	450,000
Nicaragua	1	1	2,000	2,000
Panama	—	—	8,000	8,000
Peru	1	2	200	5,000
El Salvador	1	2	7,000	7,000
Uruguay	1	1	8,000	15,000
Venezuela	11	11	200,000	200,000
TOTAL	73	75	2,007,700	2,314,500

COUNTRIES	STATIONS		RECEIVERS	
	NEAR EAST, SOUTH ASIA AND AFRICA			
	Oct. 1 1958	*Dec.* 31 1958	*In Use Oct.* 1	*In Use Dec.* 31
Algeria	1	2	17,600	20,000
Cyprus	1	1	1,000	1,000
India	1	1	100	100
Iran	1	1	1,500	1,500
Iraq	1	1	6,000	6,000
Kuwait	—	—	600	600
Morocco	2*	2*	5,000	5,000
Saudi Arabia	1	1	700	1,000
Turkey	1	1	500	1,000
TOTAL	9	10	33,000	36,200

* Off the air.

(Continued on next page)

Television Stations and Sets Overseas

(Continued from preceding page)

COUNTRIES	STATIONS		RECEIVERS	
FAR EAST				
Australia	6	6	400,000	500,000
Hong Kong	(1)*	(1)*	2,500	2,500
Japan	30	49	1,758,400	1,976,300
Korea (South)	1	1	2,700	3,000
Philippines	1	2	18,000	18,000
Thailand	2	2	30,500	30,500
TOTAL	40	60	2,212,100	2,530,300

COMMUNIST BLOC	*Oct.* 1 1958	*Dec.* 31 1958	*In Use Oct.* 1	*In Use Dec.* 31
Bulgaria	1	1	500	500
Czechoslovakia	6	7	287,700	315,000
East Germany	10	11	250,000	274,000
Hungary	1	1	10,000	12,000
Poland	6	7	45,600	100,000
Rumania	1	1	12,000	12,000
USSR	84	91	2,500,000	2,600,000
Communist China	2	3	200	200
TOTAL	111	122	3,106,000	3,313,700

* Closed circuit wired service; not counted in totals

Stations and Receivers By Areas

October 1 - *December* 31, 1958

AREAS	STATIONS		RECEIVERS	
	Oct. 1 1958	*Dec.* 31 1958	*In Use Oct.* 1	*In Use Dec.* 31
Western Europe*	406	472	14,226,400	14,684,000
Latin America	73	75	2,007,700	2,314,500
Near East, South Asia and Africa	9	10	33,000	36,200
Far East	40	60	2,212,100	2,530,300
FREE WORLD TOTAL**	528	617	18,479,200	19,565,000
Communist Bloc	111	122	3,106,000	3,313,700
WORLD WIDE TOTAL**	639	739	21,585,200	22,878,700

* Includes Yugoslavia.

** Except U.S., its territories, Canada and Armed Forces stations abroad.

New Overseas Television Stations

October 1 - *December* 31, 1958

WESTERN EUROPE

Austria —Patscherkofel (Innsbruck)
—Jauerling (Lower Austria)

Finland —Turku
—Kotka (test transmissions)

West Germany —Six satellite stations went on the air

Italy —Forty-seven satellite stations went on the air

Sweden —Nassjo
—Halmstad
—Halsingborg
—Skovde
—Orebro
—Linkoping
—Motala
—Karlstad

United Kingdom —Folkestone (BBC)

LATIN AMERICA

Peru —Lima—Radio America TV

El Salvador —San Salvador—YSU-TV

NEAR EAST, SOUTH ASIA AND AFRICA

Algeria —Oran

FAR EAST

Japan —Nineteen stations went on the air

Philippines —Manila—Chronicle Broadcasting Network (DZXL-TV)

COMMUNIST BLOC

Czechoslovakia —As—Western Czechoslovakia (relay station)

East Germany —Calau—Cottbus area (testing)

Poland —An experimental station has been on the air for some time at Gdansk

USSR —Penza Tv Center
—Pyatigorsk TV Center
—Zaporozhe TV Center
—Chelyabinsk TV Center
—Tyumen TV Center
—Frunze TV Center (experimental)
—Grodno Relay of Vilnyus

Communist China—Harbin (experimental)

NEW TV STATIONS EXPECTED ON THE AIR DURING 1959

City	Call Letters	Channel
ALABAMA		
Birmingham	WBMG	42
Selma	WSLA	8
CALIFORNIA		
Los Angeles	KBIC-TV	22
Modesto	KTRB-TV	14
Sacramento	KGMS-TV	40
San Diego	KEZY	27
San Francisco	KBAY-TV	20
San Francisco	KMTR	38
COLORADO		
Sterling	KHQL-TV	3
CONNECTICUT		
New Haven	WELI-TV	59
New London	WNLC-TV	26
Stamford	WTSF	27
DISTRICT OF COLUMBIA		
Washington	WOOK-TV	14
FLORIDA		
Fort Pierce	WTVI	19
Miami	WMFL	33
Orlando	WEAL-TV	18
ILLINOIS		
Champaign-Urbana	WCHU	33
Chicago	WHFC-TV	26
Chicago	WIND-TV	20
Chicago	WOPT	44
Evanston	WTLE	32
Peoria	WIRL-TV	8
Springfield	WMAY-TV	36
INDIANA		
Anderson	WCBC-TV	26
Hatfield	WVSJ-TV	9
KANSAS		
Goodland	KBLR-TV	10
Hays	KAYS-TV	7
KENTUCKY		
Ashland	WALN-TV	59
Louisville	WEZI	21
Louisville	WQXL-TV	41
Newport	WNOP-TV	74
LOUISIANA		
New Orleans	WCKG	26
New Orleans	WWEZ-TV	32
MAINE		
Augusta	WPTT	10
MARYLAND		
Baltimore	WITH-TV	72
Baltimore	WTLF	18
MASSACHUSETTS		
Boston	WJDW	44
Boston	WXEL	38
Brockton	WHEF-TV	62
MICHIGAN		
Cheboygan	WDBG-TV	4
Detroit	WBID	50
Grand Rapids	WMCN	23
Lansing	WTOM-TV	54
Port Huron	WHLS-TV	34
Wakefield	WJMS-TV	12
MINNESOTA		
Hibbing	WIRT	13
International Falls	KIFS	11
Mankato	KEYC-TV	12

City	Call Letters	Channel
MISSISSIPPI		
Biloxi	WVMI-TV	13
Greenwood	WABG-TV	6
Laurel	WTLM	7
MONTANA		
Butte	KOPR-TV	6
Great Falls	KRTV	3
NEBRASKA		
Alliance	KALF	13
North Platte	KNOP	2
NEVADA		
Reno	KAKJ	4
NEW HAMPSHIRE		
Keene	WKNE-TV	45
NEW JERSEY		
Atlantic City	WOCN	52
Camden	WKDN-TV	17
NEW MEXICO		
Santa Fe	KVIT	2
NEW YORK		
Albany	WPTR-TV	23
Buffalo-Niag. Falls	WNYT-TV	29
Rochester	WCBF-TV	15
Utica	WTMV	54
NORTH CAROLINA		
Gastonia	WTVX	48
New Bern	WNBE-TV	13
Wilmington	WGNI-TV	3
OHIO		
Canton	WTLC	29
Cincinnati	WQXN-TV	54
Cleveland	WERE-TV	65
Cleveland	WHK-TV	19
Elyria	WEOL-TV	31
Mansfield	WTVG	36
Massillon	WMAC-TV	23
Toledo	WTOH-TV	79
Youngstown	WXTV	33
OKLAHOMA		
Elk City	KSWB	8
Tulsa	KSPG	17
OREGON		
Coos Bay	KOOS-TV	16
Salem	KSLM-TV	3
PENNSYLVANIA		
Allentown	WQCY	39
Hazleton	WAZL-TV	63
Lancaster	WLAN-TV	21
Philadelphia	WSES	29
Philadelphia	WPHD	23
Pittsburgh	WTVQ	47
Pittsburgh	WXTV	33
Sunbury	WKOK-TV	38
Williamsport	WRAK-TV	36
SOUTH CAROLINA		
Camden	WACA-TV	14
SOUTH DAKOTA		
Deadwood	KDSJ-TV	5
Mitchell	KORN-TV	5
Sioux Falls	KSOO-TV	13
TENNESSEE		
Memphis	WAMT	48
TEXAS		
Brownwood	KNBT-TV	19
Houston	KXYZ-TV	29
Nacogdoches	KTES	19
Victoria	KMVA-TV	19
UTAH		
Logan	KVNU-TV	12
Ogden	KVOG-TV	9
VIRGINIA		
Arlington	WARL-TV	20
WEST VIRGINIA		
Wheeling	WLTV	51
WISCONSIN		
Milwaukee	WFOX-TV	31
WYOMING		
Sheridan	KTWX-TV	9

Top 25 Network Brand Advertisers Estimated Expenditures By Quarters

FOURTH QUARTER 1958

Anacin Tablets	$3,235,389
Viceroy Cigarettes	2,143,971
Chevrolet Passenger Cars	2,073,918
Bufferin	1,898,989
Tide	1,754,713
Gillette Razors and Blades	1,754,118
Kent Cigarettes	1,713,167
Ford Passenger Cars	1,596,891
Dristan Tablets	1,550,835
Winston Cigarettes	1,500,281
Colgate Reg. & Aerosol Dental Cream	1,413,935
Bulova Watches	1,387,166
Camel Cigarettes	1,357,918
Dodge Passenger Cars	1,330,923
Bayer Aspirin Tablets	1,330,117
L & M Filter Tip Cigarettes	1,323,975
Plymouth Passenger Cars	1,199,116
Old Gold Cigarettes	1,181,261
Gleem Reg. & Aerosol Tooth Paste	1,121,872
Geritol	1,038,882
Chesterfield Cigarettes	1,018,369
Salem Cigarettes	1,017,795
Cheer Detergent	999,656
Fab Detergent	958,966
Crest Tooth Paste	938,372

THIRD QUARTER

Winston Cigarettes	$2,159,164
Anacin Tablets	2,110,869
Chevrolet Passenger Cars	1,861,347
Tide	1,622,940
Ford Passenger Cars	1,341,051
Viceroy Cigarettes	1,307,352
Salem Cigarettes	1,307,184
Bufferin	1,242,392
Dodge Passenger Cars	1,193,346
Kent Cigarettes	1,169,395
L & M Filter Tip Cigarettes	1,127,898
Colgate Regular & Aerosol Dental Cream	1,071,335
Fab Detergent	980,848
Eastman Kodak Cameras	969,319
Prudential Insurance Co. of Amer.	921,939
Cheer Detergent	916,085
Bayer Aspirin Tablets	911,814
Camel Cigarettes	898,190
Mercury Passenger Cars	853,260
Dristan Tablets	838,728
Gillette Razors and Blades	837,093
Schlitz Beer	832,332
Pall Mall Cigarettes	813,678
Buick Passenger Cars	809,197
Paper Mate Pens	805,606

SECOND QUARTER

Tide	$2,162,190
Winston Cigarettes	1,909,594
Anacin	1,888,292
Chevrolet Passenger Cars	1,803,162
Viceroy Cigarettes	1,628,189
Dodge Passenger Cars	1,569,738
Ford Passenger Cars	1,540,234
Camel Cigarettes	1,185,269
Bufferin	1,208,317
L & M Filter Tip Cigarettes	1,143,267
Plymouth Passenger Cars	1,111,128
Fab Detergent	1,086,588
Eastman Kodak Cameras	1,066,385
Wisk Liquid Detergent	1,061,532
Kent Cigarettes	1,007,677
Gleem Tooth Paste	991,526
Geritol	986,702
Cheer Detergent	983,876
Oldsmobile Passenger Cars	952,590
Prudential Insurance Co. of Amer.	949,199
Pall Mall Cigarettes	914,037
Chesterfield Cigarettes	906,106
Old Gold Cigarettes	857,535
Bayer Aspirin	844,294
Hit Parade Cigarettes	831,666

FIRST QUARTER

Tide	$2,325,404
Ford Passenger Cars	2,152,418
Anacin	2,060,660
Bufferin	2,056,099
Winston Cigarettes	1,820,088
Chevrolet Passenger Cars	1,669,850
Plymouth Passenger Cars	1,667,917
Dodge Passenger Cars	1,649,153
Viceroy Cigarettes	1,351,992
L & M Cigarettes	1,205,213
Colgate Dental Cream	1,157,837
Wisk Liquid Detergent	1,112,979
Gleem Tooth Paste	1,083,972
Kent Cigarettes	1,058,175
Fab	1,036,916
Prudential Insurance	1,026,170
Chesterfield Cigarettes	1,015,086
Cheer	989,356
Camel Cigarettes	970,956
Pall Mall Cigarettes	966,255
Geritol	964,197
Hit Parade Cigarettes	906,880
Eastman Kodak Cameras	895,187
Mercury Passenger Cars	888,381
Bell Telephone System	858,387

LNA-BAR: Gross Time Costs Only.

TOLL-TV FIRMS

— ORGANIZATIONS AND MANUFACTURERS —

ENTRON, INC.

4902 Lawrence St., Bladensburg, Md.
APpleton 7-9585
H. M. Diambra.....President

GIANTVIEW TV NETWORK

(Div. of Meilink Steel Co.)
(Closed Circuit Programming)
440 Fourth Ave., New York, N. Y.
MU 6-9242
Richard L. Colten.....Exec. in Charge

INTERNATIONAL TELEMETER CORP.

(Subsidiary of Paramount Pictures Corp.)
2000 Stoner Ave., Los Angeles 25, Cal.
GRanite 8-7751
Paul Raibourn .....Chairman
Louis A. Novins.....President

JERROLD ELECTRONICS CORP.

15th & Lehigh, Philadelphia 32, Pa.
BAldwin 6-3456
Milton J. Shapp.....President
Zalmon Garfield.....Asst. to President

JOINT COMMITTEE ON TOLL TV

1585 Broadway, New York
CIrcle 5-4800
Phil Harling, Trueman Rembusch
Co-Chairmen

SELECTIVISION INC.

5 Tudor City Place, New York 17, N. Y.
OXford 7-9435
J. T. Hamilton.....President

SKIATRON ELECTRONICS & TELEVISION CORP.

180 Varick St., New York 14, N. Y.
WAtkins 4-7060
Arthur Levey.....President
Frank V. Quigley.....Secy.-Treas.

SKIATRON TV INC.

400 Park Ave., New York 5, N. Y.
PLaza 3-5600
Matthew Fox .....President

SPENCER-KENNEDY LABORATORIES INC.

1320 Soldiers Field Rd., Boston 35, Mass.
ALgonquin 4-5400
George W. W. Brewster.....Chairman
Donald Spencer.....Pres., Treas.

TECO INC.

231 S. LaSalle St., Chicago 4, Ill.
FInancial 6-3499
S. I. Marks.....President

TELEGLOBE PAY-TV SYSTEM INC.

15 E. 48th St., New York 17, N. Y.
ELdorado 5-0010
Solomon Sagall.....President

VIDEO INDEPENDENT THEATERS INC.

11 N. Lee Ave., Oklahoma City, Okla.
REgent 9-0681
Henry S. Griffing.....President

ZENITH RADIO CORP.

6001 Dickens Ave., Chicago 39, Ill.
BErkshire 7-7500
Hugh Robertson .....President

COLOR EQUIPPED STATIONS U. S. A.

• As of February 1, 1959

CBS-TV

CITY	STATION	NETWORK REBROADCAST	LOCAL ORIGINATION SLIDE	FILM	STUDIO
		BASIC AFFILIATES			
Albany, N. Y.	WTEN-TV	•	—	—	—
Atlanta, Ga.	WAGA-TV	•	•	•	—
Baltimore, Md.	WMAR-TV	•	•	•	—
Birmingham, Ala.	WBRC-TV	•	—	—	—
Boston, Mass.	WNAC-TV	•	—	—	—
Buffalo, N. Y.	WBEN-TV	•	•	•	•
Charleston-Huntington	WHTN-TV	—	—	—	—
Charlotte, N. C.	WBTV	•	•	•	•
Chicago, Ill.	WBBM-TV	•	—	—	—
Cincinnati, Ohio	WKRC-TV	•	—	—	—
Cleveland, Ohio	WJW-TV	•	—	—	—
Columbus, Ohio	WBNS-TV	•	—	—	—
Dallas, Texas	KRLD-TV	•	•	•	—
Dayton, Ohio	WHIO-TV	•	—	—	—
Denver, Colo.	KLZ-TV	•	—	—	—
Des Moines, Iowa	KRNT-TV	•	—	—	—
Detroit, Mich.	WJBK-TV	•	—	—	—
Durham, N. C.	WTVD	—	—	—	—
Fresno, Calif.	KFRE-TV	•	—	—	—
Greensboro-Winston-Salem, N. C.	WFMY-TV	•	•	•	—
Hartford, Conn.	WTIC	•	—	—	—
Houston-Galveston, Texas	KGUL-TV	•	—	—	—
Indianapolis, Ind.	WISH-TV	•	—	—	—
Jacksonville, Fla.	WMBR-TV	•	—	—	—
Kalamazoo-Grand Rapids, Mich.	WKZO-TV	•	—	—	—
Kansas City, Mo.	KCMO-TV	•	—	—	—
Lansing, Mich.	WJIM-TV	•	—	—	—
Los Angeles, Calif.	KNXT	•	•	•	•
Louisville, Ky.	WHAS-TV	•	—	—	—
Memphis, Tenn.	WREC-TV	•	—	—	—
Miami, Fla.	WJTV	•	•	•	•
Milwaukee, Wisc.	WXIX	•	—	—	—
Minneapolis, Minn.	WCCO-TV	•	—	—	•
Nashville, Tenn.	WLAC-TV	•	—	—	—
New Orleans, La.	WWL-TV	•	—	—	—
New York, N. Y.	WCBS-TV	•	•	•	•
Norfolk, Va.	WTAR-TV	•	•	•	—
Oklahoma City, Okla.	KWTV	•	—	—	—
Omaha, Neb.	WOW-TV	•	—	—	—
Philadelphia, Pa.	WCAU-TV	•	•	•	—
Pittsburgh, Pa.	KDKA-TV	•	•	•	—
Portland, Ore.	KOIN-TV	•	—	—	—
Providence, R. I.	WPRO-TV	—	—	—	—
Richmond, Va.	WRVA-TV	•	•	•	—
Rochester, N. Y.	WHEC-TV-WVET-TV	•	—	—	—
Rock Island, Ill.	WHBF-TV	•	—	—	—
Sacramento, Calif.	KBET-TV	•	•	•	—
St. Louis, Mo.	KMOX-TV	•	—	—	—
Salt Lake City, Utah	KSL-TV	•	—	—	—
San Antonio, Texas	KENS-TV	•	—	—	—
San Diego, Calif.	KFMB-TV	•	—	—	—
San Francisco, Calif.	KPIX	•	—	—	—

• Equipment in use.
— No equipment.

COLOR EQUIPPED STATIONS

CITY	STATION	REBROADCAST NETWORK	LOCAL ORIGINATION SLIDE	FILM	STUDIO
Seattle-Tacoma, Wash.	KIRO-TV	●	—	—	—
Shreveport, La.	KSLA-TV	●	—	—	—
Syracuse, N. Y.	WHEN-TV	●	—	—	—
Tampa, Fla.	WTVT	●	●	●	—
Toledo, Ohio	WTOL-TV	●	—	—	—
Tulsa, Okla.	KOTV	●	—	—	—
Washington, D. C.	WTOP-TV	●	●	●	—
Wichita-Hutchinson, Kan.	KTVH	●	—	—	—
BASIC OPTIONAL					
Altoona, Pa.	WFBG-TV	●	—	—	—
Augusta, Ga.	WRDW-TV	—	—	—	—
Austin, Texas	KTBC-TV	●	—	—	—
Bakersfield, Calif.	KBAK-TV	—	—	—	—
Baton Rouge, La.	WAFB-TV	—	—	—	—
Beaumont, Texas	KFDM-TV	●	—	—	—
Binghamton, N. Y.	WNBF-TV	●	—	—	—
Burlington, Vt.	WCAX-TV	—	—	—	—
Cape Girardeau, Mo.	KFVS-TV	●	—	—	—
Cedar Rapids, Iowa	WMT-TV	●	—	—	—
Champaign, Ill.	WCIA	●	—	—	—
Charleston, S. C.	WCSC-TV	●	—	—	—
Chattanooga, Tenn.	WDEF-TV	●	—	—	—
Columbia, S. C.	WNOK-TV	●	—	—	—
Columbus, Ga.	WRBL-TV	●	—	—	—
Corpus Christi, Texas	KZTV	●	—	—	—
Duluth, Minn.	KDAL-TV	—	—	—	—
El Paso, Texas	KROD-TV	●	—	—	—
Erie, Pa.	WSEE-TV	●	—	—	—
Evansville, Ind.	WEHT	●	—	—	—
Florence, S. C.	WBTW	●	—	—	—
Fort Wayne, Ind.	WANE-TV	●	—	—	—
Green Bay, Wisc.	WBAY-TV	●	—	—	—
Greenville, N. C.	WNCT	●	—	—	—
Harrisburg, Pa.	WHP-TV	—	—	—	—
Jackson, Miss.	WJTV	●	—	—	—
Johnson City, Tenn.	WJHL-TV	●	—	—	—
Knoxville, Tenn.	WBIR-TV	●	—	—	—
Lincoln, Neb.	KOLN-TV	—	—	—	—
Little Rock-Pine Bluff, Ark.	KTHV	●	—	—	—
Macon, Ga.	WMAZ-TV	●	—	—	—
Madison, Wisc.	WISC-TV	●	●	●	●
Mobile, Ala.	WKRG-TV	●	—	—	—
Montgomery, Ala.	WCOV-TV	●	—	—	—
Orlando, Fla.	WDBO-TV	●	—	—	—
Peoria, Ill.	WMBD-TV	●	—	—	—
Phoenix, Ariz.	KOOL-TV	●	—	—	—
Portland, Maine	WGAN-TV	●	—	—	—
Roanoke, Va.	WDBJ-TV	●	●	●	—
Rockford, Ill.	WREX-TV	●	—	—	●
Scranton, Pa.	WDAU-TV	●	—	—	—
Sioux City, Iowa	KVTV	●	—	—	—
Sioux Falls, S. D.	KELO-TV	●	●	●	—
South Bend, Ind.	WSBT	●	—	—	—
Spartanburg, S. C.	WSPA-TV	●	—	—	—
Spokane, Wash.	KXLY-TV	●	—	—	—
Springfield-Holyoke, Mass.	WHYN-TV	●	—	—	—
Springfield, Mo.	KTTS-TV	●	—	—	—
Steubenville-Wheeling, Ohio	WSTV-TV	●	—	—	—
Terre Haute, Ind.	WTHI-TV	●	—	—	—
Topeka, Kan.	WIBW-TV	●	—	—	—
Youngstown, Ohio	WKBN-TV	●	—	—	—
SUPPLEMENTARY INTERCONNECTED					
Albuquerque, N. M.	KGGM-TV	●	—	—	—
Amarillo, Texas	KFDA-TV	—	—	—	—
Anderson, S. C.	WAIM-TV	●	—	—	—
Bangor, Me.	WLBZ-TV	●	—	—	—
Boise, Ida.	KBOI-TV	—	—	—	—
Cadillac, Mich.	WWTV	—	—	—	—
Cheyenne, Wyo.	KFBC-TV	●	—	—	—
Chico, Calif.	KHSL-TV	—	—	—	—
Clarksburg, W. Va.	WBOY-TV	—	—	—	—
Colorado Springs, Colo.	KKTV	—	—	—	—
Eureka, Calif.	KIEM-TV	—	—	—	—
Fort Smith, Ark.	KNAC-TV	—	—	—	—
Harlingen, Texas	KGBT-TV	—	—	—	—
Idaho Falls, Ida.	KID-TV	—	—	—	—

● Equipment in use.
— No equipment.

(Continued on Next Page)

SUPPLEMENTARY INTERCONNECTED (CONT.)

(Continued from Preceding Page)

CITY	STATION	NETWORK REBROADCAST	LOCAL ORIGINATION SLIDE	FILM	STUDIO
Jefferson City, Mo.	KRCG-TV	—	—	—	—
Johnstown, Pa.	WARD-TV	—	—	—	—
Joplin, Mo.	KODE-TV	●	—	—	—
Kearney, Neb.	KHOL-TV	●	—	—	—
La Crosse, Wisc.	WKBT	—	—	—	—
Lafayette, La.	KLFY-TV	●	—	—	—
Lancaster, Pa.	WGAL-TV	●	●	●	—
Lexington, Ky.	WKYT	—	—	—	—
Lubbock, Texas	KDUB-TV	●	●	●	—
Mason City, Iowa	KGLO-TV	●	—	—	—
Medford, Ore.	KBES-TV	●	—	—	—
Meridian, Miss.	WTOK-TV	●	—	—	—
Minot, N. D.	KCJB-TV	●	●	●	—
Monroe, La.	KNOE-TV	●	—	—	—
Odessa, Texas	KOSA-TV	—	—	—	—
Quincy-Hannibal, Mo.	KHQA-TV	●	—	—	—
Reno, Nevada	KOLO-TV	—	—	—	—
Saginaw, Mich.	WKNX-TV	●	—	—	—
St. Joseph, Mo.	KFEQ-TV	—	—	—	—
Salinas-Monterey, Calif.	KSEW-TV	●	—	—	—
San Angelo, Texas	KTXL-TV	—	—	—	—
Savannah, Ga.	WTOC-TV	●	—	—	—
Texarkana, Texas	KCMC-TV	●	—	—	—
Tueson, Ariz.	KOLD-TV	—	—	—	—
Valley City, N. D.	KXJB-TV	●	●	●	—
Waco, Texas	KWTX-TV	●	—	—	—
Watertown-Carthage, N. Y.	WCNY-TV	—	—	—	—
Wausau, Wisc.	WSAU-TV	—	—	—	—
Wichita Falls Texas	KSYD-TV	●	—	—	—
Yakima, Wash.	KIMA-TV	●	—	—	—

SUPPLEMENTARY NON-INTERCONNECTED

Billings, Mont.	KOOK-TV	—	—	—	—
Great Falls, Mont.	KFBB-TV	—	—	—	—

EXTENDED MARKET PLAN

Agana, Guam	KUAM-TV	—	—	—	—
Bellingham, Wash.	KVOS-TV	—	—	—	—
Bryan, Tex.	KBTX-TV	—	—	—	—
Carlsbad, N. M.	KAVE-TV	—	—	—	—
Casper, Wyoming	KSPR-TV	—	—	—	—
Clovis N. M.	KICA-TV	—	—	—	—
Columbus, Miss.	WCBI-TV	—	—	—	—
Decatur, Ala.	WMSL-TV	—	—	—	—
Dickinson, N. D.	KDIX-TV	—	—	—	—
Dothan, Ala.	WTVY	—	—	—	—
Ephrata, Wash.	KBAS-TV	●	—	—	—
Florence, Ala.	WOWL-TV	—	—	—	—
Fort Myers, Fla.	WINK-TV	—	—	—	—
Glendive, Mont.	KXCN-TV	—	—	—	—
Goodland, Kan.	KWGB-TV	—	—	—	—
Grand Junction, Colo.	KREX-TV	—	—	—	—
Jackson, Tenn.	WDXI-TV	●	—	—	—
Juneau, Alaska	KINY-TV	—	—	—	—
Klamath Falls, Ore.	KOTI-TV	—	—	—	—
Lafayette, Ind.	WFAM-TV	●	—	—	—
Lake Charles, La.	KTAG-TV	—	—	—	—
Laredo, Texas	KHAD-TV	—	—	—	—
Las Vegas, Nevada	KLAS-TV	●	—	—	—
Lewiston, Ida.	KLEW-TV	●	—	—	—
Marquette, Mich.	WDMJ-TV	—	—	—	—
Missoula, Mont.	KMSO-TV	—	—	—	—
Ottumwa, Iowa	KTVO	●	—	—	—
Panama City, Fla.	WJDM-TV	—	—	—	—
Pasco, Wash.	KEPR-TV	●	—	—	—
Parkersburg, W. Va.	WTAP	—	—	—	—
Pembroke, Bermuda	ZBM-TV	—	—	—	—
Rapid City, S. D.	KOTA-TV	●	—	—	—
Riverton, N. Y.	KWRB-TV	—	—	—	—
Salisbury, Md.	WBBC-TV	—	—	—	—
San Luis Obispo, Calif.	KVEC-TV	—	—	—	—
Twin Falls, Idaho	KLIX-TV	—	—	—	—
Sweetwater-Abilene, Texas	KPAR-TV	●	—	—	—
Williston, N. D.	KUMV-TV	—	—	—	—
Yuma, Ariz.	KIVA	—	—	—	—

● Equipment in use.
— No equipment.

NBC-TV

CITY	STATION	NETWORK REBROADCAST	SLIDE	LOCAL ORIGINATION FILM	STUDIO
		INTERCONNECTED BASIC AFFILIATES			
Atlanta, Ga.	WSB-TV	●	●	●	—
Baltimore, Md.	WBAL-TV	●	●	●	●
Birmingham, Ala.	WABT	●	●	●	—
Boston, Mass.	WBZ-TV	●	●	●	—
Buffalo, N. Y.	WBUF	●	—	—	—
Chicago, Ill.	WNBQ	●	●	●	●
Cincinnati, O.	WLW-T	●	●	●	●
Cleveland, O.	KYW-TV	●	—	—	—
Columbus, O.	WLW-C	●	—	—	●
Davenport, Iowa	WOC-TV	●	—	—	—
Dayton, O.	WLW-D	●	—	—	●
Denver, Colo.	KOA-TV	●	—	—	—
Des Moines, Iowa	WHO-TV	●	●	●	—
Detroit, Mich.	WWJ-TV	●	●	●	—
Ft. Worth, Tex.	WBAP-TV	●	●	●	●
Fresno, Calif.	KMJ-TV	●	●	●	—
Grand Rapids, Mich.	WOOD-TV	●	—	—	—
Hartford-New Britain	WNBC	●	—	—	—
Houston, Tex.	KPRC-TV	●	●	●	—
Huntington-Charleston	WSAZ-TV	●	●	●	●
Indianapolis, Ind.	WFBM-TV	●	●	●	●
Jacksonville, Fla.	WFGA-TV	●	●	●	●
Johnstown, Pa.	WJAC-TV	●	●	●	●
Kansas City, Mo.	WDAF-TV	●	●	●	—
Lancaster-Harrisburg-York	WGAL-TV	●	●	●	●
Los Angeles, Calif.	KRCA	●	●	●	●
Louisville, Ky.	WAVE-TV	●	—	—	—
Memphis, Tenn.	WMCT	●	—	—	—
Miami, Fla.	WCKT	●	●	●	—
Milwaukee, Wisc.	WTMJ-TV	●	●	●	●
Minneapolis-St. Paul,	KSTP-TV	●	●	●	—
Nashville, Tenn.	WSM-TV	●	●	●	—
New Orleans, La.	WDSU-TV	●	●	●	●
New York, N. Y.	WRCA-TV	●	●	●	●
Oklahoma City, Okla.	WKY-TV	●	●	●	●
Omaha, Neb.	KMTV	●	●	●	●
Philadelphia, Pa.	WRCV-TV	●	●	●	●
Pittsburgh, Pa.	WIIC-TV	●	—	—	—
Portland, Ore.	KPTV	●	—	—	—
Providence, R. I.	WJAR-TV	●	—	—	—
Richmond-Petersburg	WXEX-TV	●	●	●	—
Rochester, N. Y.	WROC-TV	●	—	—	—
Sacramento, Calif.	KCRA-TV	●	●	●	—
Salt Lake City, Utah	KTVT	●	●	—	—
San Antonio, Tex.	WOAI-TV	●	●	●	●
San Diego, Calif.	KFSD-TV	●	●	●	—
San Francisco, Calif.	KRON-TV	●	●	●	●
Schenectady, N. Y.	WRGB	●	●	●	—
Seattle-Tacoma, Wash.	KOMO-TV	●	●	●	●
St. Louis, Mo.	KSD-TV	●	●	●	—
Syracuse, N. Y.	WSYR-TV	●	●	●	—
Elmira, N. Y. (S)	WSYE-TV	—	—	—	—
Tampa-St. Petersburg, Fla.	WFLA-TV	●	●	●	—
Tulsa, Okla.	KVOO-TV	●	●	●	—
Washington, D. C.	WRC-TV	●	●	●	●
Wichita, Kans.	KARD-TV	●	●	●	●
Wilkes-Barre-Scranton, Pa.	WBRE-TV	●	●	●	●
Youngstown, O.	WFMJ-TV	●	—	—	—

● Equipment in use.
— No equipment.
(S) Satellite station.

CITY	STATION	NETWORK REBROADCAST	LOCAL ORIGINATION SLIDE	FILM	STUDIO
NBC-TV INTERCONNECTED OPTIONAL AFFILIATES					
Abilene, Tex.	KRBC-TV	—	—	—	—
Albany, Ga.	WALB-TV	●	—	—	—
Albuquerque, N. M.	KOB-TV	●	—	—	—
Alexandria, La.	KALB-TV	●	—	—	—
Amarillo, Tex.	KGNC-TV	●	—	—	—
Ardmore, Okla.	KVSO-TV	●	—	—	—
Asheville, N. C.	WISE-TV	—	—	—	—
Augusta, Ga.	WJBF	●	—	—	—
Austin, Tex.	KTBC-TV	●	—	—	—
Bakersfield, Calif.	KERO-TV	●	—	—	—
Bangor, Me.	WABI-TV	●	—	—	—
Presque Isle, Me. (S)	WAGM-TV	—	—	—	—
Baton Rouge, La.	WBRZ	●	—	—	—
Beaumont-Port Arthur, Tex.	KPAC-TV	●	—	—	—
Binghamton, N. Y.	WINR-TV	●	—	—	—
Bismarck, N. D.	KFYR-TV	●	—	—	—
Bluefield, W. Va.	WHIS-TV	●	—	—	—
Bristol, Va. Johnson City, Tenn.	WCYB-TV	●	●	●	—
Casper, Wyo.	KTWO-TV	●	—	—	—
Champaign-Urbana, Ill.	WCIA	●	—	—	—
Charleston, S. C.	WUSN-TV	●	—	—	—
Charlotte, N. C.	WSOC-TV	●	—	—	—
Chattanooga, Tenn.	WRGP-TV	●	—	—	—
Cheyenne, Wyo.	WFBC-TV	●	—	—	—
Scotts Bluff, Neb. (S)	KSTF	—	—	—	—
Clarksburg, W. Va.	WBOY-TV	●	—	—	—
Colorado Springs, Colo.	KRDO-TV	—	—	—	—
Columbia, Mo.	KOMU-TV	—	—	—	—
Columbia, S. C.	WIS-TV	●	—	—	—
Columbus, Ga.	WTVM	—	—	—	—
Columbus, Miss.	WCBI-TV	—	—	—	—
Corpus Christi, Tex.	KRIS-TV	●	●	●	—
Daytona Beach, Orlando	WESH-TV	●	—	—	—
Decatur, Ala.	WMSL-TV	●	—	—	—
Duluth-Superior	WDSM-TV	●	—	—	—
Eau Claire, Wisc.	WEAU-TV	●	—	—	—
El Dorado, Ark.	KRBB	●	—	—	—
El Paso, Tex.	KTSM-TV	●	—	—	—
Erie, Pa.	WICU-TV	●	—	—	—
Eugene, Ore.	KVAL-TV	●	—	—	—
Roseburg, Ore. (S)	KPIC-TV	—	—	—	—
Eureka, Calif.	KIEM-TV	●	—	—	—
Evansville, Ind.	WFIE-TV	●	—	—	—
Fargo, N. D.	WDAY-TV	●	—	—	—
Florence, Ala.	WOWL-TV	●	—	—	—
Fort Dodge, Iowa	KQTV	●	—	—	—
Fort Smith, Ark.	KFSA-TV	●	—	—	—
Fort Wayne, Ind.	WKJG-TV	●	—	—	—
Great Bend, Kans.	KCKT-TV	●	●	—	—
Greenville-Spartanburg, S. C.	WFBC-TV	●	—	—	—
Harrisburg, Ill.	WSIL-TV	—	—	—	—
Harrisonburg, Va.	WSVA-TV	●	—	—	—
Hastings-Kearney, Neb.	KHAS-TV	●	—	—	—
Hattiesburg-Laurel, Miss.	WDAM-TV	●	—	—	—
Idaho Falls, Ida.	KID-TV	—	—	—	—
Jackson, Miss.	WLBT	●	—	—	—
Knoxville, Tenn.	WATE-TV	●	—	—	—
La Crosse, Wisc.	WKBT	—	—	—	—
Lake Charles, La.	KPLC-TV	●	—	—	—
Lansing, Mich.	WJIM-TV	●	●	●	—
Las Vegas-Henderson	KLRJ-TV	●	—	—	—
Lexington, Ky.	WLEX-TV	●	—	—	—
Lima, O.	WIMA-TV	●	—	—	—
Little Rock, Ark.	KARK-TV	●	—	—	—
Lubbock, Tex.	KCBD-TV	●	—	—	—
Macon, Ga.	WMAZ-TV	●	—	—	—
Madison, Wisc.	WMTV	●	—	—	—

● Equipment in use.
— No equipment.
(S) Satellite station.

CITY	STATION	NETWORK REBROADCAST	LOCAL ORIGINATION SLIDE	LOCAL ORIGINATION FILM	STUDIO
NBC-TV INTERCONNECTED OPTIONAL AFFILIATES (CONT.)					
Marinette-Green Bay, Wisc.	WMBV-TV	●	—	—	—
Medford, Ore.	KBES-TV	●	—	—	—
Klamath Falls (S)	KOTI-TV	●	—	—	—
Meridian, Miss.	WTOK-TV	●	—	—	—
Midland-Odessa, Tex.	KMID-TV	●	—	—	—
Minot, N. D.	KMOP-TV	—	—	—	—
Williston, N. D.	KIMV-TV	—	—	—	—
Mobile, Ala.-Pensacola, Fla.	WALA-TV	●	●	—	—
Monroe, La.	KNOE-TV	●	—	—	—
Montgomery, Ala.	WSFA-TV	●	—	—	—
Muncie, Ind.	WLBC-TV	●	—	—	—
Norfolk, Va.	WAVY-TV	—	—	—	—
Norfolk, Va.	WVEC-TV	●	—	—	—
Ottumwa, Ia.-Kirksville, Mo.	KTVO	●	—	—	—
Paducah, Ky.	WPSD-TV	●	—	—	—
Palm Beach, Fla.	WPTV	●	—	—	—
Parkersburg, W. Va.	WTAP-TV	●	—	—	—
Peoria, Ill.	WEEK-TV	●	—	—	—
LaSalle, Ill. (S)	WEEQ-TV	—	—	—	—
Phoenix-Mesa, Ariz.	KVAR	●	—	—	—
Pittsburg, Kans.-Joplin, Mo.	KOAM-TV	●	—	—	—
Plattsburgh, N.Y.-Burlington, Vt.	WPTZ	●	—	—	—
Portland, Me.	WCSH-TV	●	—	—	—
Pueblo, Colo.	KCSJ-TV	●	—	—	—
Quincy, Ill.-Hannibal, Mo.	WGEM-TV	●	—	—	—
Raleigh-Durham, N. C.	WRAL-TV	●	●	●	—
Redding, Calif.	KVIP-TV	●	—	—	—
Reno, Nev.	KOLO-TV	●	—	—	—
Roanoke, Va.	WSLS-TV	●	●	●	—
Rochester, Minn.	KROC-TV	●	—	—	—
Rockford, Ill.	WTVO	●	—	—	—
Roswell, N. M.	KSWS-TV	●	—	—	—
Saginaw-Bay City, Mich.	WNEM-TV	●	●	●	—
Salinas-Monterey, Calif.	KSBW-TV	●	—	—	—
San Luis Obispo (S)	KSBY-TV	—	—	—	—
Santa Barbara, Calif.	KEY-T	●	—	—	—
Savannah, Ga.	WSAV-TV	●	—	—	—
Shreveport, La.	KTBS-TV	●	—	—	—
Sioux City, Iowa	KTIV	●	—	—	—
Sioux Falls, S. D.	KELO-TV	—	●	●	—
Florence, S. D. (S)	KDLO-TV	—	—	—	—
Reliance, S. D. (S)	KPLO-TV	—	—	—	—
South Bend-Elkhart, Ind.	WNDU-TV	●	—	—	—
Spokane, Wash.	KHQ-TV	●	●	●	●
Springfield, Ill.	WICS	●	—	—	—
Springfield-Holyoke, Mass	WWLP	●	●	—	—
Greenfield, Mass. (S)	WRLP	●	—	—	—
Springfield, Mo.	KYTV	●	—	—	—
Tallahassee, Fla.-Thomasville, Ga.	WCTV	●	—	—	—
Temple-Waco, Tex.	KCEN-TV	●	—	—	—
Tucson, Ariz.	KVOA-TV	●	—	—	—
Tyler, Tex.	KLTV	●	—	—	—
Utica, N. Y.	WKTV	●	—	—	—
Washington-Greenville, N. C.	WITN-TV	●	—	—	—
Waterloo-Cedar Rapids, Ia.	KWWL-TV	●	—	—	—
Wausau, Wisc.	WSAU-TV	●	—	—	—
Weslaco, Tex.	KRGV-TV	—	—	—	—
Wheeling, W. Va.	WTRF-TV	●	—	—	—
Wichita Falls, Tex.	KFDX-TV	●	●	●	—
Wilmington, N. C.	WECT	●	—	—	—
Winston Salem-Greensboro, N. C.	WSJS-TV	●	—	—	—
Yakima, Wash.	KIMA-TV	●	—	—	—
Pasco, Wash. (S)	KEPR-TV	—	—	—	—
Lewiston, Wash. (S)	KLEW-TV	—	—	—	—
Ephrata, Wash. (S)	KBAS-TV	●	—	—	—
Yuma, Ariz.	KIVA	●	—	—	—
Zanesville, Ohio	WHIZ-TV	●	—	—	—

● Equipment in use.
— No equipment.
(S) Satellite station.

OFFICIAL FCC TV CHANNEL ALLOCATIONS

CHANNEL UTILIZATION

The following table of assignments contains the channels assigned to the listed communities in the United States, its Territories, and possessions. Channels designated with an asterisk are assigned for use by noncommercial educational broadcast stations only. A station on a channel identified by a plus or minus mark is required to operate with its carrier frequencies offset 10 kc above or below, respectively, the normal carrier frequencies.

ALABAMA

	Channel No.
Andalusia	*2—, 29
Anniston	70+
Auburn	*56
Bessemer	54
Birmingham	6—, *10—, 13—, 42+, 48
Brewton	23+
Clanton	14
Cullman	60+
Decatur	23—
Demopolis	18
Dothan	9+, 19—
Enterprise	40+
Eufaula	44
Florence	15
Fort Payne	19
Gadsden	21+, 37—
Greenville	49—
Guntersville	40—
Huntsville	31+
Jasper	17
Mobile	5+, 10+, *42, 48+
Montgomery	12, 20, *26+, 32
Munford	*7—
Opelika	22—
Selma	8—, 58+
Sheffield	47—
Sylacauga	24—
Talladega	64
Thomasville	27—
Troy	38—
Tuscaloosa	45, 51—
Tuskegee	16—
University	*74+

ALASKA

Anchorage	2—, *7—, 11, 13—
Fairbanks	2+, 4+, 7+, *9+, 11+, 13+
Juneau	*3, 8, 10
Ketchikan	2, 4, *9
Seward	4—, 9—
Sitka	13

ARIZONA

Ajo	19—
Bisbee	54
Casa Grande	18—
Clifton	25—
Coolidge	36+
Douglas	3—, 35
Eloy	24
Flagstaff	9, 13
Globe	34+
Holbrook	14
Kingman	6—
Mesa	12—
Miami	28+
Morenci	31
Nogales	16, 32, 44+
Phoenix	3+, 5—, *8+, 10—
Prescott	15
Safford	21
Tucson	4—, *6+, 9—, 13—
Williams	25
Winslow	16—
Yuma	11—, 13+, 22+, 60

ARKANSAS

Arkadelphia	34+
Batesville	30—
Benton	40
Blytheville	64+, 74
Camden	50
Conway	62
El Dorado	10—, 26—
Fayetteville	*13—, 41—
Forrest City	22+
Fort Smith	5—, *16, 22, 39
Harrison	24
Helena	54—
Hope	15—
Hot Springs	9+, 52+
Jonesboro	8, 39+
Little Rock	*2—, 4, 7—, 11+, 17—, 23+
Magnolia	28+
Malvern	46
Morrilton	43—
Newport	28
Paragould	58—
Pine Bluff	36
Russellville	19
Searcy	33
Springdale	35—
Stuttgart	14+

CALIFORNIA

Alturas	9
Bakersfield	10—, 17, 29, 39+
Bishop	19
Brawley	16
Chico	12—
Corona	52
Delano	37+
El Centro	26—, 48
Eureka	6—, 3—, 13—
Fresno	12+, *18—, 24, 47, 53
Hanford	21
Los Angeles	2, 4, 5, 7, 9, 11, 13, 22, *28, 34
Madera	59
Merced	34—, 66
Modesto	14+, 58
Monterey. (*See* Salinas.)	
Napa	62
Oakland. (*See* Francisco.)	
Oxnard	32
Palm Springs	19+
Petaluma	68
Pittsburg	16
Port Chicago	70
Porterville	55
Red Bluff	15
Redding	7
Riverside	40, 46
Sacramento	3, *6, 10, 40—, 46+
Salinas-Monterey	8+, 35
San Bernardino	18, *24—, 30
San Buenaventura	38—
San Diego	8, 10, *15+, 27, 39, 51
San Francisco-Oakland	2+, 4—, 5+, 7—, *9+, 20—, 26—, 32+, 38, 44—
San Jose	11+, 48, *54, 60
San Luis Obispo	6+
Santa Barbara	3—, 20, 26

	Channel No.
Santa Cruz	56
Santa Maria	44
Santa Paula	16+
Santa Rosa	50
Stockton	13+, 36, *42, 64
Tulare	27+
Ukiah	18
Visalia	43, 49
Watsonville	22—
Yreka City	19
Yuba City	52—

COLORADO

Alamosa	3—, 19+
Boulder	*12, 22+
Canon City	36
Colorado Springs	11, 13, *17+, 23+
Craig	19
Delta	24—
Denver	2, 4—, *6—, 7, 9—, 20, 26+
Durango	6+, 15
Fort Collins	44+
Fort Morgan	15+
Grand Junction	5—, 21+
Greeley	50
La Junta	24
Lamar	12—, 18—
Leadville	14+
Longmont	32
Loveland	38
Montrose	10+, 18
Pueblo	5, *8, 28+, 34—
Salida	25
Sterling	3, 25—
Trinidad	21—
Walsenburg	30—

CONNECTICUT

Bridgeport	43—, 49—, *71
Hartford	3+, 18—, *24
Meriden	65—
New Britain	30+
New Haven	8+, 59+
New London	26+, 81
Norwalk. (*See* Stamford.)	
Norwich	57+, *63—
Stamford-Norwalk	27
Waterbury	53

DELAWARE

Dover	40
Wilmington	12, *59—, 83+

DISTRICT OF COLUMBIA

Washington	4—, 5—, 7+, 9, 14—, 20+, *26—, 50—

FLORIDA

Belle Glade	27+
Bradenton	28—
Clearwater	32+, 50
Daytona Beach	2—, 53
De Land	44+
Fort Lauderdale	17—, 39
Fort Myers	11+
Fort Pierce	19
Gainesville	*5—, 20+
Jacksonville	4+, *7, 12—, 30+, 36—
Key West	14+, 20
Lake City	33+
Lakeland	16+, 22+
Lake Wales	14
Leesburg	26—
Marianna	17+
Melbourne	37—
Miami	*2, 4, 6, 7—, 10+, 23—, 33
Ocala	15+
Orlando	6—, 9, 18, *24—, 47
Palatka	17
Panama City	7+, 13, *30, 36+
Pensacola	3—, 15—, *21, 46
Quincy	54+
St. Augustine	25+
St. Petersburg. (*See* Tampa.)	
Sanford	35+
Sarasota	34+
Tallahassee	*11—, 24, 51
Tampa-St. Petersburg	*3, 8—, 10—, 13—, 38
West Palm Beach	5, 12, *15, 21+

GEORGIA

Albany	10, 25
Americus	31
Athens	*8, 60—
Atlanta	2, 5—, 11+, *30, 36
Augusta	6+, 12+
Bainbridge	35—
Brunswick	28+, 34—
Cairo	45+
Carrollton	33
Cartersville	63—
Cedartown	53—
Columbus	4, 28, *34
Cordele	43
Dalton	25+
Douglas	32—
Dublin	15
Elberton	24+
Fitzgerald	53+
Fort Valley	18+
Gainesville	52
Griffin	39+
La Grange	50
Macon	13+, *41+, 47+
Marietta	57+
Milledgeville	51+
Moultrie	48—
Newnan	61+
Rome	59
Savannah	3+, *9—, 11
Statesboro	22
Swainsboro	20—
Thomasville	6, 27
Tifton	14—
Toccoa	35
Valdosta	37+
Vidalia	26
Waycross	8+, 16

IDAHO

Blackfoot	33
Boise	2, *4+, 7
Burley	15—
Caldwell	9—
Emmett	26—
Gooding	23
Idaho Falls	3, 8+
Jerome	17
Kellogg	33—
Lewiston	3—
Moscow	12—, *15
Nampa	6, 12+
Payette	14+
Pocatello	6—, 10
Preston	41
Rexburg	27+
Rupert	21
Sandpoint	23—
Twin Falls	11, 13—
Wallace	27—
Weiser	20—

ILLINOIS

Alton	48
Aurora	75
Belleville	54+
Bloomington	15—
Cairo	24—
Carbondale	*3, 34, 61—
Centralia	32+, 59+
Champaign-Urbana	3+, *12—, 21, 27, 33
Chicago	2—, 5, 7, 9+, *11, 20, 26, 32, 38, 44
Danville	24
Decatur	17, 23+
DeKalb	*67

	Channel No.
Dixon	47+
Elgin	83
Freeport	23
Galesburg	77
Harrisburg	3, 22
Jacksonville	49—
Joliet	48+
Kankakee	14
Kewanee	60—
La Salle	35
Lincoln	53+
Macomb	61+
Marion	40
Mattoon	46—
Moline. (*See* Davenport, Iowa.)	
Mt. Vernon	38—
Olney	16—
Pekin	69+
Peoria	19, 25+, 31+, *37—, 43+
Quincy	10—, 21+
Rockford	13+, 39+, *45+
Rock Island. (*See* Davenport, Iowa.)	
Springfield	20+, 26—, 36—, *66+
Streator	65—
Urbana. (*See* Champaign.)	
Vandalia	28—
Waukegan	79+

INDIANA

Anderson	26+, 61
Angola	77
Bedford	68
Bloomington	4, *30—, 36
Columbus	42—
Connersville	38+
Elkhart (see South Bend)	
Evansville	7, *9+, 14—, 50—
Fort Wayne	15+, 21+, *27+, 33—, 69
Gary	50, *66
Hammond	56—
Indianapolis	6, 8—, 13—, *20—, 39, 67—
Jasper	19+
Kokomo	29+
Lafayette	18, *47, 59
Lebanon	79+
Logansport	51
Madison	25—
Marion	31
Michigan City	62+
Muncie	49, 55+, *71
Plymouth	34—
Princeton	52+
Richmond	32—
Shelbyville	58+
South Bend-Elkhart	16, 22, 28+, *52
Tell City	78
Terre Haute	2+, 10, *57+, 63—, 73+
Vincennes	44+
Washington	60+

IOWA

Algona	37+
Ames	5, 25—
Atlantic	45—
Boone	19—
Burlington	32—, 38+
Carroll	39
Cedar Rapids	2, 9—, 20—, *26+
Centerville	31—
Charles City	18—
Cherokee	14
Clinton	64
Creston	43
Davenport-Rock Island-Moline, Ill.	4+, 6+, 8, *30+, 42—, 68
Decorah	44+
Des Moines	8—, *11+, 13—, 17+, 23—
Dubuque	56+, 62—
Estherville	24+
Fairfield	54
Fort Dodge	21
Fort Madison	50+
Grinnell	71
Iowa City	*12+, 24—
Keokuk	44
Knoxville	33
Marshalltown	49
Mason City	3+, 35—
Muscatine	58
Newton	65+
Oelwein	28
Oskaloosa	52+
Ottumwa	15+, 63
Red Oak	32+
Shenandoah	20+
Sioux City	4—, 9, *30, 36
Spencer	42+
Storm Lake	34+
Waterloo	7+, 16—, *22+, 46+
Webster City	27

KANSAS

Abilene	31+
Arkansas City	49
Atchison	60+
Chanute	50—
Coffeyville	33—
Colby	22—
Concordia	47—
Dodge City	6+, 23
El Dorado	55+
Emporia	39—
Fort Scott	27
Garden City	9, 11+
Goodland	10, 31
Great Bend	2, 28
Hays	7—, 20—
Hutchinson	12, 18
Independence	20
Iola	44+
Junction City	29+
Larned	15—
Lawrence	*11, 17—
Leavenworth	54—
Liberal	14
McPherson	26—
Manhattan	*8, 23+
Newton	14+
Olathe	52—
Ottawa	21—
Parsons	46—
Pittsburg	7+, 38—
Pratt	36+
Salina	34
Topeka	13+, 42, *48+
Wellington	24—
Wichita	3—, 10—, 16—, *22+
Winfield	43+

KENTUCKY

Ashland	59—
Bowling Green	13, 17+
Campbellsville	40+
Corbin	16
Danville	35+
Elizabethtown	23
Frankfort	43—
Glasgow	28+
Harlan	73+
Hazard	19—
Hopkinsville	20
Lexington	18+, 27—, 64, 70+
Louisville	3—, 11+, *15, 21—, 41—, 51—
Madisonville	26
Mayfield	63
Maysville	24+
Middlesborough	57, 63+
Murray	33—
Owensboro	56—, 62
Paducah	6+, 43, 72
Pikeville	14—
Princeton	45—
Richmond	60
Somerset	29—
Winchester	37+

Channel No.

LOUISIANA

Abbeville ..... 27+
Alexandria ..... 5, 62+, 74
Bastrop ..... 53+
Baton Rouge ..... 2, 18—, 28, *34, 40—
Bogalusa 69, 78
Crowley 76
De Ridder 70
Eunice ..... 64—
Franklin ..... 46+
Hammond 57
Houma ..... 11, 30+
Jackson 59
Jennings 48
Lafayette ..... 10, 38—, 67—
Lafayette-Lake Charles 3
Lake Charles ..... 7—, *14, 25, 60+
Minden 30
Monroe ..... 8+, *13, 43+
Morgan City ..... 36+
Natchitoches ..... 17+
New Iberia ..... 15+
New Orleans ..... 4+, 6+, *8, 12, 20—, 26, 32+, 61
Oakdale ..... 54+
Opelousas 58
Ruston 20
Shreveport ..... 3—, 12
Thibodaux 24
Winnfield ..... 22—

MAINE

Auburn ..... 23+
Augusta ..... 10—, 29+
Bangor ..... 2—, 5+, *16—
Bar Harbor ..... 22—
Bath 65
Belfast ..... 41—
Biddeford 59
Calais ..... 7—, 20—
Dover-Foxcroft ..... 18+
Fort Kent ..... 17+
Foxcroft (See Dover)
Houlton 24
Lewiston ..... 8—, 17
Millinocket ..... 14+
Orono ..... *12—
Portland ..... 6—, 13+, *47—, 53+
Presque Isle ..... 8, 10+, 19
Rockland ..... 25—
Rumford ..... 55—
Van Buren ..... 15—
Waterville ..... 35+

MARYLAND

Annapolis ..... 53—
Baltimore ..... 2+, 11—, 13+, 18, *24+, 72—
Cambridge ..... 22+
Cumberland ..... 17+, 30—
Frederick 62
Hagerstown ..... 52, 68+
Salisbury ..... 16+

MASSACHUSETTS

Amherst *82
Barnstable ..... 25+
Boston ..... *2+, 4—, 5—, 7+, 38, 44+, 56
Brockton 62
Easthampton 61
Fall River ..... 46—, 68
Greenfield ..... 32+, 58—
Holyoke. (*See* Springfield.)
Lawrence 72
Lowell 78
New Bedford ..... 6+, 28—, 34+
North Adams ..... 19, *80+
Pittsfield ..... 64+
Springfield-Holyoke 22, 40
Worcester 14, 20

MICHIGAN

Alma ..... 41+
Alpena ..... 9+, *11, 30—
Ann Arbor ..... 20+, *26—
Bad Axe ..... 46—
Battle Creek ..... 58—, 64—
Bay City ..... 5—, 63—, *73+
Benton Harbor ..... 40+
Big Rapids 39
Cadillac ..... 13—, 45
Calumet 5
Cheboygan ..... 4+, 36+
Coldwater ..... 24—
Detroit ..... 2+, 4, 7—, 50—, *56, 62
East Lansing ..... 60+
East Tawas ..... 25—
Escanaba ..... 3+, *49
Flint ..... 12—, 16—, *22—, 28
Gladstone ..... 40—
Grand Rapids ..... 8+, *17+, 23—
Houghton 19, *25
Iron Mountain ..... 8—, 27
Iron River ..... 33—
Ironwood ..... 12+, 31—
Jackson 48
Kalamazoo ..... 3—, *74, 46
Lansing ..... 6—, 54
Ludington 33
Manistee ..... 15—
Manistique ..... 14+
Marquette ..... 6—, 13+, 17, *35
Midland ..... 19+
Mount Pleasant ..... 47—
Muskegon ..... 29—, 35+
Parma-Onondago ..... 10—
Petoskey 31
Pontiac ..... 44+
Port Huron ..... 34+
Rogers City 24
Saginaw ..... 51—, 57—
Sault Ste. Marie ..... 8, 10+, 28—, *34
Traverse City ..... 7+, 20—, *26+
West Branch 21

MINNESOTA

Albert Lea ..... 57—
Alexandria 7, 36
Austin ..... 6—, 51+
Bemidji ..... 9, 24—
Brainerd ..... 12—
Cloquet 44
Crookston ..... 21—
Detroit Lakes ..... 18+
Duluth-Superior, Wis. ..3, 6+, *8, 10+, 32, 38
Ely 16
Fairmont ..... 40+
Faribault 20
Fergus Falls ..... 16—
Grand Rapids ..... 20—
Hastings ..... 29+
Hibbing ..... 13—
International Falls 11
Little Falls ..... 14+
Mankato ..... 12, 15—
Marshall ..... 22+
Minneapolis-St. Paul ....*2—, 4, 5—, 9+, 11—, 17, 23+
Montevideo 19
New Ulm ..... 43—
Northfield 26
Owatonna 45
Red Wing ..... 63—
Rochester ..... 10, 55—
St. Cloud 33
St. Paul. (*See* Minneapolis.)
Stillwater ..... 39—
Thief River Falls 15
Virginia ..... 26+
Wadena ..... 27+
Willmar ..... 31+
Winona 61
Worthington 32

MISSISSIPPI

Biloxi ..... 13+, *44+, 50—
Brookhaven ..... 37+
Canton 16

	Channel No.
Clarksdale	32
Columbia	35+
Columbus	4—, 28—
Corinth	41
Greenville	21—, 27
Greenwood	6, 24+
Grenada	44
Gulfport	56—
Hattiesburg	9, 17—
Jackson	3+, 12+, *19+, 25—, 47
Kosciusko	52—
Laurel	33—
Laurel-Pachuta	7
Louisville	46—
McComb	31—
Meridian	11—, 30—, *36—
Natchez	29+
Pachuta (see Laurel)	
Pascagoula	22
Picayune	14—
Starkville	34—
State College	*2+
Tupelo	9—, 38
University	*20+
Vicksburg	41+
West Point	56+
Yazoo City	49

MISSOURI

Cape Girardeau	12, 18+, 69
Carthage	56—
Caruthersville	27—
Chillicothe	14—
Clinton	49—
Columbia	8+, 16+, 22—
Farmington	52
Festus	25—
Fulton	24+
Hannibal	7—, 27+
Jefferson City	13, 33+
Joplin	12+, 30+
Kansas City	4, 5+, 9+, *19+, 25+, 65
Kennett	21
Kirksville	3—, 18
Lebanon	23
Marshall	40+
Maryville	26
Mexico	45
Moberly	35+
Monett	14
Nevada	13—
Poplar Bluff	15+
Rolla	46
St. Joseph	2—, 30—, *36
St. Louis	2, 4—, 5—, *9, 11—, 30, 42+
Sedalia	6—, 28+
Sikeston	37
Springfield	3+, 10, *26+, 32
West Plain	20—

MONTANA

Anaconda	2+
Billings	2, 8, *11
Bozeman	*9, 22—
Butte	4, 6+, *7—, 15+
Cut Bank	20+
Deer Lodge	25+
Dillon	20
Glasgow	16
Glendive	5+, 18—
Great Falls	3+, 5+, *23—
Hamilton	17+
Hardin	4+
Havre	9+, 11+
Helena	10+, 12
Kalispell	9—
Laurel	14+
Lewiston	13
Livingston	16—
Miles City	3—, *6, 10
Missoula	8—, *11—, 13—, 21+
Polson	18
Red Lodge	18+
Shelby	14—
Sidney	14
Whitefish	16+
Wolf Point	20—

NEBRASKA

Alliance	13—, 21
Beatrice	40
Broken Bow	14—
Columbus	49+
Fairbury	35
Falls City	38
Fremont	52
Grand Island	11—, 21+
Hastings	5—, 27—
Hay Springs	4+
Hayes Center	6
Kearney	13, 19
Lexington	23—
Lincoln	10+, *12—, 18+, 24
McCook	8—, 17
Nebraska City	50
Norfolk	33+
North Platte	2—, 9+
Omaha	3, 6+, 7, *16, 22, 28—
Scottsbluff	10—, 16+
York	15

NEVADA

Boulder City	4+
Carlin	14
Carson City	37
Elko	10—
Ely	3—, 6+
Fallon	29—
Goldfield	5—
Hawthorne	31
Henderson	2—
Las Vegas	8—, *10+, 13—
Lovelock	18+
McGill	8+
Reno	4, 8, *21+, 27—
Tonopah	9—
Winnemucca	7+
Yerington	33

NEW HAMPSHIRE

Berlin	26
Claremont	37
Concord	76
Durham	*11
Hanover	*27+
Keene	45—
Laconia	43
Littleton	24—
Manchester	9—, 48+
Nashua	54
Portsmouth	15
Rochester	51

NEW JERSEY

Andover	*69
Asbury Park	58
Atlantic City	46, 52+
Bridgeton	64—
Camden	*80
Freehold	*74
Hammonton	*70
Montclair	*77
Newark	13—
New Brunswick	*19—, 47+
Paterson	37+
Trenton	41+
Wildwood	48—

NEW MEXICO

Alamogordo	17
Albuquerque	4+, *5+, 7+, 13+
Artesia	21+
Atrisco-Five Points	18+
Belen	24+
Carlsbad	6—, 23

	Channel No.
Clayton	27—
Clovis	12+, 35
Columbus	16—
Deming	14+
Farmington	12+, 17—
Five Points (see Atrisco).	
Gallup	3, *8—, 10
Hobbs	46
Hot Springs	19
Las Cruces	22—
Las Vegas	14—
Lordsburg	23+
Los Alamos	20—
Lovington	27
Portales	22+
Raton	46—, *52
Roswell	*3+, 8, 10—
Santa Fe	2+, *9+, 11—
Silver City	*10+, 12
Socorro	15+
Tucumcari	25+

NEW YORK

Albany-Schenectady-Troy	6, 13, *17+, 23—, 35, 41
Amsterdam	52—
Batavia	33—
Binghamton	12—, 40—, *46+, 56+
Buffalo	17, *23
Buffalo-Niagara Falls	2, 4—, 7+, 29+
Carthage	7—
Clymer	37
Cortland	72
Dunkirk	46
Elmira	18+, 24—, 30
Glens Falls	39+
Gloversville	29—
Hornell	50
Ithaca	*14+, 20—
Jamestown	58+
Kingston	66—
Lake Placid	5
Malone	20+, *66
Massena	14—
Middletown	60
New York	2, 4, 5+, 7, 9+, 11+, *25, 31—
Niagara Falls. (*See* Buffalo-Niagara Falls.)	
Ogdensburg	24+
Olean	54+
Oneonta	62—
Oswego	31
Patchogue	75
Plattsburgh	28+
Poughkeepsie	21—, *83
Rochester	5—, 10+, 15—, *21, 27+
Rome. (*See* Utica.)	
Saranac Lake	18
Schenectady. (*See* Albany.)	
Syracuse	3—, 8, *43+
Troy. (*See* Albany.)	
Utica-Rome	2—, *25+, 54—
Vail Mills	10—
Watertown	48

NORTH CAROLINA

Ahoskie	53
Albemarle	20
Asheville	13—, *56—, 62+, 78
Burlington	63
Burnsville	18
Chapel Hill	*4+
Charlotte	3, 9+, 36+, *42+
Durham	11+, *40—, 46+, 73—
Elizabeth City	31+
Fayetteville	18—, 54—
Gastonia	48
Goldsboro	34, 72
Greensboro-High Point-Winston Salem	8—
Greensboro	2—, *51—, 57—
Greenville	9—
Henderson	52—
Hendersonville	27
Hickory	30—
High Point	15+
Jacksonville	16
Kannapolis	59+
Kinston	45
Laurinburg	41—
Lumberton	21+
Mount Airy	55
New Bern	12+
Raleigh	5, *22—, 28—
Roanoke Rapids	30+
Rocky Mount	50+
Salisbury	80
Sanford	38
Shelby	39
Southern Pines	49
Statesville	64—
Washington	7
Wilmington	3—, 6, 29—, *35+
Wilson	56
Winston-Salem	12, 26+, *32—

NORTH DAKOTA

Bismarck	5, 12—, 18, *24
Bottineau	16+
Carrington	26—
Devils Lake	8+, 14—
Dickinson	2+, 4, *17
Fargo	6, 11+, *34—, 40
Grafton	17
Grand Forks	*2, 10
Harvey	22+
Jamestown	7—, 42
Lisbon	23
Minot	*6+, 10—, 13+
New Rockford	20+
Pembina	12
Rugby	38—
Valley City	4—, 32—
Wahpeton	45+
Williston	8—, 11—, *34+

OHIO

Akron	49+, *55—, 61+
Ashtabula	15
Athens	62—
Bellefontaine	63
Bowling Green	*70
Cambridge	26
Canton	29
Chillicothe	56+
Cincinnati	5—, 9, 12, *48—, 54—, 74—
Cleveland	3, 5+, 8, 19, *25+, 65+
Columbus	4—, 6+, 10+, *34, 40—
Coshocton	20
Dayton	2, 7+, *16+, 22+
Defiance	43
Findlay	53
Fremont	59+
Gallipolis	72
Hamilton-Middletown	65
Lancaster	28—
Lima	35—, 73
Lorain	31—
Mansfield	36+
Marion	17—
Massillon	23+
Middletown. (*See* Hamilton.)	
Mount Vernon	58
Newark	60—
Oxford	*14+
Piqua	44—
Portsmouth	30
Sandusky	42+
Springfield	52—, 76
Steubenville. (*See* Wheeling, W. Va.)	
Tiffin	47+
Toledo	11—, 13, *30+, 79
Warren	67+
Youngstown	21—, 27, 33, 73—
Youngstown, Ohio-New Castle, Pa.	45—
Zanesville	18—, 50+

OKLAHOMA

	Channel No.
Ada	10+, 50+
Altus	36
Alva	30
Anadarko	58—
Ardmore	12—, 55—
Bartlesville	62—
Blackwell	51—
Chickasha	64
Claremore	15
Clinton	32—
Duncan	39—
Durant	27—
Elk City	8+, 15+, 26+
El Reno	56+
Enid	5, 21, *27+
Frederick	44
Guthrie	48
Guymon	20+
Hobart	23+
Holdenville	14—
Hugo	21+
Lawton	7+, *28+, 34—
McAlester	47
Miami	58+
Muskogee	*45+, 66+
Norman	31—, *37—
Oklahoma City	4—, 9—, *13, 19+, 25—
Okmulgee	26
Pauls Valley	61
Ponca City	40—
Pryor Creek	54
Sapulpa	42—
Seminole	59
Shawnee	53—
Stillwater	29—, *69
Tulsa	2+, 6, *11—, 17+, 23, 8—
Vinita	28—
Woodward	35+

OREGON

Albany	55+
Ashland	14—
Astoria	30—
Baker	37+
Bend	15—
Brookings	8+
Burns	16
Coos Bay	11
Corvallis	*7—, 49—
Eugene	9+, 13, 20+, 26
Grants Pass	30
Klamath Falls	2—, 17
La Grande	13+
Lebanon	43+
McMinnville	46—
Medford	5
North Bend	16+
Pendleton	28
Portland	2, 6+, 8—, *10, 12,21—, 27+
Roseburg	4+, 28+
Salem	3+, *18—, 24+, 66
Springfield	37—
The Dalles	32

PENNSYLVANIA

Allentown	39, 67
Altoona	10—, 25—
Bethlehem	51—
Bradford	80—
Butler	43—
Chambersburg	46—
Du Bois	31+
Easton	57—
Emporium	42—
Erie	12, 35+, *41—, 66+
Harrisburg	27—, 55+, 71+
Hazleton	63
Johnstown	6, 19+, 56—
Lancaster	8—, 21+
Lebanon	15+
Lewistown	75—
Lock Haven	32—
Meadville	62+
New Castle (see Youngstown, Ohio)	
Oil City	64
Philadelphia	3, 6—, 10, 17—, 23+, 29, *35
Pittsburgh	2—, 4+, 11, *13—, *16, 22, 53+
Reading	33+, 61
Scranton	16—, 22+, 44
Shamokin	65
Sharon	39+
Shinglehouse	26+
State College	*48+
Sunbury	38
Uniontown	14
Washington	63+
Wilkes-Barre	28, 34
Williamsport	36—
York	43, 49

RHODE ISLAND

Providence	10+, 12+, 16, *36+

SOUTH CAROLINA

Aiken	54
Anderson	40, 58—
Camden	14
Charleston	2+, 4, 5+, *7—, 17+
Clemson	*68
Columbia	10—, *19+, 25—, 67+
Conway	23—
Florence	13+, 60
Georgetown	27—
Greenville	4—, 23+, *29
Greenwood	21—
Lake City	55+
Lancaster	31—
Laurens	45—
Marion	43—
Newberry	70
Orangeburg	44—
Rock Hill	61—
Spartanburg	7+, 17—, 74—
Sumter	47
Union	65—

SOUTH DAKOTA

Aberdeen	9—, 17+
Belle Fourche	23+
Brookings	*8, 25
Hot Springs	17+
Huron	12+, 15+
Lead	5—, 26
Madison	46
Mitchell	5+, 20—
Mobridge	27—
Pierre	10+, *22+
Rapid City	3+, 7+, 15—
Reliance	6—
Sioux Falls	11, 13+, 38+, *44—
Sturgis	20
Vermillion	*2+, 41
Watertown	3,—, 35+
Winner	18—
Yankton	17—

TENNESSEE

Athens	14+
Bristol, Tenn.-Bristol, Va.	5+, 46—
Chattanooga	3+, 9, 12—, 43+, 49+, *55—
Clarksville	53
Cleveland	38+
Columbia	39—
Cookeville	24, *69
Crossville	*77
Covington	19—
Dyersburg	46+
Elizabethton	22+
Fayetteville	27+
Gallatin	48+
Harriman	67
Humboldt	25
Jackson	7+, 16+

	Channel No.
Johnson City	11—, 34+
Kingsport	28
Knoxville	6, 10+, *20+, 26—
Lawrenceburg	50+
Lebanon	58
Lexington	*11
McMinnville	46
Maryville	51
Memphis	3—, 5+, *10+, 13+, 42—, 48—
Morristown	54+
Murfreesboro	18—
Nashville	*2—, 4+, 5, 8+, 30+, 36+
Oak Ridge	32+
Paris	51+
Pulaski	44—
Shelbyville	56
Sneedville	*2+
Springfield	42
Tullahoma	68—
Union City	55

TEXAS

Abilene	9+, 33—
Alice	34+
Alpine	12—
Amarillo	*2—, 4, 7, 10
Athens	25+
Austin	7+, 18—, 24, *70—
Ballinger	25
Bay City	33
Beaumont-Port Arthur	4—, 6—, 12—, 31+, *37
Beeville	38—
Big Spring	4—, 34+
Bonham	43
Borger	33
Brady	15—
Breckenridge	14+
Brenham	52—
Brownfield	15
Brownsville	26, 44
Brownsville-Harlingen-Weslaco[1]	4+, 5—
Brownwood	19
Bryan	54—
Bryan-College Station (*also see* College Station)	3+
Childress	40
Cleburne	57
Coleman	21—
College Station (*also see* Bryan-College Station)	*48—
Conroe	20+
Corpus Christi	6+, 10—, *16+, 22, 43
Corsicana	47+
Crockett	56
Crystal City	44+
Cuero	25—
Dalhart	16
Dallas	4+, 8, *13+, 23, 29, 73
Del Rio	16, 52+
Denison	52
Denton	*2, 17
Eagle Pass	22—, 64
Edinburg	60
El Campo	27
El Paso	4, *7, 9, 13, 26+, 38, 50, 62
Falfurrias	52
Floydada	45
Fort Stockton	22
Fort Worth	5+, 11—, 20—, *26—
Gainesville	49—
Galveston	35—, 41—, *47—
Gonzales	64+
Greenville	69—
Harlingen (*also see* Brownsville-Harlingen-Weslaco)	23
Hebbronville	58
Henderson	42+
Hereford	19—
Hillsboro	63
Houston	2—, *8—, 11+, 13—, 23+, 29—, 39—
Huntsville	15
Jacksonville	36—
Jasper	49+
Kermit	14
Kilgore	59—
Kingsville	40
Lamesa	28
Lampasas	40—
Laredo	8, 13, *15+, 27—, 39
Levelland	38—
Littlefield	32
Longview	32, 38+
Lubbock	5—, 11, 13—, *20, 26
Lufkin	9, 46—
McAllen	20—
McKinney	65—
Marfa	19+
Marshall	16—
Mercedes	66
Mexia	50—
Midland	2+, 18
Mineral Wells	38
Mission	70+
Monahans	9—
Mount Pleasant	35
Nacogdoches	19—, 40+
New Braunfels	62—
Odessa	7—, 24—
Orange	43—
Pampa	17—
Paris	33+
Pearsall	31
Pecos	16+
Perryton	22
Plainview	29+
Port Arthur. (*See* Beaumont.)	
Presidio	21
Quanah	42
Haymondville	64—
Rosenberg	17—
San Angelo	3—, 8+, 17+, *23—
San Antonio	4, 5, *9—, 12+, 35+, 41+
San Benito	48
San Marcos	53+
Seguin	14—
Seymour	24+
Sherman	46+
Snyder	30+
Stephenville	32+
Sulphur Springs	41
Sweetwater	12
Taylor	58+
Temple	6, 16, 22+
Terrell	53
Texarkana	6+, *18, 24—
Tyler	7, 61+, 72
Uvalde	20
Vernon	18+
Victoria	19+
Waco	10+, *28—, 34
Waxahachie	45—
Weatherford	51
Weslaco. (*See* Brownsville-Harlingen-Weslaco.)	
Wichita Falls	3, 6—, *16+, 22—
Zapata	49

UTAH

Brigham	36—
Cedar City	5
Logan	12—, 30, *46
Ogden	9+, *18—, 24
Price	6
Provo	11+, 22, *28
Richfield	13+
St. George	18+
Salt Lake City	2—, 4—, 5+, *7—, 20+, 26
Tooele	44
Vernal	3+

VERMONT

Bennington	69—
Brattleboro	77+
Burlington	3, *16+, 22+

[1] These assignments may be utilized in any community lying within the area of the triangle formed by Brownsville, Harlingen and Weslaco.

	Channel No.
Montpelier	57
Newport	46
Rutland	49+
St. Albans	34—
St. Johnsbury	30

VIRGINIA

Blacksburg	*60+
Bristol. (*See* Bristol, Tenn.)	
Charlottesville	*45+, 64+
Covington	44+
Danville	24—
Emporia	25+
Farmville	19
Fredericksburg	47
Front Royal	39—
Harrisonburg	3—, 34—
Lexington	54
Lynchburg	13, 16—
Marion	50
Martinsville	35—
Newport News. (*See* Norfolk-Portsmouth-Newport News.)	
Norfolk-Portsmouth	27
Norfolk-Portsmouth-Newport News	3+, 10+, 13—, 15, *21—, 33
Norton	52+
Petersburg	8, 41
Portsmouth. (*See* Norfolk-Portsmouth and *also see* Norfolk,Portsmouth-Newport News.)	
Pulaski	37—
Richmond	6+, 12—, *23, 29+
Roanoke	7—, 10, 27+, *33—
South Boston	14+
Staunton	36
Waynesboro	42
Williamsburg	17
Winchester	28+

WASHINGTON

Aberdeen	58
Anacortes	34
Bellingham	12+, 18+, 24—
Bremerton	44, 50
Centralia	17
Clarkston	34+, 40+
Ellensburg	49, *65
Ephrata	16—, 43
Everett	22—, 28—
Grand Coulee	37
Hoquiam	52
Kelso	39
Kennewick	31
Kennewick-Richland-Pasco	*41
Longview	33
Moses Lake	61
Okanogan. (*See* Omak.)	
Olympia	60
Omak-Okanogan	*35—
Pasco (*also see* Kennewick-Richland-Pasco)	19—
Port Angeles	16+
Pullman	*10—, 24
Richland (*also see* Kennewick-Richland-Pasco)	25
Seattle	4, 5+, 7, *9, 20, 26+
Spokane	2—, 4—, 6—, *7+
Tacoma	11+, 13—, *56, 62
Walla Walla	22, 44—, *50
Wenatchee	*45, 55, 67
Yakima	23+, 29+, *47

WEST VIRGINIA

Beckley	4, 21, 66
Bluefield	6—, 41+
Charleston	8+, *43+, 49—
Clarksburg	12+, 69—
Elkins	40+
Fairmont	35
Hinton	31
Huntington	3+, 13+, *53—
Logan	23—
Martinsburg	58—
Morgantown	*24
Parkersburg	15—
Welch	25
Weston	5, 32
Wheeling	*57+
Wheeling-Steubenville, Ohio	7, 9+, 51+
Williamson	17

WISCONSIN

Adams	*58+
Appleton	42+
Ashland	15+
Beaver Dam	51—
Beloit	57
Chilton	*31+
Eau Claire	13, *19+, 25+
Fond du Lac	54+
Green Bay	2+, 5+, 70+
Janesville	63+
Kenosha	61—
La Crosse	8+, *32+, 38—, 72
Madison	3, *21—, 27—, 33+
Manitowoc	65
Marinette	11+, 32—, *38+
Milwaukee	4—, *10+, 12, 18+, 24+, 30
Oshkosh	48—
Park Falls	*18
Portage	17—
Prairie du Chien	34
Racine	49—, 55
Rhinelander	22
Rice Lake	21+
Richland Center	15, *66—
Sheboygan	59—
Shell Lake	*30—
Sparta	50—
Stevens Point	20+, 26—
Sturgeon Bay	44—
Superior. (*See* Duluth, Minn.)	
Wausau	9, 7—, 16+, *46—
Whitefish Bay	6
Wisconsin Rapids	14—

WYOMING

Buffalo	29
Casper	2+, 6+
Cheyenne	5+
Cody	24—
Douglas	14
Evanston	14—
Gillette	31—
Green River	16
Greybull	40
Lander	17—
Laramie	*8+, 18+
Lovell	36+
Lusk	19—
Newcastle	28+
Powell	30+
Rawlins	11—
Riverton	10+
Rock Springs	13
Sheridan	9—, 12+
Thermopolis	15
Torrington	27
Wheatland	24+
Worland	34

U. S. Territories and Possessions

GUAM

Agana	8, 10

HAWAIIAN ISLANDS

Hilo, Hawaii	2, *4, 7, 9, 11, 13
Honolulu, Oahu	2+, 4—, *7+, 9—, 11+, 13—
Lihue, Kauai	3+, *8—, 10+, 12—
Wailuku, Maui	3, 8, *10, 12

PUERTO RICO

Arecibo-Aguadilla	12+
Caguas	11—
Mayaguez	3+, 5—
Ponce	7+, 9—
San Juan	2+, 4—, *6+

VIRGIN ISLANDS

Charlotte Amalie	10—
Christiansted	8+

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Durka, William J.
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70 E. 45th St.....MU 3-9553
Nields, John W.
63 Wall St.....WH 4-7400
Niner, Isidor
366 Madison Ave.....MU 2-1322
North, Ernest D.
32 Ave. of Americas.....EX 3-6245
Quisenberry, John T.
195 Broadway.....EX 3-3556
Rosen, Leo
285 Madison Ave.....MU 5-1582
Rosenman, Samuel I.
575 Madison Ave.....MU 8-7800
Schoemer, John R., Jr.
220 E. 42nd St.....MU 2-4567
Shuebruk, Peter
30 Rockefeller Plaza.....CI 7-3040
Shute, John V.
30 Rockefeller Plaza.....CI 7-8300
Smith, Bernard B.
460 Park Ave.....PL 1-2660
Socolow, A. Walter
580 Fifth Ave.....PL 7-2112
Solinger, David M.
250 Park Ave.....MU 7-1140
Sprague, E. Stuart
36 W. 44th St.....MU 2-5521
Turner, George B.
15 Broad St.....HA 2-3000
Waters, John H.
60 Hudson St.....WO 2-7300
Webster, Bethuel M.
40 Wall St.....DI 4-3350
Wendt, William
60 Hudson St.....WO 2-7300
Werner, Robert L.
30 Rockefeller Plaza.....CO 5-5900
Zeller, Robert G.
63 Wall St.....WH 4-7400

☆ WASHINGTON ☆

Adams, Eva B.
Senate Office Bldg.....NA 8-3120
Albertson, Fred W.
Munsey Bldg.....ST 3-1000
Altman, Norman S.
1025 Vermont, N.W.....EX 3-5691
Ansbury, T. Peter
Wyatt Bldg.....EX 3-3812
Arnold, Thurman
1229 19th St., N.W.....EX 3-7300
Bader, Michael H.
1735 De Sales, N.W.....DI 7-2724
Bailey, Clyde S.
Penn Bldg.....NA 8-6512
Baker, Philip M.
Penn Bldg.....DI 7-8881
Ball, Fredric J.
Ring Bldg.....RE 7-2566
Barker, Robert W.
744 Jackson, N.W.....NA 8-1114
Barlow, Joel
Union Trust Bldg.....RE 7-5900
Barnes, Maurice R.
Munsey Bldg.....ST 3-7670
Baron, Max G.
Investment Bldg.....ST 3-7122
Baron, Theodore
National Press Bldg.....ST 3-4115
Becker, Harry A.
1735 De Sales, N.W.....EX 3-3003
Becker, Loftus E.
1000 Vermont, N.W.....DI 7-7840
Becker, Ralph E.
1346 Conn., N.W.....CO 5-7641
Beebe, Raymond N.
1000 Vermont, N.W.....NA 8-4056
Beelar, Donald C.
World Center Bldg.....ST 3-3200
Bergson, Philip
Wyatt Bldg.....ME 8-6900
Bingham, Herbert M.
Tower Bldg.....DI 7-2141
Blum, William, Jr.
1741 K St., N.W.....RE 7-6335
Blume, Jack P.
1001 Conn. Ave.,N.W.....ME 8-6190
Booth, Robert M., Jr.
Tower Bldg.....DI 7-2141
Brady, John B.
Colorado Bldg.....NA 8-4806
Brooks, Leon
1735 De Sales.....EM 2-9300
Brown, Darwin Charles
1632 K St.....ST 3-5650
Brown, Russell M.
Southern Bldg.....ST 3-4636
Brown, Thad H., Jr.
1771 N St., N.W.....DE 2-9300
Bugay, Paul E.
Colorado Bldg.....ME 8-2027
Bunn, George
1229 19th St., N.W.....EX 3-7300
Burke, Eugene L.
821 15th St., N.W.....ST 3-3717
Burroughs, J. Edward
1625 K St., N.W.....DI 7-0777
Burt, William C.
Wyatt Bldg.....RE 7-5566
Butman, Carl H.
Natl Press Bldg.....NA 8-7846
Carr, John P.
Munsey Bldg.....ST 3-1000
Carson, Byron G.
Tower Bldg.....NA 8-0080
Case, Norman S.
Southern Bldg.....NA 8-1841

Chase, Seymour M.
816 Conn. Ave.....RE 7-2701
Clagett, John F.
1424 K St., N.W.....NA 8-1174
Clark, Robert M.
Shoreham Bldg.....DI 7-7987
Cohen, Harold D.
Ring Bldg.....RE 7-2566
Cohen, Lester
Colorado Bldg.....NA 8-2006
Cohen, Stanley B.
Cafritz Bldg.....ST 3-5880
Cohen, Wallace M.
1822 Jefferson Pl.....ST 3-5905
Cohn, Marcus
Cafritz Bldg.....ST 3-5880
Collier, Robert A.
Bk of Commerce Bldg.....EX 3-7800
Collins, Clayton B.
433 N. J. Ave.....LI 4-4383
Collins, Linton M.
Tower Bldg.....DI 7-2141
Colton, Herbert S.
1625 K St., N.W.....RE 7-5062
Cooley, Thomas
1225 19th St.....ST 3-4355
Cordon, Alfred C., Jr.
Munsey Bldg.....ST 3-1000
Cottone, Benedict P.
1820 Jefferson Pl.....EX 3-4477
Courtney, Jeremiah
908 20th St., N.W.....ST 3-5551
Cragun, John W.
744 Jackson Pl.....NA 8-1114
Craig, Peter S.
Union Trust Bldg.....RE 7-5900
Crook, Omar L.
Shoreham Bldg.....RE 7-4123
Cutler, Charles R.
World Center Bldg.....ST 3-3200
Daly, Harry J.
Penn Bldg.....NA 8-3260
Daubin, Meredith M.
Natl Press Bldg.....NA 8-7949
David, Nathan H.
425 13th St.....NA 8-4736
De Grazia, Edward
World Center Bldg.....ST 3-3200
Delaney, Frank J.
1317 F St.....ST 3-1234
Dempsey, William J.
815 15th St.....RE 7-6363
Denslow, L. Alton
Washington Bldg.....RE 7-0727
Dobin, Paul
Cafritz Bldg.....ST 3-3580
Donaldson, Ray S.
Wyatt Bldg.....NA 8-3902
Doty, Dwight David
1735 De Sales.....DI 7-2724
Dougherty, Thomas J.
Munsey Bldg.....ST 3-1000
Dow, Fayette B.
Munsey Bldg.....ST 3-1000
Dowd, Thomas N.
Ring Bldg.....RE 7-2566
Duvall, Charles F.
Perpetual Bldg.....RE 7-1450
Eagan, R. Russell
World Center Bldg.....ST 3-3200
Eden, Fred J., Jr.
710 14th St.....EX 3-4600
Emerson, Leonidas P. B.
1735 De Sales.....NA 8-2931
Emery, Walter B.
1785 Mass. Ave.....HU 3-6620
Fanelli, Joseph A.
1701 K St.....ST 3-5921
Fischer, Henry G.
1735 De Sales.....ST 3-3660
Fisher, Ben C.
Perpetual Bldg.....RE 7-1450
Fletcher, Frank U.
Munsey Bldg.....ME 8-0023
Fletcher, Stephen H.
725 13th St.....ME 7-9900
Foote, Edward A.
3115 Woodland Dr.....ME 3-2316
Forrest, Herbert E.
710 14th St.....EX 3-4600
Fortas, Abe
1229 19th St.....EX 3-7300

Foulis, Ronald J.
1001 Conn. Ave.....NA 4-9900
Freeman, Milton V.
1229 19th St.....EX 3-7300
Freret, Julian B.
Continental Bldg.....NA 8-6032
Fullerton, Hugh T.
Commonwealth Bldg.....ST 3-2244
Gagnine, Benito
1001 Conn. Ave.....NE 8-6100
Granik, Theodore
1627 K St.....NA 8-4600
Greeley, James E.
1000 Vermont.....DI 7-7480
Green, Robert N.
710 14th St.....EX 3-4600
Green, William S.
Ring Bldg.....RE 7-2566
Griffith, Kelley E.
World Center Bldg.....ST 3-3200
Groner, Samuel B.
501 13th St.....RE 7-3300
Haley, Andrew G.
1735 De Sales.....DI 7-2724
Hancock, Parker D.
Colorado Bldg.....NA 8-2006
Hand, Frank B, Jr.
Transportation Bldg.....NA 8-6587
Hardy, Russell, Sr.
1012 14th St.....RE 7-0437
Harris, Abraham J.
Woodward Bldg.....RE 7-3028
Harris, Stanley S.
Colorado Bldg.....NA 8-2006
Hawkins, Carl S.
744 Jackson Pl.....NA 8-1114
Hayes, John C.
Munsey Bldg.....DI 7-5376
Heald, Robert L.
Munsey Bldg.....ME 8-0023
Heckman, Jerome H.
Munsey Bldg.....ST 3-1000
Hedrick, F. Cleveland, Jr.
1001 Conn. Ave.....NA 8-5923
Hennessey, Philip, Jr.
816 Conn. Ave.....RE 7-2701
Hennock, Frieda B.
1000 Vermont.....NA 8-4056
Herzog, Harold H.
Munsey Bldg.....ST 3-1000
Hildreth, Richard
Perpetual Bldg.....RE 7-1450
Hodson, Robert E.
Ring Bldg.....RE 7-2566
Irwin, Robert L.
Munsey Bldg.....ST 3-1000
Jacob, John B.
Munsey Bldg.....ST 3-1000
Jameson, Guilford
734 15th St.....NA 8-6232
Jansky, Maurice M.
American Bldg.....ST 3-4004
Jennes, Ernest W.
Union Trust Bldg.....RE 7-5900
Johnston, Everett D.
Continental Bldg.....NA 8-0032
Jones, Robert F.
1111 E St.....ME 8-6632
Jorgensen, Norman E.
Wyatt Bldg.....EX 3-1635
Juntilla, James O.
1229 19th St.....EX 3-7300
Kearney, William R.
Penn Bldg.....NA 8-3260
Keller, Joseph E.
Munsey Bldg.....ST 3-1000
Kenkel, John B.
Munsey Bldg.....ME 8-2193
Kertz, Harold
Metropolitan Bank Bldg.....ME 8-2241
Kessler, Sylvia D.
Tower Bldg.....DI 7-2805
Kieffer, Charles C.
1346 Conn. Ave.....CO 5-7641
Kistler, H. Donald
Tower Bldg.....DI 7-2141
Knowles, Miles H.
Bowen Bldg.....NA 8-0771
Kohlhaas, Vernon C.
Ring Bldg.....RE 7-2566
Koplovitz, William C.
Bowen Bldg.....RE 7-6363

Koteen, Bernard
Wyatt Bldg.....RE 7-5566
Kramer, Milton
1625 K St.....NA 8-6926
Krieger, Seymour
Wyatt Bldg.....EX 3-1635
Krooth, David L.
1025 Vermont.....EX 3-5691
Leahy, William E.
Bowen Bldg.....DI 7-0558
Littlepage, James H.
Investment Bldg.....DI 7-3723
Littlepage, John M.
Investment Bldg.....DI 7-3723
Littlepage, Thomas P., Jr.
Investment Bldg.....DI 7-3723
Lockwood, Corwin R., Jr.
Colorado Bldg.....NA 8-2006
London, John M.
Wyatt Bldg.....ME 8-6900
Loucks, Philip G.
1317 F St.....ST 3-4004
Lovett, Eliot C.
729 15th St.....ST 3-5168
Luxford, Ansel F.
1210 18th St.....RE 7-7643
Lyon, Richard K.
Wyatt Bldg.....ME 8-6900
Marks, Leonard
Cafritz Bldg.....ST 3-5880
Marmet, Robert A.
816 Conn. Ave.....RE 7-2701
May, Robert F.
1700 K St.....RE 7-4123
Mayer, J. Gerald
Wyatt Bldg.....ME 8-3662
McCabe, Aloysius B.
World Center Bldg.....ST 3-3200
McDonough, Francis X.
Munsey Bldg.....ST 3-1000
McGovern, William L.
1229 19th St.....EX 3-7300
McGrath, J. Howard
Southern Bldg.....ST 3-4636
McInnis, Charles B.
1012 14th St.....NA 8-0032
McKenna, Edward R.
1735 De Sales.....NA 8-2931
McKenna, James A., Jr.
1735 De Sales.....NA 8-2931
Midlen, John
Munsey Bldg.....ME 8-6006
Miller, Neville
Munsey Bldg.....ME 8-2193
Miller, Reed
1229 19th St.....EX 3-7300
Miller, Samuel
Washington Bldg.....NA 8-7377
Mode, Douglas G.
Ring Bldg.....ST 3-5646
Morgan, Edward P.
710 14th St.....EX 3-4600
Mott, Harold E.
710 14th St.....EX 3-4600
Mullin, Eugene F., Jr.
726 Jackson Pl.....DI 7-1381
Murray, John M.
744 Jackson Pl.....NA 8-1114
Myse, Daryal A.
1411 Pa. Ave.....RE 7-7040
Naftalin, Alan Y.
Wyatt Bldg.....RE 7-5566
Nail, Edwin S.
816 Conn. Ave.....RE 7-2701
Neustadt, Stanley S.
Cafritz Bldg.....ST 3-5880
Newton, Blake T., Jr.
1001 Conn. Ave.....NA 4-9900
Norvel, Robert J.
Southern Bldg.....ST 3-4636
O'Bryan, Paul A.
Munsey Bldg.....ST 3-1000
Ockershausen, Harry J.
Bowen Bldg.....RE 7-6363
O'Hare, Richard C.
Cafritz Bldg.....NA 8-6579
O'Laughlin, James P.
1025 Conn. Ave.....RE 7-1522
Oliver, Robert W.
Southern Bldg.....EX 3-0440
Oppenheimer, Monroe
Woodward Bldg.....RE 7-3028
Panzer, Irving R. M.
1735 De Sales.....ST 3-3660
Parkinson, Kenneth Wells
Tower Bldg.....DI 7-2141
Patrick, Duke M.
Colorado Bldg.....NA 8-2006
Pendelton, George C.
1025 Conn. Ave.....ST 3-8167
Pepper, Vincent A.
714 Perpetual Bldg.....EX 3-8333
Peterson, Nad A.
Ring Bldg.....RE 7-2566
Phelps, Gerald L.
Munsey Bldg.....ST 3-1000
Pierson, W. Theodore
Ring Bldg.....RE 7-2566
Plotkin, Harry M.
1229 19th St.....EX 3-7300
Pogue, L. Welch
Southern Bldg.....EX 3-0440
Porter, Paul A.
1229 19th St.....EX 3-7300
Porter, William
Tower Bldg.....DI 7-2141
Powell, Walter R.
1771 N St.....DE 2-9300
Prather, Alfred V. J.
Union Trust Bldg.....RE 7-5900
Price, Robert N.
Ring Bldg.....RE 7-2556
Prince, D. F.
Bowen Bldg.....RE 7-8154
Rafter, John A.
Munsey Bldg.....ST 3-1000
Randolph, John P.
1625 I St.....NA 8-6244
Rauh, Joseph L. Jr.
1631 K St.....RE 7-7795
Rea, Bryce
Munsey Bldg.....DI 7-3551
Resnick, Leo
Occidental Bldg.....NA 8-9320
Reynolds, William L.
777 14th St.....NA 8-3902
Rhyne, Brice W.
726 Jackson Pl.....DI 7-1381
Rhyne, Charles S.
726 Jackson Pl.....DI 7-1381
Rigby, Scott G.
Wyatt Bldg.....ME 8-3662
Robb, Roger
Tower Bldg.....DI 7-2141
Roberson, Frank
Munsey Bldg.....ME 8-0023
Roberts, William A.
Continental Bldg.....NA 8-0032
Rogers, Christian E. Jr.
Tower Bldg.....RE 7-0797
Rogers, William
1229 19th St.....EX 3-7300
Rollo, Read T.
World Center Bldg.....ST 3-3200
Rorer, Dwight E.
Washington Bldg.....RE 7-0727
Ross, Bradford
725 15th St.....NA 8-2623
Rowell, Russell
Munsey Bldg.....ME 8-0023
Russell, Percy H. Jr.
World Center Bldg.....ST 3-3200
Salisbury, Franklin C.
1624 I St.....ST 3-9072
Scharfeld, Arthur W.
Nat'l. Press Bldg.....ST 3-4115
Scheiner, Arthur
1820 Jefferson Pl.....EX 3-4477
Schellenberg, Howard J. Jr.
1025 Conn. Ave.....RE 7-1552
Schneider, Edwin R.
Tower Bldg.....DI 7-2141
Schroeder, Arthur H.
Munsey Bldg.....ME 8-2193
Sclawy, Leon L.
Barr Bldg.....RE 7-1464
Seaks, Robert G.
Southern Bldg.....DI 7-7117
Seay, Temple W.
Munsey Bldg.....ST 3-1000

Seeley, F. Hamilton
Wyatt Bldg. ME 8-3662
Segal, Paul M.
816 Conn. Ave. RE 7-2701
Seward, P. W.
Warner Bldg. RE 7-7944
Shannon, Charles V.
1700 K St. RE 7-4123
Sheble, Walter F.
Washington Bldg. MI 8-6200
Sher, Robert E.
Woodward Bldg. RE 7-3028
Shipley, Carl L.
Nat'l. Press Bldg. ST 3-1647
Shore, Chester L.
Woodward Bldg. RE 7-8040
Simmons, Roy
Munsey Bldg. ST 3-1000
Sims, William P. Jr.
Munsey Bldg. ST 3-1000
Sirica, John J.
Colorado Bldg. NA 8-2006
Slaughter, Harrison T.
Ring Bldg. RE 7-2566
Smith, E. Stratford
714 Perpetual Bldg. EX 3-8333
Smith, George S.
816 Conn. Ave. RE 7-2701
Smith, Karl A.
Colorado Bldg. NA 8-2006
Smith, Sidney
Tower Bldg. DI 7-0016
Smith, William P.
Walker Bldg. DI 7-1192
Southmayd, John P.
Perpetual Bldg. RE 7-1450
Spearman, Paul D. Jr.
Munsey Bldg. ME 8-0023
Stambler, Arthur
Nat'l. Press Bldg. ST 3-4115
Stanley, Earl R.
Munsey Bldg. ST 3-1000
Stein, Abe L.
Warner Bldg. RE 7-7944
Stevens, David S.
1735 De Sales NA 8-2931
Stollenwerck, Frank
Nat'l. Press Bldg. NA 8-7846
Stout, Clair L.
Munsey Bldg. ST 3-1000
Stuart, Harold C.
1001 Conn. Ave. ST 3-1767
Sutton, George O.
Nat'l. Press Bldg. NA 8-7949
Thomson, William
Nat'l. Press Bldg. NA 8-7949
Tuhy, Stephen Jr.
Albee Bldg. ME 8-2004
Tumulty, Joseph P. Jr.
1317 F St. NA 8-2121
Tyson, William S.
Bowen Bldg. RE 7-1717
Vieth, Duane
1229 19th St. EX 3-7300
Walker, Paul A.
4301 43rd St. EM 3-6655
Walker, Ralph
Ring Bldg. RE 7-2566
Wall, Thomas H.
Munsey Bldg. ST 3-1000
Walton, Frederick H. Jr.
Bowen Bldg. RE 7-6363
Warner, Harry P.
Evans Bldg. NA 8-2150
Wayland, Charles V.
Perpetual Bldg. RE 7-1450
Weaver, Henry B. Jr.
1225 19th St. ST 3-4355
Welch, Vincent B.
710 14th St. EX 3-4600
Wells, John A.
1000 Vermont RE 7-8191
Werner, Jack
Wyatt Bldg. RE 7-5102
Wheeler, Burton K.
Southern Bldg. DI 7-7117
Wheeler, Edward K.
Southern Bldg. DI 7-7117
Wilkinson, Ernest L.
744 Jackson Pl. NA 8-1114
Wilkinson, Glen A.
744 Jackson Pl. NA 8-1114
Wilkinson, Vernon L.
1735 De Sales NA 8-2931
Willis, John W.
1735 De Sales ST 3-3660
Wilner, Morton H.
Wyatt Bldg. ME 8-6000
Wilson, James E.
Continental Bldg. NA 8-0032
Wilson, Thomas
Munsey Bldg. ST 3-1000
Wollenberg, J. Roger
1735 De Sales DI 7-2724
Woods, Warren
1701 K St. NA 8-2520
Young, Verne R.
1317 F St. ST 3-4004
Zias, Joseph F.
1317 F St. ST 3-4004
Zwicky, Warren G.
1111 E St. ME 8-6632

☆ CHICAGO ☆

Adams, Mearl G.
231 S. La Salle
Bloch, Roger S.
77 W. Washington AN 3-6400
Bluestein, Arthur S.
33 N. La Salle DE 2-4070
Burgess, Kenneth F.
11 S. La Salle ST 2-5400
Compere, Thomas H.
360 N. Michigan RA 6-8168
David, Philip R.
1 N. La Salle
Edes, Francis Davie
5921 W. Dickens Ave.
Gardner, Addison Jr.
231 S. La Salle AN 3-3434
Hilton, Henry M.
134 N. La Salle
Lawton, Samuel T.
7 S. Dearborn St. CE 6-2355
Masters, Keith
130 E. Randolph RA 6-2929
Moser, John B.
360 N. Michigan Ave. RA 6-8168
Sletteland, Greggar P.
120 S. La Salle CE 6-4787
Wolff, Sanford I.
1 N. La Salle FI 6-6677
Wright, Joseph S.
6001 W. Dickens Ave.

☆ LOS ANGELES ☆

Brown, James Harvey
6223 Selma Ave. HO 5-5305
Callister, Reed E.
650 S. Spring St. MA 3-5288
Cannon, David H.
650 S. Spring St. MA 3-5288
Gingery, C. Arden
453 S. Spring St.
Hearne, John P.
6363 Sunset Blvd. HO 4-5241
Jencks, Richard
CBS TV City WE 8-3011
Lewis, Ralph E.
650 S. Spring St. MA 7-4071
Miller, Justin
2975 Wilshire Blvd. DU 1-1131
Petty, Don E.
650 S. Grand Ave. MI 6003
Whitsett, William
1313 N. Vine St.
Zagan, Samuel S.
6263 Hollywood Blvd

☆ SAN FRANCISCO ☆

Clinton, John Hart
Crocker Bldg. GA 1-5670
Gaylord, Robert B. Jr.
Russ Bldg. GA 1-7331
George, Arthur T.
140 New Montgomery St. GA 1-9000
Smith, Samuel Burrows
24 California St. YU 6-4058
Spillane, Lester W.
Central Tower YU 6-1365

Motion Picture Theatres in the U. S. Equipped for TV

State	*City*	*Seating Capacity*	*Theatre*
CALIFORNIA	Fresno	2,169	Fresno
	Huntington Park	1,468	Huntington Park
	Los Angeles	1,757	Downtown
		2,213	Orpheum
		3,387	Paramount
		1,363	Ritz
	San Francisco	2,646	Paramount
		399	Telenews
COLORADO	Denver	2,096	Paramount
DIST. OF COL.	Washington	3,452	Capitol
		1,838	Keith's
FLORIDA	Jacksonville	1,155	Florida
	Miami	2,000	Carib
		—	Capitol
ILLINOIS	Chicago	1,299	Crown
		3,931	Marbro
		2,649	State Lake
		—	Loop
		3,414	Tivoli
		4,320	Uptown
INDIANA	Indianapolis	3,313	Indiana
IOWA	Des Moines	1,708	Paramount
LOUISIANA	New Orleans	3,400	Saenger
MARYLAND	Baltimore	2,048	Century
		1,320	Metropolitan
		2,843	Stanley
		1,860	State
MASS.	Boston	1,500	Pilgrim
		3,583	State
MICHIGAN	Detroit	2,500	Eastown
		4,029	Michigan
		2,967	Palms State
MINNESOTA	St. Paul	2,362	Paramount
MISSOURI	St. Louis	3,166	State
NEBRASKA	Omaha	2,978	Orpheum
NEW JERSEY	Asbury Park	1,558	St. James
	Camden	2,213	Stanley
NEW YORK	Albany	1,550	Palace
	Binghamton	2,284	Capitol
	Buffalo	2,091	Centre
	N.Y.C.—Bronx	2,353	Fordham
	N.Y.C.—Brooklyn	4,060	Fox
		2,146	Marine
	N.Y.C.—Manhattan	450	Guild Newsreel

(*Continued on Next Page*)

(*Continued from Preceding Page*)

State	*City*	*Seating Capacity*	*Theatre*
N.Y.C.	Flushing	2,282	Victoria
		2,146	Prospect
NO. CAROLINA	Charlotte	1,405	Carolina
OHIO	Cincinnati	3,037	Albee
	Cleveland	3,009	Allen
		3,465	Hippodrome
		3,446	State
	Dayton	2,665	Keith's
	Toledo	2,455	Rivoli
PENNSYLVANIA	Chester	2,272	Stanley
	Erie	2,584	Warner
	Philadelphia	2,947	Stanley
	Pittsburgh	2,016	J. P. Harris
		3,486	Penn
		3,719	Stanley
UTAH	Salt Lake City	1,759	Utah
VIRGINIA	Richmond	1,396	Byrd
		1,393	National
		668	State
WASHINGTON	Seattle	2,559	Orpheum
WISCONSIN	Milwaukee	2,436	Riverside
		2,431	Warner

For Toll TV Firms . . . . . *See Page 922*

For British TV Studios . . . . . *See Page 729*

For Color Equipped Stations . . . . . *See Page 923*

For Stations & Receivers Overseas . . . . . *See Page 915*

For Canadian TV Station Listings . . . . . *See Page 903*

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Copy Chief.....David M. Hausdorff
Services Offered: Prepare and produce all radio and television programs, jingles, films.
Productions: Jewish Home Show, Jewish Show Time, The Larry Douglas Show, The Norman Atkins Show, The Abe Elstein Show, The Jan Bart Show.

AGNETA AGENCY

1270 6th Ave., New York 20, N. Y.
Phone: COlumbus 5-0232
President.....Nicholas T. Agneta
Services Offered: Recording, Production, Scripts, Talent.
Productions: Broadway Musical Comedy, TV film.

AIR FEATURES, INC.

44-46 East 53rd St., New York 22, N. Y.
Phone: PLaza 1-4155
President.....I. S. Becker
Comptroller.....Andy Subbiondo
Services Offered: Radio-TV packaged programs, live, film and transcribed.
Current Productions: Helen Trent, Our Gal Sunday, Backstage Wife.

AMERICAN INSTITUTE OF FOOD PRODUCTS, INC.

608 Fifth Ave., New York 20, N. Y.
Phone: JU 6-7600
General Manager.....Robert A. Bories
Services Offered: Production, scripts, talent for food merchandising.

RAY ANTHONY ENTERPRISES, INC.

9155 Sunset Blvd., Hollywood, Calif.
Phone: CRestview 4-5473
President .....Ray Anthony
Sec'y-Treas. .....Fred Benson
Services Offered: Packagers and producers of radio and television shows.

ASSOCIATED BROADCAST ADVERTISING CO.

1188 South Muirfield Road, Los Angeles 19, Calif.
Phone: WEbster 6-5564
Sales Mgr., Owner.....Irwin T. Porter
Partner, Prog. Mgr.....Gertrude T. Porter
Script Dept.....Jean Norab
Services Offered: Scripts created, for any business, ranging from miniature 5-minute programs to half hour or more shows—also spot announcements, and jingles. Promotion, programming, production, and merchandising. Several participation (quiz) and other shows available.

ASSOCIATED PRESS

50 Rockefeller Plaza, New York 20, N. Y.
Phone: PLaza 7-1111
General Manager.....Frank J. Starzel
Asst. Gen. Manager, Radio..Oliver Gramling
Radio News Editor.....John A. Aspinwall
Services Offered: 24-hour news coverage, hourly news summaries, daily & weekly feature coverage for TV and radio, and AP Photofax News pictures for TV.

BARRY & ENRIGHT

667 Madison Avenue, New York, N. Y.
Phone: TEmpleton 2-8600
Gen. Executive.....Jack Barry
Gen. Executive.....Dan Enright
Business Executive.....Fred Stettner
Prod. Executive.....Robert Noah
Art Director.....Norman Blumenthal
Office Manager.....Florence Charney
Services Offered: Package producers of live and transcribed radio shows and live and filmed TV shows.
Productions: Tic Tac Dough, Dough-Re-Mi, Concentration.

BASCH RADIO & TELEVISION PRODUCTIONS

17 E. 45 St., New York 17, N. Y.
Phone: MUrray Hill 2-8877
Sales Manager.....Charles J. Basch, Jr.
Services Offered: Complete program building service; Package programs for radio and TV Jingles and "idea" spots; custom and syndicated recordings; TV commercials; live and film.

ZACH BAYM FILMS

60 East 42 St., New York 17, N. Y.
Phone: MU 2-4813
Sales Manager.....Zach Baym
Services Offered: Television film sales representative: feature length motion pictures; full-length westerns; animated cartoons.

IRENE BEASLEY RADIO PRODUCTION SERVICE

Heatherdell Rd., Ardsley, N. Y.
Phone: DObbs Ferry 3-3578
Owner..... Irene Beasley
Services Offered: Program production; live package programs.

ONE OF THE ALL-TIME GREAT RADIO SHOWS

The GREEN HORNET

IS NOW AVAILABLE FOR RADIO AND TELEVISION SPONSORSHIP

Held Highest Ratings Since 1936

•

Pilot Film, Black and White or Color Available for Screening

For Complete Details Write or Wire

H. Allen Campbell

TRENDLE-CAMPBELL-MEURER, INC.

28 W. Adams Ave. Detroit 26, Michigan

Tel. WOodward 2-9184

V. S. BECKER PRODUCTIONS

551 Fifth Ave., New York 17, N. Y.
Phone: MUrray Hill 2-0777

Executive Producer.....Viola S. Becker
Sales.....Thomas W. Bieder

***Services Offered*: Production of package shows and commercials for Radio, Television programs, live and film. Distributors of film.**

WALTER BIDDICK CO.
(Programs Div.)

1046 S. Olive St., Los Angeles 15, Calif.
Phone: RI 9-8800

Manager .....Guy Biddick
Office Manager.....Barbara McNey
Traveling Rep.....Burton Zoul

***Services Offered*: Preparing and recording commercial announcements for your own individual requirements. Packaged ½-min. transcribed announcements already prepared for various type businesses. Packaged quarter-hour transcribed radio programs. Transcribed sacred music libraries sold outright.**

BRITISH INFORMATION SERVICES,

45 Rockefeller Plaza, New York 20, N. Y.
Phone: CIrcle 6-5100

Director.....Rodney C. Chalk

Services Offered: Produce and distribute Radio-TV public service programs; film and tape news features.

BROADCASTING PROGRAM SERVICE

17 E. 45th St., New York 17, N. Y.
Phone: OXford 7-0725

President .....Herbert Rosen

Services Offered: Transcription service, musical programs on tape, sound effects records, mood and bridge music library, TV programs on films.

BROOKS-HAGE SERVICES, INC.

252 East 50th Street, New York 22
Phone: PLaza 9-8179

Editorial Bd. Chmn.....William F. Brooks
Editor-in-chief.....A. Maxwell Hage

Services Offered: Fifteen correspondents of world-wide reputations provide daily broadcast editorial reports for radio and television stations. New, daily service is exclusive to one subscriber in each city.

BYRON PRODUCTIONS

8 E. 52nd St., New York 22, N. Y.
Phone: PLaza 3-6930

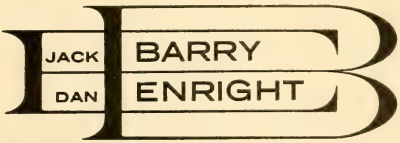
President.....Edward A. Byron

Services Offered: Package programs.

BRUCE CHAPMAN COMPANY

125 West 41st Street, New York, N. Y.
Phone: WIsconsin 7-9244

President .....Bruce Chapman
V.P.-Treas.....Edna Chapman



667 MADISON AVENUE • NEW YORK 21, N. Y.

represented by mca

Prod. Mgr.....Bert Berns
Res. Dir.....Mary Hutcheson

Branch Offices
30 rue Chalgrin, Paris, France
Phone: Passy 70-44

Services Offered: Production of radio & TV programs

Productions: The Answer Man. Wonders of the World, Here's the Answer.

CHESHIRE & ASSOCIATES

6606 Selma Ave., Hollywood 28, Calif.
Phone: HOllywood 3-3498

Owner, Gen.Mgr.....Bob Reichenbach
Executive Producer.....Harry V. Cheshire
Office Manager.....Ethel Mack

Services Offered: Producers & distributors of syndicated radio & TV programs; Pacific Coast distributor for Speedy-Q & E.M.I. sound effects records & E.M.I. recorded background & mood music.

Productions: Stand By For Crime, Pappy Cheshire's Ranch Roundup, Frontier Town, Along the Trail with Pappy Cheshire, The Golf Doctor, The M. J. B. Show.

CINEFFECTS, INC.

(See TV Prod. Dist.)

TED COLLINS CORP.

500 Fifth Ave., New York, N. Y.
Phone: CH 4-5036

Manager .....Ted Collins

Services Offered: Talent, Production.

COLORAMA FEATURES

1501 Broadway, N.Y.C.
Phone: Longacre 4-5992

President.....Jules B. Weil
Vice President.....Carroll L. Puciato

COMMODORE PRODUCTIONS & ARTISTS, INC.

6636 Hollywood Blvd., Hollywood 28, Calif.
Phone: HO 9-7502

Pres., Exec. Prod.....Walter White, Jr.
Vice-Presidents..Kent Allen, John H. Legan
Secy.-Treas. .....Eleanor Payne

Services Offered: Producers of 'live' and filmed programs. Also package programs and commercials. Service nationally transcribed radio programs.

Productions: Hawaiian Islands police series.

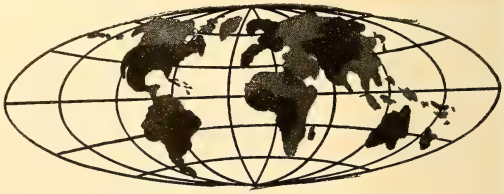
FRANK COOPER ASSOCIATES

9145 Sunset Blvd., Los Angeles 46, Calif.
Phone: CRestview 4-5971
N. Y. Phone: PLaza 1-0725

President .....Frank Cooper
V.P. Chge. of N. Y. Office.....Sy Fischer
V.P. in Ch. Los Angeles Of.....Dick Hyland

Services Offered: Packagers and sales representatives of radio and television pro-

WORLD'S LARGEST SELECTION of Transcribed Radio Programs



- **MYSTERY and ADVENTURE SHOWS (½ hr.)**
- **5 and 15-MINUTE PROGRAMS**
  Health — Humor — Sports — Finance — Musicals
- **JINGLES — CUSTOM MADE and OPEN-END**
  Station Identification Jingles. Jingles for Local Sponsors and for Regional and National Advertisers. Weather Forecast, Time, etc.

All Your Radio Program Needs at "Down To Earth" Prices

Harry S. Goodman
19 EAST 53rd STREET at Madison Avenue . . . NEW YORK CITY

grams. Representatives of writers and talent.
Productions: Dotto, Line-Up, Sez Who, Verdict Is Yours.

COMMUNITY CLUB SERVICES, INC.

20 East 46th Street, New York 17
Phone: MUrray Hill 7-4466
President (Awards).....John C. Gilmore
Exec. V.P. (Lyric Div.) William M. Carpenter
Branch Offices
P. O. Box 3291, Augusta, Ga.
10375 W. 18th St., Lakewood, Cal.
5106 Live Oak St., Dallas, Tex.
360 N. Michigan, Chicago, Ill.
Phone: Dearborn 2-2097
55 N. Buckley Rd., Westport, Conn.
544 Northcrest Drive, Nashville, Tenn.
Manager.....John E. Karr
S. W. Caldwell, 447 Jarvis St., Toronto, Can.
Services Offered: Packagers and sales representatives of radio and television programs.

FREDERIC DAMRAU, M. D.

2 Tudor City Place, N.Y.C. 17
Phone: YUkon 6-9484
Director.....Frederic Damrau, M. D.
AFTRA Associate.....Adeline Maneery
Business Manager.....Mary L. Davis
Services Offered: Educational and dramatized programs relating to health, for both radio and TV.

MAC DAVIS FEATURES

1 Montgomery Place, Brooklyn (15), N. Y.
Phone: Nevins 8-4374
Director .....Mac Davis
Services Offered: Sport shows created, written and produced for television and radio presentation. Also special scripts and ideas furnished for all types of sport programs for local, regional or network presentation.
Productions: Heartbeats in Sport Headlines, They Made Sports History, Diamond Dust, Ask Me Another, It Happened In Baseball, This Is Football, Horse Tales.

PHIL DAVIS MUSICAL ENTERPRISES, INC.

59 East 54 St., N.Y. 22
Phone: MU 8-3950
President .....Phil Davis
V.P. Mus. Dir.....Earl Paul
Secy-Treas.....Loretta H. Davis
Prod. Mgr.....Joe Rhodes
Copy Dir.....E. C. Redding
Exec. Sect.....Renee Strum
Services Offered: Musical consultants to advertising agencies; composition of original music and copy approaches for spot campaigns. Facilities to handle any service or complete package.

GORDON M. DAY PRODUCTIONS

15 W. 44th St., New York 36, N. Y.
Phone: MUrray Hill 2-5299
Pres., Creative Dir.....Gordon M. Day

GALE-GERNANNT PRODUCTIONS, INC.

COUNTY FAIR

Monday through Friday — NBC-TV

V.P., Prod. Supvr.....Carol Bulkley
Treasurer.....Leo L. Reich

Services Offered: Writing-production of jingles and spots; consultants to advertising agencies on preparation and production of commercials.

Productions: (Commercials) Alcoa, Good & Plenty Candy, Margo Wine, Sacramento Tomato Juice, King Edward Cigars, N. E. Telephone Co. (Yellow Pages), American Tobacco Co. (Roi-Tan Cigars), Dolly Madison Ice Cream, Foremost Dairies, Oil Heat Dlrs. Assn., Luby Chevrolet Dlrs., Dairy Queen, Laddie Boy Dog Food, Valley Forge Beer.

DEMBY PRODUCTIONS, INC.

Hotel Plaza, 1 W. 58th St., New York 19, N. Y.
Phone: PLaza 9-2495

President.....Emanuel H. Demby
Vice-President .....Mildred Demby
Dramatic Programs.....Betty Jeffries
Creative Supervisor.....Allen Swift

Services Offered: Producers of feature and television films, spot commercials, sales training and public relations films. Affiliated with Motivation Research Associates for pretesting commercials and other films for potential audience effectiveness.

Productions: The Shadow, Hollywood to Broadway, How to Be a Cowboy, Half The World's a Bride, Carnival, Witch on Wheels, Films For Sales, This Is Indonesia, Filmed spots for AMOCO-Super Permalube, Bad Laundry Bleach, etc.

For theatrical use only: Half The World's a Bride, Carnival, Witch On Wheels, The Shadow, Hollywood to Broadway, How To Be A Cowboy.

ALFRED DIXON PRODUCTIONS

138 E. 36th St., New York, N. Y.
Phone: MUrray Hill 5-6415

President-Owner.....Alfred Dixon
Casting and production.....Lynn Masters

Services Offered: Radio, stage, film, TV productions.

HARRY S. DUBE

10 Rockefeller Plaza, New York 20, N. Y.
Phone: COlumbus 5-7035

Manager .....J. Knight

Services Offered: Live Talent, package shows and transcriptions, Video tapes.

DYNAMIC FILMS INC.

405 Park Ave., New York 24, N. Y.
Phone: PLaza 1-7447

President .....Nathan Zucker
Vice President.....Lester S. Becker
Executive V.P.....Lee R. Bobker
Exec. Prod. (Med. Dynam.) .Sol S. Feuerman
Distribution Director.....Gerald Carrus
Sound Supervisor.....James Townsend, Jr.
Ed. Supvr.....Irving L. Oshman

Services Offered: Complete production and distribution facilities, sound stages, recording studios, animation. Associated companies —Dynamic Film Studios, Inc., Medical-Dynamics, Inc., Alan Shilin Films, Inc., Distribution Dynamics.

MASQUERADE PARTY
STARRING
BERT PARKS
NBC-TV
10:30 P.M. Thursday
TELEVISION'S MOST COLORFUL SHOW

KEEP TALKING!
CBS-TV
10:00 P.M. Sunday
TELEVISION'S FUNNIEST NEW SHOW

WOLF PRODUCTIONS — WOLF ENTERPRISES
420 Madison Ave., New York, N. Y.

Productions: All The Way Home, 500 Mile Challenge, 9th Annual Darlington Southern 500, Crisis in Levittown, New Chapter, Man Who Didn't Walk, Hypertension, The Big Challenge.

ECONOMEE TELEVISION PROGRAMS

(Div. of Ziv TV Programs, Inc.)
488 Madison Ave., New York 22, N. Y.
Phone: MU 8-4700

General Manager.....Pierre Weis

Services Offered: Distribution of the following filmed TV programs: Mr. District Attorney, I Led Three Lives, Favorite Story, Boston Blackie, Eddie Cantor Comedy Theatre, Meet Corliss Archer, Times Square Playhouse, The Unexpected, Your Television Theatre, Yesterday's Newsreel, The Living Book, Sports Album, Science Fiction Theater, Doctor Christian, West Point, Men of Annapolis.

ROBERT J. ENDERS, INC.

1001 Connecticut Ave., N. W.
Washington 6, D. C.
Phone: STerling 3-2222

President.....Robert J. Enders
Exec. Vice-Pres.....Howard A. Enders
Editorial Supervisor.....George Taylor
Prod. Mgr.....Les Miller
Script Ed.....Mary Crowell
Art Dir.....Fred Waller
Photography Director.....Bert Spielvogel

Hollywood Office
MGM Studios, 10202 Washington Blvd.
Culver City, Calif.
Phone: TExas 0-2707
V.P., Chg. of Prod.....Robert L. Friend

New York Office
15 E. 48th St., New York, N. Y.
Phone: PLaza 3-4966
Exec. in Charge.....Marshall Schacker

Services Offered: Radio and television complete production; motion pictures, commercials, animation, program packagers for network or syndication.

Productions: Tomorrow Today (series), Songs of Our Fathers, Safety, Espionage, Manhunt, Cover Story, The Assassin, Let's Play Bridge, For God and Country, Ambassadors with Wings, Best of the Post.

ENDORSEMENTS, INC.

65 East 55th St., New York 22, N. Y.
Phone: PLaza 1-0315
9172 Sunset Blvd., Hollywood 46
Phone: CR 6-1272

President .....Jules Alberti
Exec. V.P., Chmm. Exec. Comm..Tyler Davis
Sr. V.P., Chg. M.P. & TV Oper.
Robert C. Brilmayer
Sr. Vice President....Robert L. Montgomery
V.P.'s.....Harold S. Wadro, MD;
Frederick G. Horan
Asst. to Pres.....Hope Hills
Research Dept. Dir.....Barbara Marcus
Secy.-Treas. .....Carol Batchelder

Services Offered: Endorsements & testimonials, live & TV.

Television and Radio Productions

WILBUR STARK–JERRY LAYTON, Inc.

Now Filming at M-G-M Studios

"COLONEL HUMPHREY FLACK"

★

6 East 45th St., New York 17, N. Y.

OXford 7-6860

ENTERTAINMENT PRODUCTIONS, INC.

575 Madison Ave., New York 22, N. Y.
Phone: PLaza 9-3700

President ....Harry Fleischman
Exec. Vice Pres.....Steven R. Carlin
Treasurer.....J. Kyle Faber
Producer .....Merrill Heatter

Services Offered: Producers of Radio and TV shows.

Productions: Top Dollar.

ESTES NEWSFEATURES

530 E. 23rd St., New York 10, N.Y.
Phone: SPring 7-5766

Pres., Exec. Prod.....Bernard Estes
Secretary-Treasurer .....Hazel Estes
Associate Producer.....Jack Sheldon
Photography Director.....Jack Estes

Services Offered: Live, Spot & transcribed & filmed packaged shows produced for AM and Video. Specializing in news & feature programs. Spot or contract assignments. News & camera correspondents throughout U. S., Latin America, Europe & Far East.

FADIMAN ASSOCIATES, LTD.

1501 Broadway, New York 36, N. Y.
Phone: LAckawanna 4-3544

Manager .....Edwin Fadiman

Services Offered: Production, Package Shows.

FELIX THE CAT CREATIONS, INC.

355 Lexington Ave., New York 17
(See Commercial Producers)

FORRELL, THOMAS & POLACK ASSOCIATES, INC.

157 W. 57th St., New York 19, N. Y.
Phone: CIrcle 6-9132

Pres., Treas.....Gene Forrell
Vice President.....Edward Thomas
V.P., Secy.....Jim Polack
Business Mgr.....Nadina B. Swanson

Services Offered: Creation and production of radio and TV singing commercials. Original scoring for TV, industrial and institutional films.

FOUR i PRODUCTIONS

510 Madison Ave., New York 20, N.Y.
Phone: El 5-5633

Partners.....Donald Kurz, Jay Weitzner

Services Offered: All types of TV production.

WALT FRAMER PRODUCTIONS

1150 Avenue of the Americas
New York 36, New York
OXford 7-3322

Senior Partner.....Walt Framer
Producers.....Sid Tamber, Bob Wald
Associate Producer..... Mervyn Framer

CIrcle 5-0380

ROBERT HALL PRODUCTIONS

Radio — Television

Robert Hall

309 West 57th Street
New York 19, N. Y.

Business Affairs.....Henry Schmerzler
Publicity Director.....Jerry Gast

Services Offered: Package producers of radio & TV shows.

Current Productions: Big Payoff, For Love or Money.

FREMANTLE INTERNATIONAL INC.

366 Madison Ave., New York 17, N. Y.
(See TV Prod.-Dist.)

GAC-TV, INC.

640 Fifth Ave., New York 19, N. Y.
Phone: CIrcle 7-7543
9650 Santa Monica Blvd., Beverly Hills, Cal.
Phone: CRestview 1-8101

President .....Arthur C. Weems
Vice-President.....Harry M. Anger
V.P., W. Coast Oper.....Jay Michaels
V.P., Sales.....Jack Sobel
Creative Dir. (NY).....Henry Coleman

Services Offered: Program Production, development & sales. Artists representatives. Transcription production and services. World-Wide Film sales representation.

Productions: The Perry Como Show, The Pat Boone Show, The National Guard Show, The Patti Page Show, Jimmy Dean Show, Captain Kangaroo Show, Father Knows Best Show, Behind Closed Doors, My Friend Flicka.

GBA PRODUCTIONS
(Gallucci Bros. & Assoc.)

727 Meriden Road, Waterbury 4, Conn.
Phone: PLaza 35272

President .....Joe Gallucci
General Manager.....N. T. Gallucci
Sales Manager.....Lou Gallucci
Assoc. Producer.....C. G. Harries
Assoc. Producer.....Jack Sheehan
Assoc. Director .....Lloyd Hurd
Assoc. Director.....N. S. Strauss
Assoc. Director.....Dick Felker
Assoc. Director.....Barbara Piper
Assoc. Director.....Joe Megaro

Services Offered: Special feature program.

JOHN E. GIBBS & CO., INC.

12 West 55th St., New York 19, N. Y.
Phone: PLaza 7-5959

President .....John Gibbs

Services Offered: Television and Radio production.

GRACE GIBSON RADIO PRODUCTIONS

6606 Selma Avenue, Hollywood 28, Calif.
Phone: HOllywood 9-4580

General Manager.....Bob Reichenbach
Executive Producer.....Grace Gibson

Services Offered: Production and distribution of transcribed (syndicated) dramatic program series, for radio release.

Productions: Drama Of Medicine, Famous Court Dramas, The Romance of Famous Jewels, Adventures of Major Gregory Keane.

FRANK
COOPER
ASSOCIATES

New York Office
17 EAST 54th STREET
PLaza 1-0725

Hollywood Office
9145 SUNSET BOULEVARD
CRestview 4-5971

HAROLD R. GINGRICH PRODUCTIONS

111 N. Marion St., Oak Park 1, Ill.
Phone: VI 8-9444

Owner-Manager.....Harold R. Gingrich
Mus. Dir.....Jack Wonnell
Talent Director.....Lee Raleigh
Script Director.....Bill Browne

Services Offered: Radio-Television advertising, counseling and ideas.

GOMALCO INC.

404 N. Roxbury, Beverly Hills, Calif.
Phone: CR 5-6131

President.....David P. O'Malley
Vice-President .....George Gobel

Services Offered: Television production (live and film).

Current Productions: The George Gobel Show, Leave It To Beaver.

HARRY S. GOODMAN PRODUCTIONS

19 E. 53rd St., New York 22, N. Y.
Phone: PLaza 5-6131

General Manager.....Harry S. Goodman
Sales Manager.....Everett F. Goodman
Asst. General Manager.....William Baron
Radio Director.....Frank Gehrecke
Secretary.....H. D. Knuth
TV Director.....Stuart Wilson

Services: Custom Commercials, Syndicated Commercials, Jingles, 5 min.-15 min.-30 min.-full hour shows. Mystery, Adventure, Soap Operas, Western, Religious Musical, Misc., Juvenile.

Productions: Your Money & You, Candid Mike.

MARTIN GOODMAN PRODUCTIONS, INC.

36 Central Pk., South, N.Y.C. 19
Phone: PLaza 1-3555

Executives.....Geo. Spota, Arthur Willi, Billie Biederman

Services Offered: Personal management of TV personalities and packaging.

GOODSON-TODMAN PRODUCTIONS

375 Park Ave., New York 22, N. Y.
Phone: PLaza 1-0600

Partner.....William S. Todman
Partner .....Mark Goodson
Director of Sales.....Bud Austin
General Business Mgr....Howard F. Todman
Exec. Dir. of Programs.....Gil Fates
Dir. of West Coast Prog.....Harris Katleman
Production Manager.....Mitchell Leiser

Branch Office
Goodson-Todman Enterprises, Ltd.
449 S. Beverly Dr., Beverly Hills, Calif.
Phone: CRestview 4-7357

Services Offered: Producing and packaging live and transcribed radio, and live and filmed TV programs for national, regional and spot sales.

Jack London Productions, Inc.

NEW OFFICES

IN ASSOCIATION WITH

PATHÉ NEWS Inc.

245 WEST 55th STREET, NEW YORK 19, N. Y.

TV SERIES IN PRODUCTION *Jack London's*
"Call of the Wild"
"Smoke Bellow"

Productions: Beat the Clock, I've Got a Secret, What's My Line, The Price Is Right, The Web, To Tell The Truth.

GOTHAM RECORDING CORP.

2 W. 46th St., New York 36, N. Y.
Phone: JUdson 6-5577

President.....Herbert M. Moss
V.P., Gen. Mgr.....Robert M. Volkell
Dir. of Prog.....Fred Hertz
Acc. Execs.....L. Lawson, Sandy Towt

Services Offered: Radio transcription and film production and recording. Studios on premises. 16 Ampex Tape machines, five Disc Lathes. Writing and production staff available. Recording, editing, mastering, pressing facilities.

ARTHUR HENLEY PRODUCTIONS

Shelton Towers, 523 Lexington Ave.,
New York 17, N. Y.
Phone: PLaza 5-7145

Producer, Writer.....Arthur Henley

Services Offered: Television and radio packages, production and writing services. Program consultants.

Production: Make Up Your Mind.

SANDY HOWARD PRODUCTIONS

Paramount Sunset, 5842 Sunset,
Hollywood, Calif.
Phone: HO 2-6282

President .....Sandy Howard
V.P. Chg. Production.....Harvey Bernhard
V.P., Sales, Prom.....Jack T. Mulcahy

Services Offered: Live and film program producing. Production both film, tape & live.

Productions: Crime Story; Night Court, Police Station, Frank Parker Show, Greet the People, Mr. Smith & Mr. Jones, Emergency Ward.

HOWARD RADIO-TV PRODUCTIONS

123 W. Chestnut St., Chicago 10, Ill.
Phone: MIchigan 2-5877

Owner .....Bernard Howard

Services Offered: All creative phases of Radio-TV—ideas, writing, production—including commercials; Consultant for agencies without their own Radio-TV departments; package producer; free-lance writing and production.

IMPA PRODUCTIONS, LTD.

730 Fifth Ave., New York 19, N. Y.
Phone: JU 2-5013

Producers, Owners.....Irving Mansfield, Peter Arnell

Services Offered: TV & Radio Programs; Production, Package.

Production: Chance for Romance.

INTER-CALIFORNIA BROADCASTING SYSTEM

758 Colorado Blvd., Pasadena 1, Cal.
Phone: RYan 1-7148

General Manager.....Gustavo Faist Moran

Build more listener . . .

interest

"MODERN RADIO" 30 and 60 SECOND RECORDED CAPSULE FEATURETTES FOR ROUND-THE-SCHEDULE PROGRAMMING

- **DOTTIE FRYE**
  Modern family advice in a sharp, humorous style created in versatile 40 second capsules.
- **FEATURE DAY**
  "Lillie Crabtree's" unique style gives your station new merchandising power with her better living ideas. Each day . . . such as food, fashion, furnishings . . . built for concentrated advertiser appeal.
- **Your Guidance Message in the Stars**
  12 thirty second horoscope capsules provided for each day . . . excitingly produced with an "outer space" sound.
- **JONATHAN PRICE**
  Superbly produced 60 second modern advice capsules with proven adult-appeal.

—COPY-SERVICE-BUREAU—
228 No. La Salle Street • Chicago 1, Ill.
FInancial 6-2657

Station Mgr.....R. A. Ochoa
Promotion Mgr.....M. L. Moran

Services Offered: Specialists in Spanish language advertising. Production of Spanish language radio programs.

INTERNATIONAL 16mm CORP.

165 W. 46th St., New York 36, N. Y.
Phone: PLaza 7-2265
President-Treasurer....Patrick E. Shanahan
Secretary .....George Blake

Services Offered: Producers and distributors of motion pictures; prints in both 16mm. and 35mm. subjects. Classical music by Symphonic Orchestras.

THE JAFFE AGENCY, INC.

9441 Wilshire Blvd., Beverly Hills, Calif.
Phone: CRestview 4-7433
New York Phone: CIrcle 7-6200
President .....Philip Gersh

Services Offered: Representation of Artists, Actors, Actresses, Directors and Writers and Material in Live and Film Television and Radio. Packagers of Live and Film Television Shows.

HENRY JAFFE ENTERPRISES, INC.

444 Madison Ave., New York 19, N. Y.
Phone: CIrcle 5-2400
President .....Henry Jaffe
V.P.'s.....Dan Lounsbery, Norman Lessing
Secretary-Treasurer.....Marvin B. Meyer

Services Offered: Creation & production of live & film TV Shows.

Productions: The Chevy Show, Shirley Temple's Storybook Series, Bell Telephone Hour.

JEWELL RADIO AND TELEVISION PRODUCTIONS

540 North Michigan, No. 17 on the Mezzanine
Chicago 11, Ill.
Phone: MOhawk 4-5757
President.....James E. Jewell
Vice-President.....W. Ralph Jewell
Secretary.....M. P. Casey
Editor .....James Lawrence

Branch Offices

Landmark Productions, 1040 N. Las Palmas
Hollywood, California
Phone: HOllywood 7-3111
Manager .....Michael Baird
Director .....Lewis Foster

3062 Penobscot Bldg., Detroit 26, Mich.
Phone: WOodward 3-0617
Exec.-in-Charge.....W. Ralph Jewell

Services Offered: Creators and Producers of Programs, Transcriptions, Commercial Spots and Jingles. Television and Radio Consultants to agencies, sponsors. All-inclusive package-production services and facilities.

Productions: Jewell Starmaker Theatre (TV live), Silver Eagle (Radio: Live and transcribed, The King Jesters Show (Radio, transcribed).

Impa Productions, Ltd.

730 Fifth Avenue, New York 19, N. Y.

JUdson 2-5013

Irving Mansfield — Peter Arnell

ROBERT KEESHAN ASSOC. INC

680 Fifth Ave., New York 19, N. Y.
Phone: PLaza 7-8618

President .....Bob Keeshan
Vice President.....Marvin Josephson

Services Offered: Radio-TV packagers and producers.

Productions: Captain Kangaroo.

MAXINE KEITH AGENCY

234 W. 44th St., New York, N. Y.
Phone: LA 4-4228

Director .....Maxine Keith
Office Manager.....Eric L. Stone

Services Offered: Creative programming & production; radio & TV package shows. Special promotion consultants for theatre & motion pictures.

Productions: From Me to You, It's Your Turn Now, 7 to 17 Club, On & Off Stage.

SONNY KENDIS, INC.

509 Fifth Ave., New York 17, N. Y.
Phone: VAnderbilt 6-0890

Pres., Exec. Prod.....James Sonny Kendis

Services Offered: Live & filmed radio-TV programs. Complete program packaging service—ideas, scripts, production, talent, sales. Personal management of top talent.

JACK KURTZE AGENCY

214 North Canon Drive, Beverly Hills, Calif.
Phone: CRestview 45403

President .....Jack M. Kurtze
Vice Pres.....Lula Mae Kurtze
Exec. Producer.....John Graves
Mus. Dir.....Myrl Whitesell

Services Offered: Specialized services to advertisers and advertising agencies, production, direction and casting facilities for TV, Radio and motion pictures, with packaging & artists' representation. Custom built TV programs, live and filmed.

Productions: So It's Your Birthday, Hawaiian Holiday Revue, The Four Barons in Action, Nevada Nites.

LANG-WORTH FEATURE PROGRAMS, INC.

1755 Broadway, New York 19, N. Y.
Phone: JUdson 6-5700

President.....John D. Langlois
Vice-Pres. .....C. O. Langlois, Jr.
Secretary .....W. O'Keefe
Sales Manager.....Hugh S. Allen, Jr.

Services Offered: Producers of Radio Hucksters and Airlifts—Musical Commercials plus "Airlifts" for station sound and individuality. Producers of tailor-made commercials and special local station promotion. Transcribed Music Service for radio and TV stations.

HERBERT S. LAUFMAN & COMPANY

221 N. La Salle St., Chicago 1, Ill.
Phone: RAndolph 6-4086

Pres. .....Herbert S. Laufman
Vice Pres.....Jas. A. Jennings, Jr.

Services Offered: Producer and packager of live and filmed TV programs, live com-

mercials, advertising counsellors.
Productions: The Doctor Answers, It's Baby Time, Here's Music.

LES LEAR PRODUCTIONS CORP.

Hotel Sherman, Chicago 1, Ill.
Phone: RAndolph 6-0905
1539 N. Vine St., Hollywood 28, Calif.
Phone: NOrmandy 3-3311
President .....Les Lear
Vice-President .....Jack Chase
Vice-President .....Hank Koval
Services Offered: Radio, TV and film production. Personal management.

LESTER LEWIS ASSOCIATES

11 East 48th St., New York 17, N. Y
Phone: PLaza 3-5083
Partners.....Lester & Juliet Lewis
Services Offered: TV package shows, personal management.

MAX LIEBMAN PRODUCTIONS

130 West 56th St.
New York, N. Y.
Phone: PLaza 7-6533
Services Offered: Live TV packages.

JACK LLOYD

1445 Miller Way, Hollywood 46, Calif.
Phone: OLdfield 6-4607
Exec. Director.....Jack Lloyd
Services Offered: Creation and production of radio and TV programs (Dramatic, musical, comedy and audience participation). Unusual commercials and musical jingles for advertising agencies and radio-TV stations.

JACK LONDON PRODUCTIONS, INC.

460 Park Ave., New York, N. Y.
Phone: JUdson 6-8920
President .....Barnett Glassman
Sls. & Pub. Rel.....Mary Katz
Services Offered: Producers of live and filmed TV packages.
Productions: Smoke Below.

C. P. MacGREGOR

729 S. Western Ave., Hollywood 5, Calif.
Phone: DUnkirk 4-4191
President.....C. P. MacGregor
Gen. Mgr.....E. H. Lowry
Services Offered: Transcription library productions: music library service, dramatic and musical programs; recording studios. Complete packaging including recording electroplating of masters and production on vinylite pressings.
Productions: C. P. MacGregor Show, Heartbeat Theatre.

MADISON PRODUCTIONS, INC.

1270 Ave. of Americas, New York, N. Y.
Phone: CI 5-3560
President .....Gerry Gross
Vice-President, Treasurer..Frank B. Sawdon
Vice-Pres., Secy.....Rita Fillet
Services Offered: Package & produce Radio & TV Shows and live commercials.
Productions: The Maggi McNellis Show—Junior Champions—Bill Stern Show—

NOW IN PRODUCTION!

- **POEM FOR A DAY**

A new film series of 365 two minute inspirational poems by NICK KENNY—beautifully narrated-organ music background

- **ROCKIN' THE CAMPUS**

A full length entertaining feature about the teen age rock & roll craze

- **PARADE OF PRESIDENTS**

An authentic & exciting documentary about America's Presidents. From George Washington to Eisenhower.

MAURICE H. ZOUARY
TV-FILM PRODUCTIONS

333 West 52nd Street, N. Y. 19 **JUdson 2-6185**

Sports Beat—Showtime—Bill Stern's Dugout —Maggi's Magazine.

MARK VII, LTD.

(See TV Prod.-Dist.)

THE MARSHALL ORGANIZATION, INC.

750 Third Ave., New York 17, N. Y.
Phone: MUrray Hill 7-2722

President.....A. W. Marshall
General Manager.....Evelyn K. Zuckerman

Services Offered: **Producing and Packaging Live and Transcribed Radio and TV Programs. Directorial and Supervising Service. Complete Radio and TV Public Relation services for Social, Professional and Trade Organizations.**

MCA-TV

598 Madison Ave., New York 22, N. Y.
Phone: PLaza 9-7500

Film Syndication Div.

V.P. in Charge.....David V. Sutton
V.P. Sta. Prog. Sls. Div.....Louis Friedland
VP. Chg. of N. Y office.....Wynn Nathan
VP. Chg. of Chicago office.....Jim Stirton
V.P. Chg. of Cleveland office...DeArv Barton
V.P. Chg. of L. A. office.....Bob Greenberg
V.P. Intl. Sls. Div.....P. J. McManus. Jr.

Branch Offices

598 Madison Ave., New York 22, N. Y.
139 Piccadilly, London, W1, England
49 bis Ave Hoche Paris, France
180 University Ave., Toronto 1, Ontario, Can.
9370 Santa Monica Blvd., Beverly Hills, Calif.
515 Glenn Bldg., Atlanta, Georgia
430 N. Michigan Ave., Chicago, Ill.
1172 Union Commerce Bldg., Cleveland, Ohio
504 Delta Bldg., New Orleans, La.
426 Transportation Bldg., Cincinnati, Ohio
2311 Cedar Springs, Dallas, Texas
15037 W. Eight Mile Rd., Detroit, Michigan
105 Montgomery St., San Francisco, Calif.
1415 Northwestern Bank Bldg., Minn., Minn.
530 Sixth Ave., Pittsburgh, Pa.
303 Gill Ave., St. Louis 22, Mo.
101 Jones Bldg., Seattle, Wash.
106 N. Caldwell St., Charlotte, N. C.
6014 W. 76th Terrace, Kansas City, Mo.
Offices also in Rome, Munich, Berlin, Mexico City, Tokyo.

Services Offered — Distribution of syndicated TV film programs and feature films.

Productions—The Adventures of Kit Carson, Biff Baker—USA, City Detective, Dr. Hudson's Secret Journal, Famous Playhouse, Federal Men, Follow that Man, Guy Lombardo and his Royal Canadians, Headline, Heart of the City, Man Behind the Badge, Mayor of the Town, Playhouse 15, The Ray Milland Show, The Rosemary Clooney Show, Soldiers of Fortune, State Trooper, Waterfront, Western Features Starring Gene Autry, Western Features Starring Roy Rogers, Crusader, If You Had A Million, Mickey Spillane's Mike Hammer.

McGRAW ASSOCIATES

61½ Perry St., New York 14, N. Y.
Phone: CHelsea 2-5605

Owner .....Walter McGraw

Services Offered: Production of radio. TV & film programs & commercials. Will also service clients on free-lance basis as producer, director, writer, or narrator.

Productions: Wanted; Commercials: Long Island RR, Kirin Beer, Japan Bicycle Exporters' Assn., special Monitor Reports.

ALEXANDER McQUEEN & ASSOCIATES

5222 N. Lakewood Ave., Chicago 40, Ill.
Phone: RAvenswood 8-9010

Owner .....Alexander McQueen

Services Offered: "Nothing But The Truth"

CHARLES MICHELSON, INC.

45 West 45th St., New York 36, N. Y.
Phone: PLaza 7-0695

President .....Charles Michelson
Treasurer .....Aaron Michelson

Services Offered: U. S. representatives for foreign TV stations; distributors of TV film program series, transcribed radio programs, Speedy-Q, Standard & E.M.I. sound effect libraries: distributors for E.M.I. mood music & Standard MUSI-Q & jingles.

Productions: Capsule mysteries, The Plainclothes Man, Famous Jury Trials, The Clock, Half-hour Mystery Bloc, Daytime Soap Operas.

TOP 10 DANCE PARTY

Now in 4th Year!!

Leading TV Stations across the Nation make MORE PROFITS with TOP 10 DANCE PARTY! America's *Largest, Local, Live* Teenage Syndicated Series.

It costs SO LITTLE to get —

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TOP 10 DANCE PARTY

565 Fifth Avenue
New York 17, N. Y.
OXford 7-6960

WILLIAM MORRIS AGENCY, INC.

1740 Broadway, New York 19, N. Y.
Phone: JUdson 6-5100
Exec.-in-Chg. of TV-Radio. Wallace S. Jordan
Services Offered: Packaged shows for radio and TV, also talent reps. for all fields.

CARLTON E. MORSE ENTERPRISES, INC.

Room 511, 1680 North Vine St.
Hollywood 28, Calif.
Phone: THornwall 5-7000
Owner.....Carlton E. Morse
Services Offered: Recording, program production, scripts, package programs.
Productions: One Man's Family, The Woman In My House.

MORTON PRODUCTIONS

64 East Lake St., Chicago 1, Ill.
Phone: CEntral 6-4144
President .....Morton Jacobson
Services Offered: Syndicated radio shows.
Productions: This Is The Story, So the Story Goes, Joe Emerson's Hymntime, Curt Massey & the Westerners.

HERBERT M. MOSS PRODUCTIONS

2 W. 46th St., New York 36, N. Y.
Phone: JU 6-5577
Producer.....Herbert M. Moss
Services Offered: Live and transcribed shows for Radio and TV.

Something New
in
Radio Programming

"THE INTIMATE SIDE OF OPERA"

A 13-week series of 30-minute operatic programs, using two turntables, one with our narration disc telling intimate and personal facts about the artist being featured on the program of the week, and the other with one of the leading LP operatic albums featuring the artist, now in your library or easily available to you.
Some of the 13 artists featured are Robert Merrill, Licia Albanese, Jan Peerce, Enrico Caruso and Ezio Pinza among others.
Rates are surprisingly low — which are easily paid for by 6 one-minute commercial spots, weekly.

Send for complete details, brochure and first script.

RITA ANELLA, Inc.
Suite 1006, 1697 Broadway
New York 19, N. Y.

MUZAK CORPORATION

(See Transcription-Recording)

NTA PRODUCTIONS, INC.

10 Columbus Circle, New York, N. Y.
Phone: JU 2-7300
President .....Ely A. Landau
Exec. Vice Pres.....Oliver A. Unger
Vice Pres., Secy.....Edythe Rein
Vice Pres., Sales.....Harold Goldman
Treasurer.....Eric H. Haight
Services Offered: Producers of television programs on films.
Productions: The Passerby, The Bill Corum Sports Show, Man's Heritage.

THE NATIONAL RESEARCH BUREAU, INC.

415 N. Dearborn St., Chicago 10, Ill.
Phone: SUperior 7-5080
Editorial Dir.....Milton Paule
Copy Dir.....Genevieve Smith
Services Offered: Copy and programming services for radio stations, three monthly sections for the Station Manager, Program Director and Continuity Director. Monthly station promotion newsletter designed for bulk distribution in exclusive territory.

OLIVER W. NICOLL PRODUCTIONS

37 W. 46th St., New York 36, N. Y.
Phone: JUdson 2-5130
Cable Address: ARREFFAY Newyork
Executive Director.....Oliver W. Nicoll
Associate Director.....Sandra Munsell
Services Offered: Radio—Program production and consultation, package live shows, syndicated transcriptions, scripts, talent, phonograph records and albums; Television—Program production and consultation, package live and film shows, scripts, talent. Members of NSTP—National Society of Television Producers.

PAN AMERICAN BROADCASTING CO.

370 Lexington Ave., New York 17, N. Y.
Phone: MUrray Hill 5-1300
Exec. V.P.....Eugene Bernald
Program Director.....Leo Shore
Services Offered: Scripting, producing and recording programs in over 54 foreign languages for use in United States and in foreign countries.

PANEL PROGRAMS, INC.

232 Madison Ave., New York
Phone: MUrray Hill 3-7095
President .....John Luter
V.P. in chg. Prod.....Hardy Burt
Services Offered: Packagers of shows for TV. Current series "Let's Face Television" to be followed by "Places, Please."

PETARN & IMPA

(See Impa Productions, Ltd.)

JULES POWER PRODUCTIONS, INC.

228 N. LaSalle, Chicago, Ill
Phone: ANdover 3-1422
New York Address: 35 West 53rd St.
Phone: CIrcle 5-3260

President .....Jules Power
General Manager.....Daniel Wilson

Services Offered: Production of live local and network television programs and commercials.

Productions: Time For Fun, WABC-TV.

PREMIERE ARTISTS AND PRODUCTIONS AGENCY

1046 N. Carol Dr., Los Angeles 46, Calif.
Phone: CR 4-5488

Owner .....Harold Jovien
Associate .....Bill Putney
Associate .....Mildred Houser

Services Offered: Representation of artist and programs for TV, radio, records, clubs. Also directors, producers for TV.

Productions: Peter Potter's Juke Box Jury, Ralph Story Show, Harry Babbitt Show, Jeri Southern Show, Dick Whittinghill Show, Mildred Younger Show, The Hawthorne Show.

GEORGE LOGAN PRICE, INC.

20828 Pacific Coast Hwy., Malibu, Calif.
Phone: GLobe 6-2135

President.....George Logan Price
Office Mgr.....Stella Lauch Price

Services Offered: 52½ hr. transcribed Bible dramas for commercial sponsorship. Nonsectarian; scripts authored by recognized Bible authority; dramatized by well-known artists of radio, stage, screen, TV.

Productions: Living Pages, From The Book of Life.

PRODUCERS MUSIC PUBLISHING CO., INC.

237 West 51st St., New York City 19, N. Y.
Phone: JU 6-0028

President .....Jule Styne
Execs.....L. Moselle, Mrs. S. Herscher

Services Offered: Theatrical productions; music published.

PROJECT-O-FEX, INC.

535 Fifth Ave., New York 17, N. Y.
Phone: MUrray Hill 7-1881

President.....Paul F. Adler

Services Offered: Semi-animated film, spot and institutional films.

PYRAMID PRODUCTIONS, INC.

221 West 57th St., New York 19, N. Y.
Phone: JUdson 6-7040

Chairman of the Board....Everett Rosenthal
President .....Leonard Loewinthan

Services Offered: Producers of live and film programs.

Productions: Big Story, Treasury Men in Action, Man Behind the Badge, Playhouse 15, Police Call, Seven Against Crime, Decoy, Deadline, Indictment.

RCA VICTOR CUSTOM RECORD SALES DIVISION

(See Transcription Companies.)

RADIO & TV ROUNDUP PRODUCTIONS

111 Maplewood Ave., Maplewood, N. J.
Phone: SOrange 3-1044
New York Phone: PLaza 5-0868

Executive Producer.....W. H. Bertenshaw
Secy., Bus. Mgr.....Betty Janeway
TV Director.....David Holm

Services Offered: Producers of local and syndicated radio and TV programs & packagers of bus., med., indust., agric., & science program drops.

Productions: Report From U. S. Rubber, The World of Fashion, It's a Funny World, Radio USA, Music USA, Prod. of all sports, music & special events for WHBI radio.

RADIO CITY ASSOCIATES

580 Fifth Ave., New York, N. Y.
Phone: CIrcle 6-7189

Pres. & Sales Mgr.....Morton D. Catok
V.P. & Prog. Dir.....Eugene Aretsky
General Mgr.....Norman Alt

Services Offered: Program production, both transcribed and live; specialize in packaging transcribed sports shows and filming of TV sports serials. Scripts created. Radio, TV sports celebrity endorsements packaged.

Productions: Radio: Woman's World; St. Nicks Fights. TV: What's New?; This Fabled World; Story Behind the Painting; Nightline Story Teller; Sportscope.

RADIO FEATURES OF AMERICA

37 West 46th St., New York 36, N. Y.
Phone: JUdson 2-5130
Cable Address: ARREFFAY, New York

Executive Director.....Oliver W. Nicoll
Associate Director.....Sandra Munsell

Production Unit
Hotel New Weston, Madison Ave. at 49th St.
New York 22, N. Y.
Phone: PLaza 3-4800

Managing Director..John Henry Macdonell
Program Coordinator.....Eileen Ellis

Services Offered: Program production and consultation, package live and film shows, script, talent.

REEMACK ENTERPRISES, INC.

1270 6th Ave., Rm. 902, New York 20, N. Y.
Phone: CI 6-7300

President .....Lloyd Marx
Vice-President .....Ted Mack

Services Offered: Producers of "The Original Amateur Hour," starring Ted Mack.

STU REYNOLDS PRODUCTIONS

195 So. Beverly, Beverly Hills, Cal.
Phone: CR 4-7863

President .....Stuart Reynolds

Productions: Harbor, G. E. Theatre, Jeweler's Showcase.

Services Offered: Specializing in the production and sale of filmed TV programs.

RICHARD S. ROBBINS CO.

163 Bleecker St., New York 12, N. Y.
Phone: SP 7-2568

President .....R. S. Robbins
Mgr. of Prize Promotion..Edward E. Finch

Services Offered: Radio and Television merchandise prizes.

ROCKHILL PRODUCTIONS, INC.

18 E. 50th St., New York 22, N. Y.
Phone: PLaza 9-7979

President .....Janet Taylor

Services Offered: Complete packages, radio, TV and film.

RICHARD H. ROFFMAN ASSOCIATES

675 West End Ave., New York 25, N. Y.
Phone: RIverside 9-3647

Bd. Chairman.....Maurice Roffman
President .....Richard H. Roffman
Vice Pres.....Sophie S. Roffman

Services Offered: Radio and TV production, public relations, publicity, promotion, procurement of prizes, legal counsel for producers and performers, contest ideas, talent representation.

Productions: Co-producing Arnold's New Life.

JACK ROURKE PRODUCTIONS

6331 Hollywood Blvd., Hollywood 28, Calif.
Phone: HO 3-7178

President .....Jack Rourke
Treasurer.....Joan Lane Rourke
Production Manager.....Dick Wendelken
Office Mgr.....Marjorie Lawson
Musical Dir.....Robert Garretson

Services Offered: Live and transcribed radio and TV programs; spot announcement campaigns and jingles.

Productions: "Ladies Matinee," "Jack Rourke Varieties," "Beauty Parade," "Rourke in Hollywood."

R-TV ENTERPRISES

225 W. 86th St., New York City 24
Phone: SUsquehanna 7-2161

President .....Amy W. Muentz
Executive Producer.....Jules Evan Baker
Adv., Prom. Dir.....Allan J. Levine

Services Offered: Broadcast promotions & productions; live & filmed commercial & public service programs & spots.

JAMES L. SAPHIER AGENCY, INC.

9538 Brighton Way, Beverly Hills, Calif.
Phone: CRestview 1-7231

President.....James L. Saphier

Services Offered: Radio and TV productions, sale of package programs and talent.

Productions: The Bob Hope Show.

ALLEN SAVAGE NETWORK PRODUCTIONS

1 E. 57th St., New York 22, N. Y.
Phone: EL 5-1434

Owner .....Allen Savage
Manager .....James Burke

Services Offered: Specializing in "Live Better Electrically," programs which are packaged and produced for the electrical industry, currently on air coast to coast. Packagers & producers of radio programs.

Productions: Adequate Wiring in the Home, Home Selector Guide.

BERNARD L. SCHUBERT, INC.

509 Madison Ave., New York 22, N. Y.
Phone: Murray Hill 8-0940

President .....Bernard L. Schubert
Treasurer .....Leonard Bogdanoff

Branch Offices

Chicago, Los Angeles, Houston, Memphis, St. Louis, Minneapolis, Atlanta, Washington, D. C., Pittsburgh, Boston.

Services Offered: TV film distribution talent, production, radio and TV package management.

Productions: White Hunter, Crossroads, Topper, Mr. and Mrs. North, TV Reader's Digest, Parole.

WALTER SCHWIMMER INC.

75 East Wacker Drive, Chicago 1, Ill.
Phone: FRanklin 2-4392
New York Address: 527 Madison Ave.
New York 22, N. Y.
Phone: ELdorado 5-4616

President .....Walter Schwimmer
Vice-Pres. in Chg. of Sales.....Bernie Crost
Vice-Pres., Prog. Dir.....Arthur Pickens
Assistant Program Director.....Nat Watson
N. Y. Office Manager.....Jack Arden

Services Offered: TV and radio package productions.

Productions: Championship Bowling, Championship Bridge, All Star Golf, Tello-Test, Tune-Test.

SCREEN GEMS, INC.

(See TV Film Pro.-Dist.)

SESAC, INC.

The Coliseum Tower,
10 Columbus Circle, New York 19, N. Y.
Phone: JUdson 6-3450

President .....Paul Heinecke
Secretary-Treasurer.....R. C. Heinecke
Asst. to Pres.....E. S. Prager
Production Manager.....R. S. Stone
Station Relations Dir.....W. F. Myers
Pub. & Prom.....Alice J. Heinecke

Services Offered: Licensing the use of copyrighted music; transcribed library service including catalog of over 8500 bridges, moods and themes; syndicated transcribed tailor-made programs for advertisers. Creators and producers of television, theatrical and sales influence films plus live shows; producing contractors; adapters; consultants to package show producers, advertising agen-

cies, sponsors. Distribution facilities for television and theatres, U. S. and foreign. Production facilities New York, Florida, Hollywood.

FLETCHER SMITH STUDIOS, INC.

319 E. 44th St., New York 17, N. Y.
Phone: MUrray Hill 5-9010
President .....Fletcher Smith
Secretary-Treasurer .....Peter Caldera

Services Offered: Complete motion picture production; TV shows, spots, industrial films; large sound stage for live photography; animation staff.

THE SOUVAINE ASSOCIATES INC.

135 Central Park West, New York 23, N. Y.
Phone: TR 3-1158
Producer .....Geraldine Souvaine

Services Offered: Producers of radio and TV programs.

SPORTS NETWORK, INC.

36 West 44th St., New York 36, N. Y.
Phone: MUrray Hill 2-0117
President.....Richard E. Bailey
Vice-President.....Roylance H. Sharp
Secretary & Bus. Mgr.....Thomas J. Shilling
Pub. Dir.....William N. Creasy, Jr.
Ass't Business Mgr.....Marie C. Wilber
V.P., Engineering.....Charles A. Voso

Services Offered: Sales and promotion, programming, technical, station relations and traffic; specializing in regional television and radio networks for all sports. Special features: major league baseball, Cleveland Brown pro football, Big Ten basketball, Atlantic Coast Conference basketball, Mid-Southwest college basketball.

WILBUR STARK-JERRY LAYTON, INC.

6 East 45th St., New York 17, N. Y.
Phone: OXford 7-6860
President.....Wilbur Stark
V.P.-Treas. .....Jerry Layton

Services Offered: Live & Filmed TV programs.

Productions: Modern Romances, True Story, Colonel Humphrey Flack.

TALENT ASSOCIATES LTD.

444 Madison Ave., New York 22, N. Y.
Phone: PLaza 3-1030
President .....Alfred Levy
Exec. Vice Pres.....David Susskind
V.P.'s.....Robt. Costello, Albert Selden.

TELDON PRODUCTIONS, INC.

2 West 46th St., New York 36, N. Y.
Phone: COlumbus 5-4111
President .....Stephen F. Temmer
Partner.....Herbert M. Moss

Services Offered: Packaged radio shows; foreign language radio shows.

Productions: This Week in Boating, Rendezvous in Vienna, USIA Voice of America (German language).

TELEPELICULAS INDEPENDIENTES DE MEXICO, S.A. de C.V.

Avenida de Los Alpes, Mexico, D.F.
Phone: 20-58-24
510 Madison Ave., New York, N. Y.
Phone: ELdorado 5-5633
President .....W. T. Clemons
V.P., Exec. Prod.....Stanley E. Schmidt

Services Offered: Production of live and filmed programs for Telesistema Mexicano in both English and Spanish. Programs also available in the United States.

Productions: The Diaper Set; Duplique su Dinero.

TELESTUDIOS, INC.

1481 Broadway, New York 36, N. Y.
Phone: LO 3-6333
President.....George K. Gould
Vice-President .....Edythe Rein

Services Offered: Complete videotape facilities & services for commercial & program production.

Productions: Kelloggs, Noxema, Republican State Comm., Democrat State Comm., Times Sq. Varieties, Viceroy.

TELEVISION AND RADIO FEATURES OF AMERICA

37 W. 46th St., New York 36, N. Y.
Phone: JUdson 2-5130
Cable Address: ARREFFAY, Newyork
Executive Director.....Oliver W. Nicoll
Associate Director.....Sandra Munsell
Managing Dir.....J. H. Macdonnell
Program Coordinator.....Eileen Ellis

Services Offered: Radio—Program production and consultation, package live shows, syndicated transcriptions, scripts, talent. Television—Program production and consultation, package live and film shows, script, talent.

TRANSCRIPTION SALES, INC.

121 N. Main St., Dayton 2, Ohio
Phone: BAldwin 2-3773
President.....J. P. Williams
Vice President.....Alexander Buchan
General Manager.....Gerhard Joseph

Services Offered: Open end transcriptions; quarter hour and five minute programs, featuring "Singin' Sam," Mullen Sisters, Charlie Magnante, Curley Bradley.

TRANSFILM, INC.

(See TV Prod.-Dist.)

TRANSAMERICAN BROADCASTING & TELEVISION CORP.

527 Lexington Ave., New York, N. Y.
President.....John L. Clark

Services Offered: Television and radio writing, direction, production and packaging.

TRENDLE-CAMPBELL-MEURER INC.

1800 Mutual Bldg., Detroit 26, Mich.
Phone: WOodward 2-9184

President .....George Trendle
V. Pres. & Gen. Mgr. ....H. Allen Campbell
Secretary.....George W. Trendle, Jr.

Services Offered: Radio-TV production,
Productions: The Green Hornet, Under Secret Orders and others.

RICHARD H. ULLMAN, INC.

295 Delaware Avenue, Buffalo 2, N. Y.
Phone: CL 2066
New York Phone: YUkon 8-0370

President.....Richard H. Ullman
Exec. Vice Pres.....Marvin A. Kempner
Vice President.....Richard B. Ullman
Treasurer.....Minna C. Thorn
Secy.....Edward H. Kavinoky
Production Manager.....R. D. Buchanan

Services Offered: Animated jingles covering 75 weather changes. "Watch the Birdie" (360) animated quiz clips. "Ad-i-mation" 10" animated film clips.

Productions: "Colonel Bleep" cartoon stories & animated questions.

VAVIN, INC.

134 E. 57th St., New York 22, N. Y.
Phone: MU 8-5897

President.....Richard de Rochemont
V.P.'s.....Jos. Stultz, Gerald E. Weiler
Secretary .....Ruth Teksmo

Services Offered: Production & distribution of documentary films, industrial, promotional, publicity, public relations, motion pictures for TV ,theatrical and non-theatrical uses.

THOMAS J. VALENTINO, INC.

150 W. 46th St., New York 19, N. Y.
Phone: CIrcle 6-4675-6

President.....Thomas J. Valentino
Vice-President.....Michael T. Valentino
Secretary.....Elsie F. Valentino

Services Offered: Sound effects records, transcriptions, background music for TV and radio.

VICTOR & RICHARDS, INC.

565 Fifth Ave., New York 17, N. Y.
Phone: OXford 7-6960

Nat'l Sales Manager.....Vic Lindeman, Jr.
Producer-writer .....Alan Sands
Station Relations.....Peggy Seager

Services Offered: Syndicate live TV programs to local stations and servicing stations with prizes for giveaways.

Productions: Top Ten Dance Party.

V. I. P.

720 5th Ave., New York 19, N. Y.
Phone: PLaza 7-0130

President .....Bill Murphy
Vice-President .....Charlotte Morgan
Radio-TV Dir.....Helen McCausland

Services Offered: Procuring prizes for quiz shows, producing quiz shows, endorsements by Very Important People, furnish guests for Radio-TV shows.

Current Productions: Cinderella Weekend, Gulliver's Travels, Bermuda Holiday.

CHICK VINCENT CO.

509 Madison Ave., New York 22, N. Y.
Phone: EL 5-0734

Director Producer.....Chick Vincent
Casting Director.....Eleanor Monroe

Services Offered: Package producers, program production, TV programs, live and film.

WOLF PRODUCTIONS

420 Madison Ave., New York 17, N. Y.
Phone: PLaza 5-2050

Partner .....Edward Wolf
Partner .....Herbert Wolf
Producers.....Jack Rubin, Alan Gilbert
Dir. of Sales.....Paul Ross

Services Offered: Radio-TV, live program productions.

Productions: Break The Bank, Masquerade Party, Hold That Note, Who's Calling, Keep Talking, The Seed We Sow.

FREDERIC W. ZIV CO.

1529 Madison Rd., Cincinnati 6, O.
Phone: PLaza 1-1323

President .....Frederic W. Ziv
Exec. Vice Pres.....John L. Sinn
V.P., Charge of Productions..Herb Gordon
General Manager.....Ben Philey
Treasurer.....Joseph L. Moore

New York Office
488 Madison Ave., New York 22, N. Y.
Phone: MUrray Hill 8-4700

Services Offered: Transcribed radio programs for local and regional sponsorship.

ZIV TELEVISION PROGRAMS, INC.

488 Madison Ave., New York 22, N. Y.
Phone: MUrray Hill 8-4700

Chairman of the Board.....Frederic W. Ziv
President.....John L. Sinn
V.P., Chg. of Sales.....Maurice J. Rifkin
V.P., Chg. West Coast.....Maurice Unger
Synd. Sales Manager.....Len Firestone
Manager, Natl. Sales.....James Shaw
Regional Sales Mgr.....Edward J. Broman

Services Offered: Custom built and syndicated shows.

Productions: Man Called X, Highway Patrol, Science Fiction Theatre, Meet Corliss Archer, Mr. District Attorney, The Eddie Cantor Comedy Theatre, I Led Three Lives, Cisco Kid, Favorite Story, Boston Blackie, Unexpected, Your TV Theatre, Times Square Playhouse, Yesterday's Newsreel, Living Book, Story Theatre, Sports Album, Bat Masterson, Rough Riders, Bold Venture, Mackenzie's Raiders, Sea Hunt, Target. Dial 999, New Adventures of Martin Kane, Harbor Command, West Point, Men of Annapolis.

MAURICE H. ZOUARY TV-FILM PROD.

333 W. 52nd St., New York 19, N. Y.
Phone: JUdson 2-6185

Owner.....Maurice H. Zouary

Services Offered: Live package radio & TV programs.

Productions: Poem for A Day.

RADIO STILL HAS A BASIC NEED
. . . And it is Still Showmanship

By JAMES H. WEATHERS
General Manager
World Broadcasting System

WE, at World, are constantly in touch with thousands of stations throughout the country, and we've been tremendously encouraged in recent months with the prosperity of the radio industry in general.

It wasn't too many years ago that a wave of pessimism was prevalent in the radio industry. Stations were concerned about the impact of television—they were worried about increased competition created by the continued granting of new radio facilities by the Commission—radio was affected by harder hitting sales efforts of newspapers, magazines, and virtually every other advertising medium. Radio embarked on a frantic era of search, seeking to find the solutions to performing a better service for its listeners and advertisers, and thereby enabling the radio industry to continue on a firm financial footing.

Apparently radio has found these answers because the overwhelming majority of broadcasters agree that radio has emerged from this transitory period stronger than ever and with the renewed confidence of listener and advertiser alike. The future of radio is bright and assured!

What are these answers? If they had to be summed up in one word, that word would be "Showmanship"! For too long, too many in the industry lost sight of the fact that basically radio is SHOW BUSINESS. We know we go in and tell our clients that they must advertise on our stations in order to dramatize and glamorize their products. Have we, therefore, any less of a responsibility to glamorize and dramatize our own product—the radio station itself? We know that for too long the sales concept of too many stations was simply "I can sell it cheaper than my competitor"—never taking into account that the value of any commodity is not determined by price alone, but by its ability to perform a necessary function. In the case of radio, "its ability to sell goods."

How many stations do we know of that send their salesmen out empty handed, forced to meet the prospect simply with a rate card in one hand, and hat in the other?—and then complain bitterly about the tough market conditions. If we have discovered anything within the past few years—it is that we need ideas—we need sales tools—we need showmanship, in order to sell and in order to produce results, thus assuring ourselves of happy clients and continuing renewals. The prospect who doesn't buy today still remains a prospect. In order to get him to say "yes" where he has been saying "no," we must offer him something new and sufficiently exciting to get him to want to buy something that strikes a responsive chord.

We at World are arming our stations with these essential tangibles. We have designed our service with the emphasis on sales tools and personality packages—the very essence of radio showmanship. I am sure we are all agreed that there is one thing radio can never have enough of—and that is—bigger—better—and more exciting saleable ideas!

LET US SELL IT FOR YOU

CHOOSE YOUR "SINGING SALESMEN" from the hundreds of popular stars who record exclusively for Columbia Records. They'll spin out your selling message in the most effective promotional job you've ever attempted. Columbia Transcriptions turns out the fastest, most complete custom record jobs in the business.

Each order receives quick, individual attention. Each job undergoes rigid inspection every step of the way. Each finished high-fidelity recording is a product of the vast engineering experience and unrivaled technical facilities that have made Columbia the Greatest Name in Sound. For further details, contact us today.

COLUMBIA TRANSCRIPTIONS

A DEPARTMENT OF COLUMBIA RECORDS • A DIVISION OF CBS
New York: 799 7th Avenue, CIrcle 5-7300
Chicago: 630 North McClurg Court, WHitehall 4-6000
Hollywood: 8723 Alden Drive, OLympia 6-1034

®"Columbia" ℗ Marcas Reg. "CBS" T.M.

RADIO DAILY TELEVISION DAILY

presents

TRANSCRIPTION and RECORDING

PERSONNEL AND SERVICES OFFERED BY TRANSCRIPTION & RECORDING COMPANIES

1959

MODERN RADIO NEEDS MODERN SERVICES

Keep Ahead With —

RADIO HUCKSTERS

New and exciting customized jingles for every local business and sales event

RADIO FEATURETTES

70 multi-purpose 15-second spots each week from the interesting, exclusive files of Bruce Chapman, Radio's "Answer Man"

THE JIM AMECHE SHOW

Only complete taped Disc Jockey show on Radio with Music and commercials all-Ameche .... brings a new star to your staff

CREATIVE PRODUCTION SERVICES

For that extra professional touch

AIRLIFTS

Weather, Time, Station I.D.'s, Sound Effects for that new and different sound in town

MUSI-CALL LETTERS

Sparkling and brilliant custom built Station I.D's for tailored identity and exclusivity

MUSIC LIBRARIES

Tailored to your Station's requirements. Over 20 years in the making

TALENT MANAGEMENT SERVICE

That knows its way up Ad Avenue

CUSTOM RECORDING FACILITIES

Highest quality, versatility and reliability for recording, processing and pressing work — monaural or stereo

INQUIRE TODAY about all *you* need for Modern Radio . . . all at

LANG-WORTH

1755 Broadway, New York, N. Y.

TRANSCRIPTION AND RECORDING COMPANIES

AFFILIATED PROGRAM SERVICE, INC.

535 Fifth Ave., New York 17, N. Y.
Phone: MUrray Hill 7-1881

Office Manager.....Ed Pigeon

Services Offered: Production and sales of transcribed series. Specialize in syndicated disc jockeys. Radio script library.

ALL-CANADA RADIO FACILITIES, LIMITED

80 Richmond St. W., Toronto 1, Ont., Can.
Phone: EMpire 6-7691

President.....H. R. Carson
Vice President.....G. F. Herbert
General Manager.....J. S. MacKay
Mgr., Radio Sta. Time Div....Bill Brennan
Mgr., Prog. Div.....Dana S. Murray
Manager, TV Dept.....Reo Thompson

Services Offered: Canadian representatives and distributors for transcription companies.

ALLIED RECORD MFG. CO.

1041 N. Las Palmas, Hollywood 38, Calif.
Phone: HOllywood 9-5811
N. Y. Phone: MUrray Hill 3-6348

President.....D. K. Broadhead
Vice Pres. of Mfg.....Sam Salzman
V.P., Adm., Finance.....John F. Wegner
V.P., Sales, Pub. Rel.....Ned R. Herzstam

Allied Record Div.—American Sound Corp.
233 Main St., Belleville 9, N. J.
Phone: PLymouth 9-0700

Services Offered: Processing and pressing transcriptions, slide film, phonograph records. All types, sizes, and speeds. Complete nat'l distribution, all phonograph records. High speed magnetic tape duplication. Complete recording facilities available. Electroforming of precision parts.

AM-PAR RECORD CORP.

1501 Broadway, New York 36, N. Y.
Phone: LOngacre 3-4222

President .....Samuel H. Clark
Vice President.....Harry Levine
Treasurer.....Simon B. Siegel

Services Offered: Recording and distributing of phonograph records.

ARTISTS RECORDING STUDIOS

8718 E. 77th Terr., Kansas City 33, Mo.
Phone: FL 3-6767

Owner.....Bill L. Godden

Services Offered: TV and radio air checks, TV sound production, tape recorder rentals, phonograph masters and pressings, tape and disc copies, sync cutting tables, complete effects libraries, studio facilities.

ASSOCIATED PROGRAM SERVICE (Div. of Muzak Corp.)

221 Fourth Ave., New York 3, N. Y.
Phone: ORegon 4-7400

Gen. Mgr.....Edward Hochhauser, Jr.

Services Offered: A transcription library exclusively comprising radio music not available on phonograph records; including jingles for advertisers, time, weather, dollar-day spots and shopping-days-til-Christmas jingles. Also TV production music library and special transcription library for industrial slide film producers.

AUDIO-MASTER CORP.

17 East 45th St., New York 17, N. Y.
Phone: OXford 7-0725

President .....Herbert Rosen

Service Offered: Transcriptions; mood and bridge music library; three speed record and transcription players.

AUDIO-VIDEO RECORDING CO., INC.

136 W. 52nd St., New York 19, N. Y.
Phone: CIrcle 6-3900

Exec. Vice-Pres.....Arthur Shaer

Services Offered: Facilities for recording for radio and TV, disc mastering and dubbing, mfr. facilities for transcription and phonograph records, mass tape duplications for radio, educational, religious and industrial programs; complete program production service.

BELL SOUND STUDIOS, INC.

247 W. 46th St., New York 36, N. Y.
Phone: JU 2-4812

President .....Allen Weintraub
Vice-Pres. .....Daniel Cronin

Services Offered: Complete services for tape, disc and film recording with studio production facilities. Masters (standard and microgroove). Westrex stereo discs, & 2- & 3-channel stereo tape recordings.

S. W. CALDWELL, LTD.

447 Jarvis St., Toronto 5, Ontario, Canada
Phone: WAlnut 2-2103

President.....S. W. Caldwell
Vice President.....G. F. Keeble
Radio Sales.....Paul S. MacDonald
Recording Engineer.....Mel Lovell
Promotion Director.....Walter Shean

Services Offered: Radio and television syndicated shows produced in United States and abroad, packaged on transcription, tape, film; music and sound effects libraries; produce commercials (live, tape, film).

CAPITOL RECORDS, INC.
Custom Services Department

1750 North Vine Street, Hollywood 28, Calif.
Phone: HOllywood 2-6252
151 West 46th St., New York 36, N. Y.
N. Y. Phone: JUdson 2-8040

President .....Glenn Wallichs
V.P., Mfg. & Eng.....James Bayless

*PROVEN QUALITY!

COASTAL RECORDING COMPANY, INC.

COASTAL "52"
136 West 52nd Street

COASTAL "40"
80 West 40th Street

New York, N. Y.—CIrcle 6-3900

- Complete recording facilities including Stereophonic • 16MM film synchronization • Dukane 30/50 cycle Automatic Slide Film Tone Generator • Fine Quality • Dependable rapid service
- Experienced personnel . . . have resulted in a representative clientele.

* Proven by repeated patronage of New York's finest advertising agencies.

ARTHUR SHAER
Executive Vice-President

THE SYMBOL OF . . .

SOUND SERVICE

- STEREOPHONIC RECORDING
- EDITING & RE-RECORDING
- MULTIPLE TAPE DUPLICATION
- NATION WIDE AUDIO AIR CHECKS
- DIRECT LINES TO MAJOR NETWORKS
- SPECIAL ARRANGEMENTS FOR REMOTE RECORDING

AUDIO-VIDEO RECORDING COMPANY, INC.

136 WEST 52nd ST. • NEW YORK 19, N. Y. • CIrcle 6-3900

V.P., Adm., Finance.....D. C. Bonbright
Director.....George R. Jones
Nat'l Sales Manager.....Herbert I. Sachs
Services Offered: Custom recording for records, radio and television; mastering, processing and pressing; full library of production music.

CAPITOL TRANSCRIPTION SERVICE

1120-A Connecticut Ave., N.W.
Washington 6, D. C.
Phone: EXecutive 3-0161
President.....H. Edward Behre
V.P.....C. Edward Behre
Secy.-Treas. .....Doris Erickson
Cust. Rel.....Charles A. Brailer
Services Offered: Complete recording services, Commercial & Industrial Accounts; Tape, Disc, Pressings; Slide-Film sound tracks, including subsonic control tones; live music sessions; remotes.

COASTAL RECORDING CO., INC.

136 W. 52 St., New York 19, N. Y.
Phone: CIrcle 6-3900
Executive Vice-President.....Arthur Shaer
Services Offered: Complete recording and transcription service—sound effects library, Hammond organs, celeste, Steinway grands. Echo chamber, DuKane 30/50 cycle slide projector. Ampex tape recording, 16 mm projector, 9 studios.

COLUMBIA RECORDS

799 Seventh Ave., New York 19, N. Y.
Phone: CIrcle 5-7300
President .....Goddard Lieberson
Exec. V.P.....Herbert Greenspon
V.P., Gen. Mgr. Columbia LP Record Club.....Norman Adler
Controller.....William G. Wilkins
V.P. Chg. of Admin.....Albert B. Earl
V.P., Business Affairs.....Alfred Lorber
Services Offered: Records and record accessories, tape recordings, electrical transcriptions.

COLUMBIA TRANSCRIPTIONS (A Service of Columbia Records)

Director .....Calvin Roberts
National Sales Mgr.....Floyd Glinert
Los Angeles Mgr.....Michael Coolidge
Services Offered: All facilities pertaining to record production from script, casting, direction and engineering to processing, pressing, handling, mailing and shipping of all sizes and speeds of records and transcriptions.

COMMUNITY CLUB SERVICES, INC.

20 East 46th St., New York 17
Phone: MUrray Hill 7-4466
(See Program Producers)
President.....John C. Gilmore
Exec. V.P.....William M. Carpenter
Services Offered: Recorded radio promotions and programs.

GORDON M. DAY PRODUCTIONS

15 W. 44th St., New York 36, N. Y.
Phone: MUrray Hill 2-5299
Pres., Creative Dir.....Gordon M. Day
Production Manager.....Carol Bulkley
Treasurer.....Leo L. Reich
Services Offered: Writing-Production of Jingles and Spots; consultants to advertising agencies on preparation & production of commercials.

PHIL DAVIS MUSICAL ENTERPRISES, INC.

59 East 54th St., N. Y. 22
Phone: *MU* 8-3950
President .....Phil Davis
V.P., Mus. Dir.....Earl Paul
Secy.-Treas.....Loretta H. Davis
Prod. Mgr.....Joe Rhodes
Copy Dir.....E. C. Redding
Exec. Secy.....Renee Strum
Services Offered: Creators and producers of custom-built musical commercials for TV, film soundtracks and radio transcriptions.

DECCA RECORDS, INC.

50 W. 57 St., New York 19, N. Y.
Phone: Columbus 5-2300
National Sales Mgr.....Claude Brennan
Sales Prom. Mgr.....Louis J. Sebok
Services Offered: Custom pressing, premium records.

DERYCK WARING RECORDINGS

37 E. 49 St., New York 17, N. Y.
Phone: PLaza 8-2910
Owner, Chief Engineer.....Deryck Waring
Sales & Promotion.....Marion I. Waring
Services Offered: Steinway piano, Ampex tape machines, Scully lathe, 16 mm projector with synchronous motor, Fairchild pic-sync generator. Heated stylus masters, 78, 45 and 33 rpm. Off-the-air, line and studio recordings. Tape editing.

DISNEYLAND RECORDS

477 Madison Ave., New York, N. Y.
Phone: PLaza 9-3880
500 S. Buena Vista St., Burbank, Calif.
East. Sls. Mgr.....Moe Preskell
Services Offered: Custom recordings both classical & popular. New Storyteller records.

DOT RECORDS, INC.

1507 North Vine, Hollywood 28, Calif.
Phone: HO 2-3141
N. Y. Phone: JUdson 6-1177
President .....Randy Wood
V.P. Sales.....Christine Hamilton
V.P. Album Repertoire.....Tom Mack
V.P. Artist & Album Repertoire.Robt. Thiele
Services Offered: Recording and distributing of phonograph records.

EMPIRE BROADCASTING CORPORATION

480 Lexington Ave., New York, N. Y.
Phone: YUkon 6-5700

CREATE
THE *RIGHT* MOOD
EVERY TIME
with the

MAJOR MOOD MUSIC LIBRARY

Major offers you a full twenty hours of mood music for titles, bridges, background — for scoring, editing, recording and dubbing music for your feature productions, documentaries, TV films, slide films, animation, sales presentations, industrial films and commercials.

Major specializes in sound — you get exceptional technical know-how and beautifully-recorded original music.

IMPORTANT: *Major* owns its own copyrights on *all* mood music in its library; world rights available to you on a completely sound legal basis. Records available on a "per selection" or "unlimited use" arrangement.

WRITE FOR *FREE* CATALOGUE to THOMAS J. VALENTINO, INC.

Established 1932

150 West 46th Street
New York 36, N. Y.

Also available Free catalogue of complete sound effects library

RD-1

President & Treasurer...Helen D. Kelleher
Vice-President .....Arthur Lube
Vice-President.....Fred de Jaager
Secretary.....John Hughes Dwyer
Services Offered: Tape—Disc recording Studios—Remote work. Production—Talent.

HARRY S. GOODMAN PRODUCTIONS

19 E. 53 St., New York 22, N. Y.
Phone: PLaza 5-6131

General Manager.....Harry S. Goodman
Sales Manager.....Everett F. Goodman
Asst. Gen. Mgr.....William Baron
Radio Director.....Frank Gehrecke
TV Director.....Stuart Wilson
Secretary.....H. D. Knuth
Services Offered: Specializing in package deals for radio stations with programming service. Jingle library; custom built station identification jingles.

GOTHAM RECORDING CORP.

2 West 46th St., New York 36, N. Y.
Phone: JU 6-5577

President.....Herbert M. Moss
V.P., Gen. Mgr.....Robert M. Volkell
V.P. Chg. Engineering....Jason B. Windwer
Dir., Prog. & Prod.....Fred Hertz
Acct. Execs.....Bob Nash, Leonard Lawson
Services Offered: Radio & TV creative facilities: scripts to pressings. Programs, filmed commercials, jingles, etc. Writing & production staff available. Three editing areas, mastering, pressing, dubbing, etc. 24-hour radio & TV aircheck service.

LANNY & GINGER GREY: JINGLES

18 E. 50th St., New York 22, N. Y.
Phone: ENright 9-7777

President .....Lanny Grey
Vice-Pres. .....Ginger Grey
Services Offered: Producers and packagers of programs, singing commercials & phonograph recordings; vocalists.

HUDSON RECORDINGS, INC.

353 W. 57th St., New York City
Phone: PLaza 7-6167

President .....Lorraine Lester
V.P.'s.....Warren Jenkins, Geo. Lessner
V.P. Sound Engr.....Robt. Lessner
Treasurer .....Greg Raffa
Services Offered: Eqpt. sound studio; all types recording services, incl. record albums, motion pictures, spots, etc., incl. stereo.

IMPERIAL RECORDS

6425 Hollywood Blvd., Los Angeles, Cal.
President.....Louis R. Chudd

JAY-GEE RECORD CO., INC.

1721 Broadway, New York 19, N. Y.
Phone: CIrcle 5-3636

President .....Jerry Blaine
Vice President.....Morty Palitz
Sales Manager.....Bill Darnel
Services Offered: Manufacturers and distributors of Jubilee, Josie, Palette, Fame, Jane, Port, and Dana records.

KEYSTONE BROADCASTING SYSTEM, INC.

527 Madison Ave., New York, N. Y.
Phone: EL 5-3720

President (Dir.).....Sidney J. Wolf
Vice-President.....Charles A. Hammarstrom
Exec. Vice-Pres.....Noel A. Rhys
Sr. Vice-Pres.....Edwin R. Peterson
V.P.'s.....Wm. Bayer, Chas. A. Hammarstrom
Secretary-Treasurer (Dir.).....Arthur Wolf

New York Office

Exec. V.P.....Noel A. Rhys
Vice-President.....Charles A. Hammarstrom
Office Manager.....Eve Waldo
Director of Research.....Martin Mills

111 W. Washington St., Chicago, Ill.
Phone: STate 2-8900

President.....Sidney J. Wolf
Secretary-Treasurer .....Arthur Wolf
Dir. of Station Relations.....Blanche Stein
Traffic Mgr., Prog. Dir.....Jane C. McFadgen
Account Executives.....William Wolf, Edwin Peterson.

75 Post St., San Francisco
Phone: SUtter 1-7440

Account Executive.....Howard P. Taylor

3142 Wilshire Blvd., Los Angeles 5, Calif.
Phone: DUnkirk 3-2910

Vice-President .....William Bayer
Account Executive.....Henry G. Eschen

Services Offered: The Keystone Broadcasting System is a transcription network which services local radio stations in their programming with transcriptions, with KBS making their time available to national advertisers and their agencies at an attractive network package rate.

At the present, there are more than 1058 Keystone affiliates, located in towns with 10,000 to 50,000 population where they reach both the small town and rural markets. For the most part, these Keystone stations serve those areas which are beyond clear reception areas of the large metropolitan radio stations or other high power stations. The number of radio homes in the Keystone Primary Coverage Area total more than 28,000,000 based on Nielsen Reports, or one-half millivolt where the Nielsen Report is not available.

LANG-WORTH FEATURE PROGRAMS, INC.

1755 Broadway, New York 19, N. Y.
Phone: JUdson 6-5700

President.....John D. Langlois
Vice-President .....C. O. Langlois, Jr.
Vice-Pres. .....W. O'Keefe
Sales Manager.....Hugh S. Allen, Jr.

Services Offered: Producers of Radio Hucksters and Airlifts—Musical commercials plus "Airlifts" for station sound and individuality. Tailor-made commercials and special local station promotion. Transcribed Music Service for radio and television stations. Program syndication.

JACK LLOYD

1445 Miller Way, Hollywood 46, Calif.
Phone: OLdfield 6-4607

Executive Director.....Jack Lloyd

Reeves Sound Studios INC.

304 EAST 44th STREET
NEW YORK 17, N. Y.
ORegon 9-3550

The Largest Sound Service Organization in the World.

RCA Licensee Western Electric Licensee

REX PRODUCTIONS, INC

ANDEX * KEEN * ENSIGN

recordings

POP • JAZZ • ROCK 'N ROLL

STEREO

REX CUSTOM SERVICES

- Complete recording facilities
- Dependable rapid service
- Fine Quality
- Experienced personnel

8715 West Third Street Los Angeles 48

Services Offered: Creation and production of unusual commercials and musical jingles for advertising agencies and stations. Packaging of transcribed radio programs (dramatic, comedy, musical, audience participation); from the idea to finished recording.

C. P. MacGREGOR

729 S. Western Ave., Hollywood 5, Calif.
N. Y. *Phone*: Dunkirk 4-4191

President.....C. P. MacGregor
General Manager.....E. H. Lowry
Sales Manager.....Charles Hughes
Studio Manager.....Robert W. McKenzie

Services Offered: Transcription library productions: music library service, dramatic and musical programs; recording studios. Complete packaging including recording electro-plating of masters and production on vinylite pressings.

MAGNE-TRONICS, INC.

49 West 45th St., New York, N. Y.
Phone: CI 7-0210

President.....Thomas L. Clarke, Jr.
V.P., Prog. Dir.....Joseph F. Hards

Services Offered: Magne-Tronics motivational music: tape-recorded background music program service transmitted via FM Multiplex and leased lines by exclusive, authorized franchises. Special program material on tape for religious, educational, commercial and home use.

MASTERPIECE RECORDING CO.

28 West 44th St., New York 36, N. Y.
Phone: BRyant 9-6000

President .....Paul C. Baldwin
Sec'y & Treas.....Nathan Levy

Services Offered: Disc, tape and film recording. Studios and remote facilities. Micro groove and standard masters and pressing. Auditions, line checks and tape editing. Transcriptions and disc duplication. Script and production service.

METROPOLITAN SOUND SERVICE, INC.

105 E. 106th St., New York 29, N. Y.
Phone: ENright 9-7000

President .....Al Granaglia
Vice President.....C. Langlois, Jr.
Secretary .....Ted Roseen

Services Offered: Transfer, dubbing, editing film. Tape for recordings. Mastering.

M G M RECORDS

1540 Broadway, New York 36, N. Y.
Phone: JUdson 2-2000

President .....Arnold Maxin
Nat'l Sls. Mgr.....Charles Hasin
V.P., Chg. of Oper.....George Abramson
Advertising Manager.....Sol Handwerger

Services Offered: MGM popular and classical records, custom recording. Metro, Metro Jazz, Cub, Lion records.

THE BEST IN MUSICAL ENTERTAINMENT MONAURAL & STEREO

MGM RECORDS

CHARLES MICHELSON, INC.

45 W. 45th St., N. Y. 36, N. Y.
Phone: PLaza 7-0695

President .....Charles Michelson
Treasurer .....Aaron Michelson
Export Manager.....Martin Diamond

Services Offered: Distributors of transcribed radio program series; syndicated TV film series; EMI, Gennet-Speedy-Q; Standard Sound effect record libraries.

MUZAK CORPORATION

229 Fourth Ave., New York 3, N. Y.
Phone: ORegon 4-7400

Board Chairman.....Jack D. Wrather
President.....Charles C. Cowley
Sr. V.P., Treas.....John R. Andrus
V.P. & Legal Counsel.....Leonard Scholl
V.P. & Dir. of Marketing..Joseph W. Roberts
V.P., Product.....Alexander B. Motenko
Program Director.....Donald O'Neill
Engr. & Research.....Emil F. Hembrooke
Merchandising Dir.....Edw. Hochhauser, Jr.

New York Operations

Manager .....Luellen Stearns

Associated Program Service Div.

General Manager.....Edw. Hochhauser, Jr.

Services Offered: Background music service for industry, offices, banks, stores, supermarkets, hotels, restaurants, waiting rooms and other public business areas. (A.P.S. Division supplies radio & TV stations with transcription library service.

NATIONAL MUSITIME CORP.

640 Fifth Ave., New York 19, N. Y.
Phone: JUdson 2-5616

President.....Charles E. Rynd
Vice-Pres. & Sales Mgr.....Jerome K. Levy

Services Offered: Nationally franchised tape. Background music service through FM Radio Stations on a multiplex or simplex basis including storecasting and consisting of a complete package of tape library and business aids service.

NBC RADIO RECORDING DIVISION

30 Rockefeller Plaza, New York 20, N. Y.
Phone: CIrcle 7-8300

Manager.....Charles L. Bennis
Sales Manager.....Henry P. Hayes

Merchandise Mart, Chicago 54, Ill.
Phone: SUperior 7-8300

Sheraton Park Hotel, Washington, D. C.
Phone: Adams 4-5400

Sunset & Vine Sts., Hollywood 28, Calif.
Phone: HOllywood 9-6161

Services Offered: Recording, program production, scripts, package programs, and talent.

OLMSTED SOUND STUDIOS, INC.

1 East 54th Street, New York, N. Y.
Phone: PL 1-0890

President.....Richard B. Olmsted
Vice President.....Harry F. Landon
Comptroller.....Robert M. Boesl

Services Offered: Transcription, film sound, stereo recording & mastering.

PATHE NEWS, INC.

245 West 55th St., New York 19, N. Y.
(See TV Prod.-Dist.)

THE PENTHOUSE SOUND STUDIOS

113 W. 57th St., New York 19, N. Y.
Phone: JUdson 6-0040

Owner.....Vincent J. Nola
General Manager.....V. Thomas Nola
Chief Engineer.....Stanley Bumbly

Services Offered: Film-Tape-Disc transcriptions for TV, radio, industry and education —studio and location— masters processing and pressings—stereo recording magnetic & optical film recording.

GEORGE LOGAN PRICE, INC.

20828 Pacific Coast Highway, Malibu, Calif.
Phone: Globe 6-2135

President.....George Logan Price
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1121 Rhodes Haverty Bldg., Atlanta 3, Ga.
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Assoc. Dir. of Svcs.....Sandra Munsell
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Services Offered: **Program production and consultation, syndicated transcribed programs, scripts, talent, package, live shows, phonograph records, international radio service.**

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V.P., Chief Engineer.....M. B. Coppinger
V.P., Treas.....Frank Richter, Jr.
Secretary.....R. A. Weber

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150 W. 46th St., New York 36, N. Y.
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Vice-President.....Michael T. Valentino
Secretary .....Elsie F. Valentino

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Phone: HOllywood 9-4251
N. Y. Phone: CIrcle 6-4000

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Vice President.....Hal B. Cook
Artists, Repertoire Dir.....Geo. Avakian
Rec., Engr. Dir.....Lowell Frank
Merchandising Dir.....Joel M. Friedman
Nat'l. Oper. Mgr.....Irving Iserson

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Exec. in Charge.....Edwin M. Webb

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6000 Sunset Blvd., Hollywood 28, Calif.
Phone: HO 3-6811

Partners.....Donald D. Blake. Wm. M. Kirkpatrick, Theo E. Robinson

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Suburban Station Bldg., Philadelphia 3, Pa.
Phone: LOcust 8-4100
16746 Vintage St., Granada Hills, Calif.
Phone: EMpire 3-6511
All-Canada Radio-TV, Ltd.
Victory Bldg., Toronto

President.....Paul F. Harron
Sect.-Treasurer.....Lawrence D. Biele
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488 Madison Ave., New York 22, N. Y.
Phone: MUrray Hill 8-4700

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260 S. Beverly Dr., B. H.....CRestview 5-0117

Bergerman Agency
141 El Camino Dr., B. H....CRestview 6-9667

Darrow Agency
8733 Sunset Blvd. (46).....OLympia 2-4125

Doak, Virginia
9172 Sunset Blvd. (46).....BRadshaw 4-8121

Elwood, Maren, Agency
4949 Hollywood Blvd.....NOrmandy 4-4786

Famous Artists
9441 Wilshire Blvd., B. H...CRestview 4-7433

Feins, Bernard
436 S. Roxbury Dr., B. H...CRestview 5-0601

French, Samuel, Inc.
7623 Sunset Blvd.....HOllywood 3-3146

Frings, Kurt
468 N. Camden Dr., B. H....CRestview 1-6115

Irwin, Lou
9165 Sunset Blvd.....CRestview 1-7131

Gold, Sid
8961 Sunset Blvd. (46).....CRestview 4-7247

Goldstone, Jules
355 N. Canon Dr., B. H.....CRestview 5-1191

Goldstone-Tobias
404 N. Roxbury Dr., B. H...CRestview 6-1071

Grashin, Mauri
8949 Sunset Blvd.....CRestview 1-6449

Herzbrun, Walt
8820 Sunset Blvd. (46).....OLympia 2-7210

Irwin, Lou
9165 Sunset Blvd.....CRestview 1-7131

Jackson, Edith
6605 Hollywood Blvd. (28)..HOllywood 7-0155

Kohner, Paul, Inc.
9169 Sunset Blvd. (46)....CRestview 1-5165

Lance, Leon
8820 Sunset Blvd. (46)....CRestview 2-0191

Lazar, Irving
211 S. Beverly Dr., B. H.....CRestview 5-6153

Levee, M. C.
9000 Sunset Blvd. (46).....CRestview 6-6285

Linsk, Lester
195 S. Beverly Dr., B. H.....CRestview 5-4396

MacQuarrie Agency
9157 Sunset Blvd. (46).....CRestview 4-8919

Manuel, Alvin G. Agency
468 N. Bedford Dr., B. H....CRestview 4-5288

Meyers, Walter
9167 Sunset Blvd. (46).....CRestview 1-8161

Morris, William, Agency
151 El Camino Dr., B. H....CRestview 4-7451

Music Corp. of America
9370 Santa Monica Blvd., B. H.
CRestview 6-2001

Ring, S. E.
1654 Cherokee Ave.....HOllywood 7-6412

Rosenberg & Coryell
404 N. Roxbury Dr., B. H...CRestview 4-7381

Salkow, Lester
8749 Sunset Blvd. (46).....OLympia 2-6750

Shauer, Melville A.
9110 Sunset Blvd.....CRestview 1-1103

Shiffrin, William
449 S. Beverly Dr., B. H.....CRestview 4-7643

Shurr, Louis
327 N. Rodeo Dr., B. H.....CRestview 4-8111

Small, Paul
270 N. Canon Dr., B. H.....CRestview 4-5877

Snitzer, Lou-Al Fritschi, Inc.
6404 Hollywood Blvd. (28)..HOllywood 9-6271

Stempel, Frank
9034 Sunset Blvd. (46).....CRestview 4-8343

Stewart, Rosalie
441 S. Beverly Dr., B. H.....CRestview 4-6123

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Ullman, George
8979 Sunset Blvd. (46).....CRestview 4-5238

Wilkins, Paul
9006 Sunset Blvd. (46).....CRestview 1-6188

New York, N. Y.

American Play Co.
522 Fifth Ave.....MUrray Hill 2-0156

Ashley-Steiner Associates
579 Fifth Ave.....MUrray Hill 8-8330

Bartsch, Hans
1501 Broadway .....BRyant 9-6933

Brandt & Brandt
101 Park Ave.....MUrray Hill 3-5890

Brown, Curtis, Ltd.
575 Madison Ave.....PLaza 5-4200

Century Play Co., Inc.
522 Fifth Ave.....MUrray Hill 2-0156

Cowl, Carl
516 Fifth Ave.....MUrray Hill 7-6782

Fishbein, Frieda
353 W. 57th St.....CIrcle 7-4398

French, Samuel
25 W. 45th St.....JUdson 2-4706

Gaines, Blanche
350 W. 57th St.....PLaza 7-0537

Hayward, Leland
655 Madison Ave.....TEmpleton 8-5100

International Literary Bureau, Inc.
11 W. 42nd St.....LOngacre 4-5576

Jay Garon-Brooke Associates, Inc.
56 W. 45th St.....MUrray Hill 7-3236

King, Eleanor
19 W. 44th St.....MUrray Hill 2-6390

Leonard, Claire
156 W. 74th St.....TRafalgar 7-3082

Matson, Harold
30 Rockefeller Plaza.....CIrcle 6-2750

Morris, William, Agency, Inc.
1740 Broadway .....JUdson 6-5100

National Artists Bureau
156 W. 44th St.....JUdson 2-3450

Pauker, Dr. Edmond
1639 Broadway.....COlumbus 5-1726

Reynolds, Paul R. & Son
599 Fifth Ave.....MUrray Hill 8-4767

Roberts, Flora
545 Fifth Ave.....MUrray Hill 7-4137

Salisbury, Leah
234. W. 44th St.....LAckawanna 4-8628

Talent Associates, Ltd.
41 E. 50th St.. .....PLaza 3-1030

Taylor, Ethel S.
55 W. 55th St.....CIrcle 6-3922

Wade, Carlson
516 Fifth Ave.....MUrray Hill 7-4970

Williams, Annie Laurie
18 E. 41st St.....MUrray Hill 5-7565

Writers Literary Agency
117 W. 58th St.. .....JUdson 6-2470

Writers Workshop, Inc.
280 Madison Ave.....LExington 2-9878

WHAT MAKES UP TELEVISION IMPACT?

. . . And How Do You Achieve It?

By JOHN L. SINN

President of Ziv Television Programs, Inc.

WHAT do we mean when we call a TV series "impact drama"? To us at Ziv, this term has a very specific meaning which represents a positive value to advertisers selling with film.

Sponsors need to reach large audiences from the moment the program goes on the air. They can't afford the luxury of waiting for ratings to reach a satisfactory level. Their advertising investment must pay off immediately. Over and over again, our researchers have found that it is impact drama which accomplished this.

Impact is a one-word summary for a combination of ideas—fast moving action, logically motivated adventure, real-life locations, strong star names, well-written drama that grips the emotions.

For example, "Sea Hunt" was the highest rated syndicated show in the highly competitive seven-station market of New York on its very first telecast. "Mackenzie's Raiders" ranked nationally in the top 15 syndicated shows in its first month on the air.

What do such shows have in common? They are not "soft" programs that the viewer can take or let alone. They are compelling dramas of action, adventure and suspense. There is a strong central figure with whom viewers can identify, whether it be a brawny hero, a dashing one or the debonair type. There is the ring of reality, from the use of actual locales and well-authenticated detail. There is—impact.

It is no accident that series involving law enforcers—eastern or western—have proved to be such powerful audience-builders. The twentieth century concept of the man of the law is a far cry from the "dumb cop" or bungling sheriff of older fiction. The head of a modern highway patrol system, the western lawman — the man who does exciting, real-life things sparks immediate interest and admiration.

Now, if we place the man of action at the actual scene of action, the benefits multiply. We have sent our cameras half way around the globe to get the added impact of authentic settings. The air of tension and intrigue that surrounds a world capital cannot be brought to life on a sound stage, so we went to London to film "Dial 999." The mysterious beauty of life beneath the sea is impossible to duplicate, so we went to Hawaii, Florida, Mexico and the Caribbean to film "Sea Hunt."

The strength of many of these stories comes from careful grounding in fact. "Bat Masterson" is based on the definitive biography by Richard O'Connor. "Mackenzie's Raiders" dramatizes an important chapter of America's history. Many of "Sea Hunt's" most exciting stories have been based on the very real experiences of the Navy underwater demolition men and of scientists who work underwater.

Daring action, authentic locales, strong central characters portrayed by famous stars—these are the elements that create impact. Combined with know-how and insight into a gripping television program, they quickly establish a week-in, week-out viewing habit and provide a memorable setting for the commercials.

HERE COME THE BIG ONES FROM NTA

Powerhouse programs! Powerhouse promotion! That's the famous NTA "one-two punch" which is currently giving ratings and sales the big jolt for stations and advertisers in market after market. Get it all when you get these big ones from NTA.

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1959

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The Adventures in Sherwood Forest, *Syndication*
The Adventures of Sir Lancelot
Decoy
The Big Story
Trouble With Father
The Buccaneers
My Little Margie
Willy
Star Performance
The Hunter
My Hero
The American Legend
Overseas Adventure
Dateline Europe
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The Star and The Story
Rocky Jones, Space Ranger
The Adventures of the Scarlet Pimpernel
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Phone: LA 4-5050

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V.P., Business Affairs....Richard P. Morgan
V.P., Dir. N'tl. Sls.....John Burns
V.P., Dir.. West Oper.....William L. Clark
N. Y. C. Sales Mgr.....Sherman Gregory
Central Div. Mgr.....Howard Anderson
Dir. Internat'l. Oper.....Edwin J. Smith
Ad. & Promotion Mgr.....Lee Francis

Services Offered—Distribution of TV film series for national network, regional or local exposure. Each series is offered with promotion and merchandising services for local exploitation.

Productions—26 Men, Man With a Camera.

Acme Film Laboratories

1161 North Highland Ave., Hollywood 38, Calif.
Phone: HOllywood 4-7471

President .....Samuel Sawelson
Sec'y, Office Manager.....David Christopher
Plant Mgr.....Melvin Sawelson

Services Offered—16, 35 mm. black & white and color, lab facilities; editing and sound services.

Acus Pictures Corporation

165 West 46th St., New York 36, N. Y.
Phone: PLaza 7-2265

President .....Patrick Shanahan

Services Offered: 16, 35 mm. films for television rental.

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80 Richmond St. West, Toronto, Ontario, Can.
Phone: EMpire 6-7691

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General Manager.....J. Stuart MacKay
Manager .....Reo Thompson
Montreal Manager.....Ken Baker
Winnipeg Manager.....Bruce Pirie
Calgary Manager.....J. Cavanaugh
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Film Sls. Mgr.....Dana Murray
Promotion Director.....Peter Harricks
Time Sales Manager.....Ross McCreath

Services Offered—Film importing, editing, shipping, and service; national, regional, and local sales and distribution; market information.

Productions: F. W. Ziv syndicated programs; studio films, telescription library; General Teleradio Bank of America feature movies.

M & A Alexander Productions

6040 Sunset Blvd., Hollywood 28, Calif.
Phones: HOllywood 4-7571, 4-3114
12 West 72nd St., New York, N. Y.
Phone: TRafalgar 3-5115

President .....Arthur Alexander
Vice Pres.....Max Alexander
East. Rep.....Larry Stern

Services Offered: National distributors of feature films, westerns and half-hour filmed TV shows.

Productions — Byline-Steve Wilson, and Boss Lady.

All-Scope Pictures, Inc.

(Commercial Film Division, 20th Century-Fox)
1417 N. Western Ave., Hollywood 27, Calif.
(See Commercial Producers)

Leonard Anderson Associates Inc.

112 West 44th St., New York 36, N. Y.
Phone: *PLaza* 7-4162

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Vice-Pres. .....Barbara Anderson
Prod. Mgr.....Marc Anderson
Secy., Off. Mgr.....Lillian Ortner

Services Offered—Motion picture production and editing services; theatrical, commercial, television. Facilities for three-camera filming and editing. Film production consultants.

Productions—The Air Force Uniform, Pipe Line For Tomorrow—US Air Force; World in White & Fire Fighters — CBS TV; Coty Cosmetics; Schenley Distillers; Terry Tell Watch Time Co.; General Electric; A-B-C's of Briefing; Industr. Medicine in Action; A.M.C. Force for Space; Jet Flight Planning; Prudential Insurance Co.; Johnny Cordes.

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347 Madison Ave., New York 17, N. Y.
Phone: MUrray Hill 5-8573

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Ridgefield, N. J. Mgr.....E. H. Johnson
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Services Offered—Distribution of free-loan, industry-sponsored motion pictures. Rental of educational, informational, and entertainment films. Special TV Service: Distribution of more than 150 free public service films.

Astor Pictures Corp.

130 W. 46th St., New York 36, N. Y.
Phone: JUdson 2-1287

President .....Fred Bellin
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(*Continued on Page* 990)

BOZO THE CLOWN
Capitol

WHAT GRAND INITIALS!

JAYARK'S *initial* year established BOZO THE CLOWN (our initial program) as the most popular children's TV personality coast to coast!

BOZO's *initial* ratings dizzied the competition! And BOZO is *still* on top!

JAYARK *initiated* BOZO with the showmanship and exploitation that pays off for stations and sponsors. One hundred plus stations endorse The Jayark formula for delivering Sales-producing entertainment. This is your guarantee of success.

Exciting new programs in production and ready for release. WATCH for them.

JAYARK FILMS CORPORATION

Reub Kaufman, President

15 EAST 48th ST., NEW YORK 17, N. Y. MUrray Hill 8-2636
699 N. Bronson Ave., Hollywood 4, Calif. HOllywood 2-6769

SYNDICATED SERIES TRUMP CARDS

...Are Program Quality, Audience Interest

By JAKE KEEVER

Vice President and General Manager
California National Productions

THE past year has clearly demonstrated to stations and their advertisers that the greatest single advantage which syndicated series hold over feature films is consistency—consistency of program quality and of audience interest.

As realization of this fact took firm root, ARB introduced its "One week-four week" reports. Chief among the reasons seen behind this move is the industry's need for more accurate measurements that can cope with the breathless ups and downs of movie feature ratings.

There now is a general awareness that the inconstant nature of various packages of old theatrical movies released for telecasting precludes any acceptable possibility of faithful, solid-core audiences. Stations dislike the catch-as-catch-can nature of these self-same movie packages; they run the gamut of low-brow to high-brow, vintage, modern and good, or just plain bad. Besides inconsistency in quality, length is a built-in disadvantage which makes burdensome demands on a busy America.

Syndication, on the other hand, offers a dependable level of program quality (call it "program personality," if you will) that is of particular importance to viewers. Today's audience habitually expects and demands that its entertainment requirements be met—or else! Furthermore, the advertiser has become aware of the viewers' feelings on features and naturally is concerned with the number and types of people who are exposed to his sales messages.

The supply of features to television is steadily dwindling. Already antiques when they make their TV debut, the movies become relics with their third and fourth repeats. As the bottom of the barrel gets scraped cleaner and cleaner, the calibre of entertainment drops lower and lower. Serious as the dearth of feature-film is now, the situation promises to grow worse as current packages wear out their frowsy welcomes.

There is also the intangible but undeniable element of "not-at-homeness" that theatrical motion pictures suffer as they are projected on the cathode ray tubes. Original TV series, whether live or filmed, are conceived, designed, and produced with the living-room audience in mind. On the other hand, flickers were made expressly for the cinema house, and sponsors know that a house is not a home.

Current trends indicate a shift by stations away from features toward syndicated programs of proven values, whether off the network or in syndicated reruns.

In addition, stations are now aware of their advertisers' desire for sponsor identification. Syndicated shows satisfy this need, even if the sponsor only buys spots in the series, because he is identified by the audience with the same show. The end result is that: Advertisers, who know the product they are selling, know the program they are buying. Viewers, who know what they like, know where to turn the dial.

On both counts, the winnah is syndication.

Unlike anything you've seen before!

LARAINE DAY, GARY MERRILL

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BERT LAHR, JAMES

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ON CBS FILMS' **"RENDEZVOUS"**

The most important dramatic series which has ever been offered for first run syndication. Intrigue, romance and drama meet in 39 half-hours based on stories by prize-winning authors . . . produced and directed by Broadway's and Hollywood's finest talents. For details, r. s. v. p. **CBS FILMS**

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Unlike anything you've seen before!

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DARRYL HICKMAN, ROBERTSON, NANCY COLEMAN, ARTHUR KENNEDY, **MITCHELL, JOSEPH WISEMAN, LYONS,** **GENE SAKS, KIM HUNTER, MONA FREEMAN, TIMMY EVERETT,** **MIKE KELLIN, ISOBEL ELSOM,** **CHARLES DRAKE ON CBS FILMS' "RENDEZVOUS"**

***The most important dramatic series which has ever been offered for first run syndication. Intrigue, romance and drama meet in 39 half-hours based on stories by prize-winning authors . . . produced and directed by Broadway's and Hollywood's finest talents. For details, r.s.v.p.* CBS FILMS**

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***Complete** facilities for:*

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DESI ARNAZ, *President*

Desilu-Gower

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Motion Picture Center

HOLLYWOOD, CALIFORNIA

(*Continued from Page* 990)

Bengal Pictures

1028 No. Western Ave., Hollywood, Cal.
Phone: HOllywood 3-3657

Producer & Director.....Phil E. Cantonwine
Associate Producer.....Harry Babb
Stories & Narration.....Cheri Le'Blanche
Sound .....TV Recorders
Editor .....Dick Alexander
Director .....Robert Derteano
Ass't. to Producer.....Gen Brent

Services Offered — Producers of Feature pictures—TV shorts, industrials, TV spots, TV films made to order.

Fritz Blocki Productions

7266¼ Fountain Ave., Hollywood 46, Calif.
Phone: HOllywood 2-8971

Producer .....Fritz Blocki

Services Offered—Live TV show formats for local and/or network use.

Bonded TV Film Service

630 Ninth Ave., New York 36, N. Y.
Phone: JUdson 6-1030

President.....Chester M. Ross
V.P. in Chg. of Oper.....Emanuel Kandel
Gen. Sales Mgr.....Wade Barnes

Branch Offices

8290 Santa Monica Blvd., Hollywood, Calif.
V.P., chg. of Operations....Stanley Halperin
1301 S. Wabash Ave., Chicago, Ill.
Manager .....Joseph Rategan
2024 Jackson St., Dallas, Texas
Manager .....Ronald Martin

Services Offered—Shipping, expediting and servicing of TV film.

Bray Studios Inc.

729 Seventh Ave., New York 19, N. Y.
(See Commercial Producers)

Bernard S. Brody & Associates

120 El Camino Drive, Beverly Hills, Calif.
Phone: CR 6-1334

Owner.....Bernard S. Brody
Assistant .....Carole Marsh

Services Offered—Negotiations for TV film producers with music publishers to arrange for music synchronization rights.

Productions—Danny Thomas Show, Love and Marriage.

Brandon Films Inc.

200 West 57th St., New York 19, N. Y.
Phone: CI 6-4868

President.....Thomas J. Brandon
Film Library.....Edith Zornow

Services Offered—Distribute selected packages of feature films; specializing in "The Cavalcade of Great Motion Pictures of All Times."

Broadcast Pictures, Inc.

850 10th Ave., N. Y. 18, N. Y.
Phone: CI 7-3220

President, Treasurer.....Joseph Steiner
V.P., Secretary.....Dorothy Waring
V.P., Production.....Ben Berk
Dir., P.R., Adv.....Leo G. Morrell

Services Offered—Producers of TV and theatrical motion pictures.

Productions—The Hildegarde Show, Djuka, Rhythm Rapsodies, The Story of Mrs. Murphy, Romance In Oil, The American Defender, Sudden Death, The David Marcus Story.

S. W. Caldwell, Ltd.

447 Jarvis St., Toronto 5, Ont., Canada
Phone: WAlnut 2-2103

President.....S. W. Caldwell
Vice President.....G. F. Keeble
V.P., Production.....S. Banks
Dir. Photography.....G. Alsen
Animation Supervisor.....Jim MacKay
Lab Manager.....G. Fraser
Production Sales.....R. S. Wilson
TV Film Sales.....Ken Page
Recording Supervisor.....Mel Lovell
Montreal Br. Mgr.....J. E. DeBow
Vancouver Br. Mgr.....Florence Ward
Quality Control.....W. Ross Smith

Services Offered — Complete sound stage, 35mm & 16mm production and recording facilities. Distributors of syndicated shows produced in U.S. and abroad.

Calhoun Studios

266 East 78th St., New York 21, N. Y.
Phone: LEhigh 5-2120

President .....Brian Calhoun
Vice President.....Paul Goldschmidt
Secretary-Treas.....Dietlinde Ruber
Prod. Mgr.....Fred Carley
Sales Mgr.....C. P. Gennell

Services Offered—Producers of motion pictures for TV, industrials, sales promotion and entertainment. Slide films for education and sales. 35 x 75 sound stage for rent to outside producers, complete sound and editing facilities.

California National Productions, Inc.

(Subsidiary of NBC)
663 Fifth Avenue, New York 22, N. Y.
Phone: CIrcle 7-8300

President .....Earl Rettig
V.P., Gen. Mgr.....H. Weller Keever
Chairman of the Board.....J. M. Clifford
V.P., Programs.....Frank Cleaver
V.P., Treasurer.....George D. Matson
Secretary.....Thomas E. Ervin
Ass't Treas.....Joseph L. Kubin
Assistant Secretaries.....T. W. Sarnoff, Herbert S. Schlosser
Dir. of Bus. Affairs.....John J. Brennan
Dir. of Prom., Adv., Press.....Arthur Perles

(*Continued on Page* 996)

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More than 700 great MGM features from the Golden Era of moviedom . . . with the screen's biggest stars. Now rolling up top audience ratings from coast to coast.

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NOW ON NBC NETWORK:

THE THIN MAN

Peter Lawford and Phyllis Kirk star in this hit mystery series now in its second season for Colgate-Palmolive. Friday nights at 9:30 EST.

NORTHWEST PASSAGE

Keith Larsen, Buddy Ebsen and Don Burnett star in this exciting new adventure series based on Kenneth Roberts' famous best-seller. Friday nights at 7:30 EST.

... and more great new shows coming next season from

MGM-TV

A Service Of Loew's Incorporated

Write . . . wire or phone . . . MGM-TV

1540 Broadway, New York 36, New York. JUdson 2-2000.

(*Continued from Page* 993)

Mgr., Merchandising.....Robert R. Max
Services Offered—TV film program sales and syndication, licensed merchandising.

Sales Offices

NBC Television Films:
663 Fifth Ave., New York 22, N. Y.
Phone: CIrcle 7-8300
Regional Prog. Sls. Mgr.....Daniel M. Curtis
Eastern Sls. Mgr.....John F. Tobin

Victory Program Sales
663 5th Ave., New York 22, N. Y.
Phone: CI 7-8300
Merchandise Mart, Chicago 54, Ill.
Phone: MOhawk 4-6565
Central Sls. Mgr.....Edward A. Montanus
Sunset and Vine, Hollywood 28, Cal.
Phone: THornwall 5-7000
Western Sls. Mgr.....Clifford Ogden
Manager .....Jacques Liebenguth
Fremantle of Canada, Ltd.
17 Dundonald St., Toronto, Ont.
Phone: WAlnut 4-9635
Manager .....Ralph Ellis

NBC Television Films—Badge 714, Boots and Saddles—the Story of the Fifth Cavalry, The Silent Service, Union Pacific, Danger Is My Business, The Life of Riley, Flight.

Victory Program Sales—Adventure of the Falcon, Captured, Crunch and Des, Dangerous Assignment, Frontier, The Great Gildersleeve, Gumby, His Honor Homer Bell, Hopalong Cassidy, Inner Sanctum, It's A Great Life, The Lilli Palmer Show, Medic, Paragon Playhouse, Steve Donovan Western Marshall, Victory at Sea, The Visitor, Watch The World, Cameo Visitor, Panic!, The Adventures of Hiram Holiday.

Carousel Films, Inc.

1501 Broadway, New York 36, N. Y.
Phone: BRyant 9-6734
President.....David B. Dash
Services Offered—Distribution and production of TV films.

Carson-Stempel Enterprises

9034 Sunset Blvd.
Los Angeles 46, Calif.
Phone: CRestview 4-8343
Partners.....Jack Carson & Frank Stempel

Carthay Sound Stage

5907 W. Pico Blvd., Los Angeles 35, Calif.
Phone: WEbster 8-2101
Pres., Gen. Mgr.....Jack Miles
Services Offered—Sound stage facilities for lease. Completely equipped; for motion picture and TV film production.

Cavalcade Television Programs

7904 Santa Monica Blvd., Hollywood 46, Calif.
Phone: OLdfield 4-4144
President .....Harvey Pergament
Vice Pres. .....Earl M. Robins
Sec.-Treas. .....Esther Pergament
Services Offered — Producers representative, distribution of motion picture films, exporter of TV programs. Distributing 36 Spanish dialogue features; Famous Guests, Unk & Andy Art Adventures, Huespedes Famosos (Spanish).

Cavalier Productions, Inc. Rodney-Young Prod.

9134 Sunset Blvd., Los Angeles 46, Calif.
Phone: CR 6-4174
President .....Robert Young
V.P. Chg. Prod.....Eugene B. Rodney
Secretary .....Ben Bisgeier
Productions—"Father Knows Best."

Campus Film Productions, Inc.

14 E. 53rd St., New York 22, N. Y.
(See Commercial Producers)

Caravel Films, Inc.

20 West End Ave., New York, N. Y.
(See Commercial Producers)

CBS Films

545 Madison Ave., New York 22, N. Y.
Phone: PLaza 1-2345
Administrative V.P.....Sam Cooke Diggs
V.P. Chg. Prod.....Leslie T. Harris
V.P., Gen. Sales Mgr.....John F. Howell
Oper. Sls. Serv. Dir.....Fred J. Mahlstedt
Merchandising Mgr.....Walter Scanlon
Sales Prom. Mgr.....Eugene Moss
Sales Service Mgr.....Gloria Lesser
Publicity Director.....Robert Fuller
Mgr. Chicago Sales.....Henry Gillespie
Mgr. San Francisco Sales.....Edward Hewitt
Mgr. Los Angeles Sales...William Perkinson
Mgr. Atlanta Sales.....James H. McCormick
Mgr. Dallas Sales.....Carter Ringlet
Mgr. St. Louis Sales.....George Diedrich
Mgr. Boston Sales.....H. Roy Marks
Mgr. Detroit Sales.....Barr Sheets
Pres., Canada (Caldwell TV Film Sls.)
S. W. Caldwell

Services Offered—Worldwide distribution & production facilities. Finances, produces & distributes films for TV.

Productions—The Silent Saber, Diplomat, Border Patrol, Colonel Flack, The Man Nobody Knows, Rendezvous, Dragon Flag.

Bruce Chapman Co.

125 W. 41st St., New York 36, N. Y.
Phone: WIsc. 7-9244

Branch Office
30 Rue Chalgrin, Paris, France
President .....Bruce Chapman
V.P. & Treas.....Edna Chapman
Dir. of Research.....Mary Hurcheson
Prod. Mgr.....Bert Berns
Services Offered—Production of TV and industrial films.
Productions—The Answer Man.

(*Continued on Page* 1000)

GREATER TV PRODUCTION VALUES—
. . . The Major Studios' Contribution

By GEORGE SHUPERT

President, MGM-TV

UNTIL quite recently most television films and theatrical films were worlds apart insofar as production value and scope were concerned. But with the total entry of the major Hollywood studios into the TV programming arena, more and more television films are beginning to acquire the same high quality and broad scope of their theatrical cousins.

Once most TV films were produced in the smaller independent rental studios where they were restricted to simpler, less costly settings that had a monotonous sameness. In fact, the settings were not much different than those used in live television productions.

Now, with all of the major studios having stepped into television with both feet, all this is changing. Today, the television film is rapidly freeing itself of the restrictions that were formerly forced upon it by cramped production plants with their limited backlog of sets, costumes and props.

M-G-M (to pick an example with which I am most familiar) has thrown open all of its vast facilities, not just to its own television offshoot, M-G-M - TV, but to more than half-a-dozen independent producers as well. Within the huge 187-acre confines that make up the M-G-M production colossus, TV producers can choose from among 29 sound stages (including the world's largest) and they can take advantage of rivers and lakes, forests and jungles, city streets and country villages from virtually every corner of the world and any historical era.

The importance of this to the highly budget-conscious producer (and what TV producer doesn't fall into that category) is that it means he no longer must limit his writers to scripts written around the meagre settings that were formerly available. Now, he can give the writers carte blanche, with the knowledge that virtually any scene they call for can be matched from available settings.

This same thing also holds true for such other important items in the producer's budget as costumes and props. The M-G-M wardrobe and property departments, for example, cover a larger area by themselves than many of the entire studios where a number of well-known TV series were once filmed.

Other important production assets that only the large major studio can offer include a research department to check authenticity of any production detail, a large and experienced staff of lawyers to handle all necessary legal clearances, and a talent department that can quickly put its finger on the right person for any role.

Of course, even the most elaborate of physical production facilities are meaningless without story properties that combine all the successful qualities of showmanship. And in recognition of this, M-G-M has made available for television adaptation its huge treasure chest of hundreds of memorable motion picture hits.

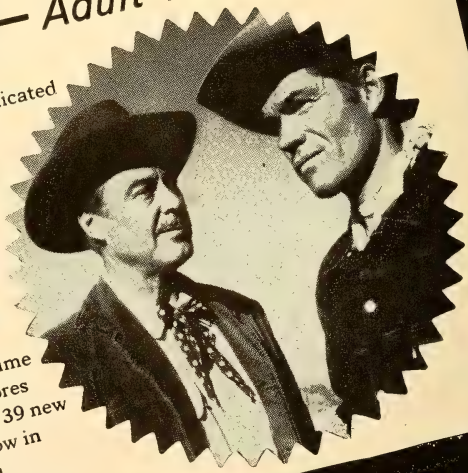
To breathe new life into these great properties, M-G-M has staffed its television department with the most creative personnel it can find.

The Adventures of Jim Bowie

Frontier Actior

Averaged 20,000,000 viewers a week during its two-year network run ☆ Reached all-family audience with 2.71 viewers per set ☆ Developed second season ratings 25% higher than first ☆ Sponsored profitably both years by American Chicle Company ☆ **76 half-hours.**

26 MEN – *Adult Western*



Fastest-selling syndicated show of the year, with sponsors in 183 markets ☆ Smash hit with audiences who made it #1 syndicated series in many markets . . . top show in time period in scores of others ☆ 39 new episodes now in production ☆ **78 half-hours.**

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4

ABC

The People's Choice *starring* Jackie Cooper

Three laugh-filled years on network ☆ Averaged over 9,000,000 homes weekly this past season ☆ Universal appeal with audience 30% men . . . 41% women . . . 29% children. Sponsored by such TV-wise advertisers as The Borden Company . . . Proctor & Gamble . . . American Home Foods

☆ ***104 half-hours.***

Bowling Queens

Championship Women Bowlers ☆ Brand new film series built around sport with greatest number of active participants ☆ Inspired by success of local live show by same producers which increased audience-share 167% in six-month period

☆ ***26 half-hours initially.***

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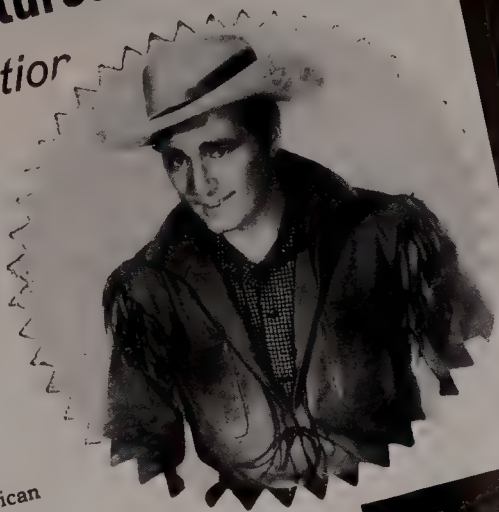
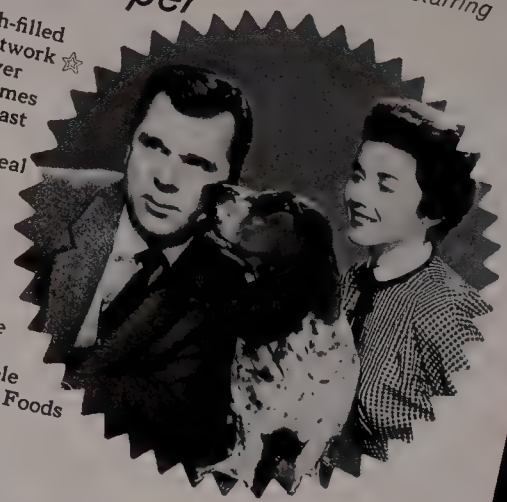
The Adventures of Jim Bowie

Frontier Action



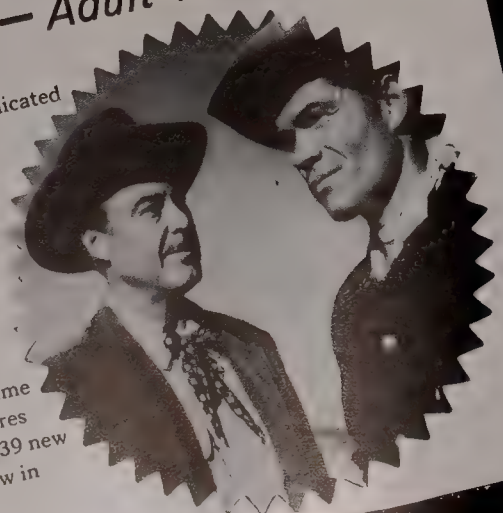
Averaged 20,000,000 viewers a week during its two-year network run ☆ Reached all-family audience with 2.71 viewers per set ☆ Developed second season ratings 25% higher than first ☆ Sponsored profitably both years by American Chicle Company ☆ **76 half-hours.**

The People's Choice *starring Jackie Cooper*



Three laugh-filled years on network ☆ Averaged over 9,000,000 homes weekly this past season ☆ Universal appeal with audience 30% men . . . 41% women . . . 29% children. Sponsored by such TV-wise advertisers as The Borden Company . . . Proctor & Gamble . . . American Home Foods ☆ **104 half-hours.**

26 MEN – *Adult Western*



Fastest-selling syndicated show of the year, with sponsors in 183 markets ☆ Smash hit with audiences who made it #1 syndicated series in many markets . . . top show in time period in scores of others ☆ 39 new episodes now in production ☆ **78 half-hours.**

4 blue ribbon winners

Bowling Queens

Championship Women Bowlers ☆ Brand new film series built around sport with greatest number of active participants ☆ Inspired by success of local live show by same producers which increased audience-share 167% in six-month period ☆ **26 half-hours initially.**

ABCFILMS, *Inc.* · *LAckawanna 4-5050*

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(*Continued from Page* 996)

Charter Oak Tele-Pictures

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(See Commercial Producers)

Jack Chertok Productions

1040 N. Las Palmas Ave., Hollywood, Calif.
(See Commercial Producers)

Cheryl TV Corp.

3084 Motor Ave., Los Angeles 64, Cal.
Phone: TExas 0-6136

Services Offered—Producers, distributors of films.

Christensen-Kennedy Productions

2824 Harney St., Omaha 31, Nebr.
(See Commercial Producers)

Cinema Research

716 N. LaBrea Ave., Hollywood 38, Cal.
Phone: WEbster 3-9301

President .....Harold Scheib
Vice President.....Ernest Arcella
Secretary .....Robert Kegel
Treasurer .....Bernard Shea

Services Offered—Optical printing, titles, insert photography, animation. 16 or 35mm—color or B & W.

Cinema Service Corp.

106 West End Ave., New York 23, N. Y.
Phone: TRafalgar 3-1411

President .....Joseph Seiden
Cameraman.....Harold H. Seiden
Sound Department.....Herbert C. Bloom

Services Offered — Rental of completely equipped studios for TV producers including camera, sound and lighting equipment for location work.

Cinema-Vue Corporation

245 W. 55th St., New York 19, N. Y.
Phone: JUdson 6-1336

President.....Joseph P. Smith
V.P., Gen. Sls. Mgr.....Francis D. Smith
Mid-West Sales Manager.....W. A. Pomeroy
So. Sales Manager.....L. Seicshnaydre

Services Offered—Producers and distributors of filmed TV programs. Distribution of feature films.

Productions—Adventures of Danny Dee, Jingle Dingle Christmas Party.

Cine-Tele Productions

6325 Santa Monica Blvd., Hollywood
(See Commercial Producers)

Lars Calonius Productions, Inc.

45 West 45th St., New York 36, N. Y.
(See Commercial Producers)

Clairmont Films

4530 Mariota Ave., Hollywood, Calif.
Phone: POplar 2-4498

Owner .....Leonard Clairmont

Services Offered: Motion picture production and photography.

Productions: Tiare Tahiti.

Claster Enterprises, Inc.

2229 N. Charles St., Baltimore 18, Md.
Phone: CHesapeake 3-3630

President.....Bertram H. Claster

Services Offered—Producers and distributors of "Strikes 'n Spares," bowling series.

Colorama Features

1501 Broadway, New York City
Phone: LOngacre 4-5992

President.....Jules B. Weil
Vice President.....Carroll L. Puciato

Commodore Productions and Artists, Inc.

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(See Commercial Producers)

Commonwealth Film & Television, Inc.

723 Seventh Ave., New York 19, N. Y.
Phone: CIrcle 5-6456

President.....Mortimer D. Sackett
Sec., Treas.....S. Sackett
Sales Mgr. .....Leo Gottlieb

Services Offered—TV producers and distributors.

Confession, Inc.

1501 Broadway, N. Y.
Phone: LOngacre 4-5592

Exec. Prod.....Jules B. Weill
Prod. Moderator.....Jack Wyatt

Services Offered—Product for regional and national sponsorship.

Frank Cooper Associates Agency

945 Sunset Blvd., Los Angeles 46, Cal.
Phone: CRestview 4-5971
N. Y. Phone: PLaza 1-0725

President .....Frank Cooper
V.P. Chg. L. A. Office..Dick Irving Hyland
V.P. Chge. of N. Y. Office.....Sy Fischer
Executives.....Joel Cohen, Robt. Goldfarb, Wm. Cooper, Richard Morgan, Douglas Whitney, B. D. Shamberg, Jno. B. Genung, Perry Leff, Leonard Goldstein

Services Offered—Literary & Actors agents, TV packagers.

Tom J. Corradine & Associates

5746 Sunset Blvd., Hollywood 28, Calif.
Phone: HO 2-4448

President .....Tom Corradine

BUYING PUBLIC IS QUALITY CONSCIOUS
. . . And Won't Settle For Anything Less

By HENRY G. PLITT

President, ABC Films, Inc.

IF you've never seen a man with two heads, and would like to, drop up to my office. Better come soon because this strange state of affairs will be temporary and within a short time the heads will merge. One head, the one I've been wearing for about fourteen years, has been devoted to the business of getting people to leave their home to go to a movie. The other one joined me this past February when I left the picture business to head up ABC Films, Inc. This new one expects to persuade people to stay home to watch television.

Some people think that these two heads are incompatible and predict that my headaches will come in pairs but this is far from the truth. They get along quite well because they have much in common.

The prime responsibility of running a theatre chain is to buy pictures with box office appeal, set admission prices which are fair and arouse public interest through exploitation—bearing in mind that entertainment for mass consumption should not be offensive.

The responsibilities in my new job are basically the same with obvious variations. Instead of a constantly ringing cash register, the success of ABC Films' programming will be measured by the television rating services. The factors which make for success are the same in both entertainment media—suspense, excitement, sex and appeal to all age groups and varying tastes.

The economic factors are similar. In order to get top quality product we have to spend money. Naturally, we cannot afford to pay unrealistic prices which will prohibit us from recouping our production costs and making a profit. Under no circumstances, however, will we cheat. The buying public, whether it be a movie patron or an advertiser, is quality conscious. They know what's good and won't settle for anything less.

In the area of exploitation, although the aims are similar, the approaches are quite different. Movie distributors have a great deal of freedom in their promotion. One of the biggest differences between movie and TV advertising is the use of sex. Movie exhibitors often can spark their ads with illustrations of scantily clad gals and provocative, teasing copy. TV stations cannot do the same and rightly so. After all, a parent can control his child's movie attendance. He can't control TV viewing so readily and shouldn't be made to do so. A television program is like a guest in the house. Neither's performance should be unacceptable in the home environments.

Although many people think that movies and TV are incompatible, they are, in reality, interdependent. Most of TV's talent was schooled in motion pictures. Television formats are, for the most part, based upon story lines and themes which have proven popular in movie houses. TV has profited from the Hollywood star system and often uses top Hollywood stars to headline the spectaculars. TV, because of its less expensive and more rapid approach to star build-up, has that to offer the movie industry.

LOOK

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Mr. Sponsor!!!

HERE IS A SAMPLE RATING ON THE LAUREL & HARDY SHOW

ARBITRON

5:30 P.M.	Saturday	January 10,1959
WPIX-N. Y.	**Laurel & Hardy**	**18.3**
WCBS-TV-N. Y.	Early Show	8.8
WOR-TV-N. Y.	Million Dollar Movie	6.7
WABC-TV-N. Y.	All Star Golf	5.3
WNTA-TV-N. Y.	Gun Slingers	3.9
WRCA-TV-N. Y.	Ask the Camera	2.1
SETS IN USE		**46.3**

Contact: GOVERNOR TV ATTRACTIONS

ARTHUR KERMAN, *President*

375 PARK AVENUE • PLaza 3-6216

(*Continued from Page* 1000)

Vice President.....Kyle C. Thomas
Sales Mgr. .....Phil Barry
Secretary .....Marion Wrenn

Services Offered—National and regional representatives for sale of half-hour syndicated and television packages, 425 feature films, and 117 westerns.

Currently Distributing—The Ruggles, Operation Tomorrow, Judge Roy Bean, The Mickey Rooney Show, Big Game Hunt, Buster Crabbe Show, Captain Z-RO, Holiday U.S.A., Confession, Prospective, Wanted and Tomahawk, Crime Fighters, Rendezvous With Adventure, Uncommon Valour.

Criterion Film Laboratories, Inc.

33 W. 60th St., New York 23, N. Y.
Phone: COlumbus 5-2180

President.....Fred G. Todaro
Production Manager.....Ernest Todaro
Sales Manager.....Irving Schecter

Services Offered—Developing and printing of B & W and color film.

Cummings Productions, Inc.

4 West 56th St., New York 19, N. Y.
(See Commercial Producers)

Phil Davis Musical Enterprises, Inc.

59 E. 54th St., N. Y. 22, N. Y.
(See Commercial Producers)

Robert Davis Productions, Inc.

1755 Broadway, N. Y. 19, N. Y.
(See Commercial Producers)

Gordon M. Day Productions

15 W. 44th St., N. Y. 36, N. Y.
(See Commercial Producers)

D.P.M. Productions, Inc.

62 W. 45th St., New York 36, N. Y.
(See Commercial Producers)

Demby Productions, Inc.

Hotel Plaza, 1 West 58th St., N. Y. 19, N. Y.
(See Commercial Producers)

Jack Denove Productions, Inc.

6611 Santa Monica Blvd., Hollywood 38, Calif.
Phone: HO 4-8331

President .....Jack Denove
Vice-President .....Dick Denove

Services Offered — Produce film commercials, dramatic half-hour TV shows and industrial films.

Productions — Christopher films, General Electric commercials and the L.B.E. Industrial film, Bowling Series.

Dephoure Studios, Inc.

782 Commonwealth Ave., Boston 15, Mass.
(See Commercial Producers)

Depicto Films, Inc.

254 W. 54th St., New York 19, N. Y.
(See Commercial Producers)

Derel Producing Associates, Inc.

68 William Street, New York 5, N. Y.
Phone: BOwling Green 9-1550

President .....Jerry Feldman
Exec. Producer .....Gene Feldman

Services Offered—Packagers of filmed TV shows.

Louis deRochemont Associates, Inc.

380 Madison Ave., New York 17, N. Y.
Phone: OXford 7-0350

President .....Louis deRochemont
Associates.....F. Borden Mace, Thos. Orchard, Lothar Wolff, Martin J. Maloney, Louis deRochemont III

Services Offered—All producing services for films in any medium from super-wide-screen (Cinerama, Cinemiracle) to 16 mm. Also distributing services for selected theatrical films.

Productions: Windjammer, The Boris Morros Story, The March of Todd-AO.

Desilu Productions, Inc.

780 N. Gower, Hollywood 38, Calif.
Phone: HO 9-5911
N. Y. Phone: PL 2-1393

Pres. & Director.....Desi Arnaz
V.P. & Director.....Lucille Ball Arnaz
Exec. V.P. & Director.....Martin N. Leeds
Sec.-Treas. & Director.....Edwin E. Holly
Vice Presidents.....W. Argyle Nelson, George Murphy, Bernard Weitzman
Asst. Sec.....Arthur Smith

Services Offered—TV film producers for own account; provides filming services and facilities for networks and independents on cost-plus-fee basis; operates 34 sound stages and extensive back lot.

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(*Continued on Page* 1006)

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(*Continued from Page* 1003)

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(*Continued on Page* 1009)

THE CONSTANT SEARCH FOR NEW IDEAS . . . Is Hitting a Quickened Pace

By WALTER KINGSLEY

President, ITC (Independent Television Corporation)

AFTER many thousands of hours of television programming have gone parading across the home screen, the search for new ideas takes on a quickened pace. How many plots, programs, jokes, and memorable lines have already been used? How many more heroes can be found? Protagonists which just a few years ago were fresh new creations have become stereotypes. The drive for something new constantly hounds the producer, and the search becomes increasingly more difficult, and, with rising costs, his mistakes more costly.

It is almost unnecessary to establish the fact that there is continuing uncertainty in our young industry. It has often been said, however, that a measure of a person's maturity is his ability to live with this uncertainty. The producer-company must then be not only creative and intelligent, but mature enough to know if and when to plunge into new productions.

The television producer is forever measuring the acceptability or unacceptability of a new program concept. We constantly try to measure new program concepts based on research, ratings, etc. Yet the producer must, in the final analysis, be the judge of the future life of his program idea regardless of the rumors, whims and half-truths that may be circulating at any given time in buying circles. If a producer were to constantly reflect the temperament of the hours, he would be incapable of producing a program with firm characteristics of identity and format. In other words the producer and seller of television programming must always take chances based on the best research available, but equally important is his own knowledge of the taste and temperament of the public.

We at ITC accept the challenge of this uncertainty. Our creative organization is constantly on the prowl, looking for new backgrounds, new locales, new situations to springboard a television program series. As a matter of fact, we think the television buyer today is really more willing to accept a new idea than he was, say, five or ten years ago, regardless of the fact that westerns seem to be the open sesame to rating success.

For example, this year we produced a different kind of action program called "Cannonball." Why was "Cannonball" different? Basically, because it did not rely solely on action and impact to gain audience. We added a new quantity to syndication programming called human interest, a quantity which heretofore had been the almost sole province of network programs. We felt that by adding a family situation to an action series, it would help give the sponsor the identification which he constantly wants.

In our overseas production, we are also reaching into new areas of programming. "The Four Just Men," being jointly produced by the Jack Wrather Organization and Sapphire Films, Ltd., not only represents an innovation in casting four of the biggest names ever to appear in a continuing television series (Jack Hawkins, Dan Dailey, Richard Conte, Vittorio De Sica) but more importantly, we are presenting a new concept for adventure programming.

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(*Continued from Page* 1006)

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New York Phone: OXford 5-3060

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Dir. Publ.-Prom.....Les Kaufman
N. Y. Manager.....Art Stark
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Production Manager.....Jack C. Lacey

Services Offered—Create, film and produce television programs, commercials, government and business motion pictures.

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(*Continued on Page* 1013)

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PUBLIC SERVICE HAS MANY FACETS . . . And Good Entertainment Is One

By RALPH COHN

President of Screen Gems, Inc.

THE term "public service" has been used in our industry to describe any program—good, bad or indifferent—of a topical or educational nature. We have all seen programs which have been dull, pedantic and professionally inexcusable save for the fact that they fell into this "public service" category.

I believe such thinking renders a fundamental disservice to the meaning of the public's interest. The production of entertainment that every day delights, diverts and amuses millions is a genuine service to the public. Our industry has every reason to be proud of the job it has done in filling the increased leisure time of the people of the world with good, solid fun.

Yet, I still meet those who find it necessary to criticize our industry for the fact that it is in the business of manufacturing entertainment rather than some form of pseudo-uplift. They are, it seems, a little ashamed that our programs are regarded as "commercial" and that we are paid money by sponsors.

Let's stop being ashamed of the fact that many of us make sheer, unadulterated entertainment, designed for mass consumption. Nighttime commercial television is not the concert hall or the lecture stage. It is the broadest possible medium for providing entertainment for millions.

Almost no sponsor has ever intentionally bought a program on the premise that it would be so highly specialized as to interest only a small audience, just as very few viewers have ever tuned in the second episode of a program that bored them the first time.

If we are really to serve our enormous public, we must give it more of what it indicates it wants — good, clean, solid entertainment, skillfully and colorfully presented.

On these terms, social good can also be fostered. A program like "Father Knows Best" is certainly 'entertainment.' Yet it has impressed upon its vast audience the importance of education, the need for safe-driving instruction for teen-agers, the values of well-rounded family life and other moral lessons. It never preaches these ideals; it demonstrates them within an entertaining dramatic framework.

How then can we best serve the public and meet our obligations to society? We must hire the best talents available, refuse to compromise with the quality of our productions, and engage in a continual process of imaginative creativity. We must keep our fingers on the public pulse, find out what the people want to see and give it to them in the best way we know how.

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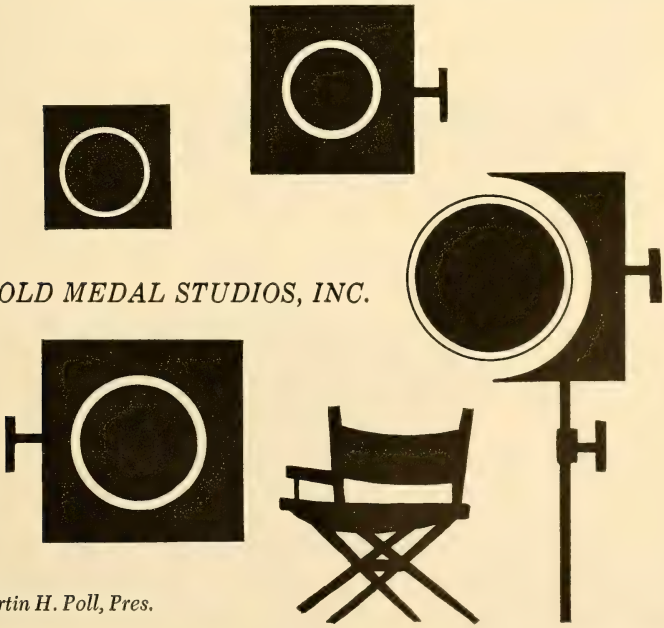

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Services Offered—Production and distribution of filmed television programs; production of TV commercials, industrial and public service films; distribution of feature films.
Productions—Jack London's Captain David Grief, Kingdom of the Sea, Michaels of Africa, Light of the World.
Distributing—19 TV packages: Liberace, Joe Palooka, Florian Zabach, It's Fun to Reduce, Confidential File, I Spy, Molly (Goldbergs), Conrad Nagel Theater, Sherlock Holmes, Paris Precinct, Janet Dean, Duffy's Tavern, Col. Tim McCoy, Junior Science, Looney Tunes and Walter Lantz Cartoons, Post 1948 H'wood Feature Pictures.

Jack Goetz

1148 San Ysidro, Beverly Hills, Calif.
Owner .....Jack Goetz
Services Offered—Lab. service for all TV requirements; 16 & 35 mm. television features, serials and shorts.

Gross-Krasne, Inc.

41 E. 42nd St., New York 17, N. Y.
Phone: YUkon 6-5225
5420 Melrose Ave., Hollywood 38, Cal.
Phone: HOllywood 7-5151
360 N. Michigan Ave., Chicago 1, Ill.
Phone: RAndolph 6-5583
155 Montgomery St., San Francisco
Phone: EXbrook 7-2683
Board Chairman.....Philip N. Krasne
Vice Chairman.....Jack J. Gross
Sales V. P. .....Melville Schlank
Administrative V.P.....Gerald King
Asst. to President.....Jerry Franken
V.P. Reg. Sales.....Leonard S. Gruenberg
V.P. Mid-W. Sales.....Arthur Spirt
V.P. Central-West Sls.....Raymond Wild
V.P. Western Sales.....Robert Hill
V.P. Eastern Sales.....Robert Brahm
V.P. S.E. Sales.....Fred R. Frank, Jr.
Services Offered—Production, distribution of TV films.
Productions—African Patrol, Adventures of Sea Hawk, Glencannon, Fate, Streets of Danger, Flying Doctor, Adventures of Jungle Boy.

Herman Hack Productions & Scripture Films

2441 N. Beachwood Dr., Hollywood 28, Calif.
(See Commercial Producers)

J & M Productions, Inc.

366 N. Camden Dr., Beverly Hills, Cal.
Phone: CRestview 5-4595
President.....Irving A. Fein
Secretary.....Richard M. Goldwater
Treasurer.....Loyd Wright, Jr.
Services Offered—Production of live and filmed TV shows.
Production—The Jack Benny Show.

The Jam Handy Organization, Inc.

2821 E. Grand Blvd., Detroit 11, Mich.
(See Commercial Producers)

Harriscope, Inc.

355 North Beverly Dr., Beverly Hills, Calif.
Phone: CRestview 6-4632
President.....Burt I. Harris
Associate .....Abbott London
Office Manager.....C. Coleman

Services Offered—Producer and distributor of motion picture film for television, owner of KTWO-TV Casper, Wyoming and KTWX-TV Sheridan, Wyoming: closed circuit TV system.

Harris-Tuchman Productions

751 N. Highland, Hollywood 38, Calif.
(See Commercial Producers)

Hartley Productions, Inc.

339 East 48th St., New York 17, N. Y.
(See Commercial Producers)

Hoffberg Productions Inc.

362 W. 44th St., New York 18, N. Y.
Phone: CIrcle 6-9031
Pres., Treas.....Jack H. Hoffberg

Services Offered — Distributors of half hour, quarter hour and ten minute series of films, including Stories of the Operas in 15 minutes.

Holland-Wegman Productions

197 Delaware Ave., Buffalo 2, N. Y.
(See Commercial Producers)

Hollywood Television Service, Inc.

4020 Carpenter St., N. Hollywood, Cal.
Phone: POplar 3-8411
N. Y. Phone: JUdson 6-1700
Pres., Gen. Sls. Mgr. .....Earl Collins
Vice-President .....Richard G. Yates
Sec'y-Treas. .....Lester J. Nelson

Services Offered—Distribution of motion pictures for TV.

Sandy Howard Productions

5842 Sunset Blvd., Hollywood 28
Phone: HOllywood 2-6282
President .....Sandy Howard
Vice Presidents.....Jack Mulcahy, Harvey Bernhard
Prod. Superv.....Gordon Wynn
Story Editor.....Enid Baine
Prod. Co-ord.....Charline Mitchell
Story Dept.....Ed Wynne
Casting .....Marvin Paige

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ODYSSEY PRODUCTIONS, INC.

439 Madison Avenue

New York 22, N. Y.

PLaza 1-6760

Producers of HIGH ADVENTURE WITH LOWELL THOMAS

Services Offered—Production of live and filmed television programs for network and syndication arrangements.

Productions — Police Station; Congressional Investigator; Spellbound, Ad Lib; Fantastic; and a feature picture.

Ideal Pictures, Inc.

58 E. So. Water St., Chicago 1, Ill.
Phone: FInancial 6-5480

President.....Paul R. Foght
V.P., Secretary.....W. Dan Browning, Jr.
Treasurer.....Carroll M. Hadden

Services Offered—Rental of 16mm entertainment features, educationals, religious, short subjects, and free-loan films. Sale and rental of audio-visual equipment.

Independent Television Corp.

488 Madison Ave., New York 22, N. Y.
Phone: PLaza 5-2100

President .....Walter Kingsley
Asst. to Pres.....J. W. Kiermaier
Dir. Sales Opera.....William Du Bois
Gen. Sales Mgr. Synd.....Hardie Frieberg
Dir. National Sales.....Hal James
Midwestern Sls. Mgr.....Lee Cannon
N.E. Sls. Mgr.....Leonard Warager
S.E. Sls. Mgr.....Alton Whitehouse
Mgr. Inter'l Sls.....Abe Mandell
Adm. Mgr. Arrow Prod.....A. E. Unger
Canadian Sls. Mgr.....John E. Pearson

Services Offered—Production and distribution TV film series for international, national, regional and local sponsorship.

Productions—Lassie, Lone Ranger, N. Y. Confidential, Cannonball.

Institute of Visual Training, Inc.

40 East 49th St., New York 17, N. Y.
Phone: ELdorado 5-1443

President.....William J. Ganz
Production Manager.....Herbert R. Dietz
General Manager.....Vincent J. Capuzzi

Services Offered—Producers and distributors of motion pictures, slide films and films for TV Industrial and non-theatrical audiences.

Intercontinental Television, S. A.

(Headquarters: Geneva, Switz.)
551 Fifth Ave., New York 17, N. Y.
Phone: MUrray Hill 2-3404

Board Chairman.....Theodore R. Racoosin
Pres., Oper. Hd.....David A. Lown
Exec. V.P.....Hugo Seiler

Services Offered — Producers of live & taped European program material. Closed circuit telecasting. Sports telecasting. Taped commercials.

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International Film Foundation, Inc.

1 E. 42nd St., New York 17, N. Y.
Phone: OX 7-6820

Executive Dir.....Julien H. Bryan

Services Offered—(1) Production of documentary films. (2) Distribution of documentary films including TV use, chiefly twenty minute shorts on the peoples of various countries.

International News Service

235 E. 45th St., New York 17, N. Y.
Phone: MU 7-8800

General Mgr.....J. Kingsbury Smith
Editor-in-Chief .....Barry Faris
Ass't. Gen. Mgr.....P. G. Reed
Managing Editor.....P. R. Allerup
Business Mgr.....Robert W. Brown
TV Sales Mgr.....Robert H. Reid
Promotion Mgr.....Kenneth Smith

Services Offered—Telenews daily, weekly and sports film services; INS 24-hour news wire; 35 mm. transparency service; stock film and photo library, fact-finding and research.

International TV Programs, Inc.

530 Maxwell Ave., Cincinnati 19, Ohio
Phone: UN 1-5000

President.....Edward J. Stern
Inter. Sls. Mgr.....Millard Segal
Latin Amer. Sls. Mgr.....Ralph Franklin
European Director.....Joseph M. Brandel

Services Offered—Production and distribution of television film world-wide.

Interstate TV Corporation

4376 Sunset Drive, Hollywood 27, Cal.
Phone: NOrmandy 2-9181
445 Park Ave., New York, N. Y.
Phone: MUrray Hill 8-2545

V.P. & Gen. Sls. Mgr.....Lloyd Lind
Eastern Sls. Mgr.....Alan Roberts

1250 S. Wabash Ave., Chicago, Ill.
Phone: WAbash 2-7937
5746 Sunset Blvd., Los Angeles, Cal.
Phone: HOllywood 2-4448
3207 Friendly Road, Greensboro, N. C.
Phone: GReensboro 3-7551
Sterling Films Ltd., King Edward Hotel, Toronto, Canada
Phone: EMpire 6-6221
429 E. 14th Ave., Denver, Colorado
Phone: TAbor 5-4864

Services Offered—Production and distribution of 30 minute package shows. Distribution of feature motion pictures.

Inter-TV Films, Ltd.

1410 Stanley St., Montreal 2, Canada
Phone: PLateau 4868

President .....Marcel Leduc
Exec. V.P.....Robert A. Jouglet
Secretary .....Jules Dupre
Treasurer .....Jean H. Thys

147 University Ave., Toronto, Ontario, Can.
Manager .....Norman Brown
U.S.A.: Official Films, 25 Worth St., N. Y. C.

Services Offered—Distribution of U. S., British and foreign films.

Distributing—130 U. S. features, 30 French features, The Errol Flynn Theater (half-hour anthology).

Inter World TV, Inc.

460 Park Ave., New York 22
Phone: MU 8-5365

President.....John J. Cole
Vice President.....Patrick T. Ahern
Secretary.....Sydney A. Mayers
Treasurer.....Arthur R. Lerner

Services Offered—Producer and distributor of TV films and Video-Tape in all areas of the world except the U. S.

Jamieson Film Company

3825 Bryan St., Dallas 4, Texas
(See Commercial Producers)

COORDINATED MARKETING AGENCY INC.

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IRVING HERZ

Producer
ART ARNOLD PELTZ

J & M Productions, Inc.

366 N. Camden Dr., Beverly Hills, Cal.
Phone: CRestview 5-4595

President.....Irving A. Fein

Services Offered — Producers of live & filmed TV shows.

Production—The Jack Benny Show.

Jayark Films Corp.

15 East 48th St., New York 17, N. Y.
Phone: MU 8-2636

President.....Reuben R. Kaufman
Vice President.....Curtis Kaufman
V.P., Sales.....Harvey Victor
V.P. National Sales.....Jerry Liddiard
Western Sales Mgr.....Edward Smardan
Adv. & Prom. Mgr.....Russ Alben

Branch Offices

699 N. Bronson Ave., Hollywood 4, Calif.
Phone: HOllywood 2-6769

Exec. in Charge.....Edward Smardan

Services Offered—Producers and distributors of filmed TV programs.

Productions—Bozo The Clown, 156 animated cartoons in color; Trapped, a series of 39 half hour dramas.

Jewell Radio & Television Productions

612 N. Michigan, Chicago 11, Ill.
(See Commercial Producers)

K & W Film Service Corp.

1657 Broadway, New York 19, N. Y.
(See Commercial Producers)

Victor Kayfetz Productions

1740 Broadway, New York 19, N. Y.
(See Commercial Producers)

Knickerbocker Productions, Inc.

1600 Broadway, New York 19, N. Y.
Phone: CIrcle 5-6710

Pres., Treas.....Howard A. Lesser
Vice-President.....Frank Beckwith
Secretary .....Anne Serra

Services Offered—Producers of all types of motion pictures.

Lakeside TV Co., Inc.

1465 Broadway, New York, N. Y.
Phone: LO 5-4582

President .....Richard Stevers
Exec. Vice-Pres.....Bernard Schulman
Vice President.....Hal Lawrence

Services Offered—Distribution of film series world-wide & producer of network shows.

Productions—Wild Life in Action, Where in the World, On the Spot, Opera and Ballet, Bobo the Hobo, Reading the Bible, Night Editor, The Magic Vault, Out of the Past, Wanted, 75 Animal Shorts, Cartoons, Tomahawk, Perspective, Hobbies in Action.

La Brea Productions, Inc.

7417 Sunset Blvd., Hollywood, Calif.
(See Commercial Producers)

Langlois Filmusic, Inc.

1755 Broadway, New York 19, N. Y.
(See Commercial Producers)

Lance Productions, Inc.

353 West 57th St., New York 19, N. Y.
(See Commercial Producers)

Robert Lawrence Productions, Inc.

(Loucks & Norling, Inc.)
418 W. 54th St., New York 19, N. Y.
(See Commercial Producers)

Mitchell Leichter

1929 Whitley, Hollywood 28, Cal.
Phone: HO 7-6520

Pres., Head of Prod.....Mitchell Leichter
General Manager.....Jean Rich

Services Offered—Producer, distributor of films for television, 2,286 Features and Shorts, consisting of 367 Features, Dramatic Musicals, Comedies and Westerns, 30 Serials, 90 ½ hour Westerns, 138 Travelogues, 203 Documentaries, 165 Cartoons for Theatrical & TV, for the world rights.

Sol Lesser Productions, Inc.

5842 Sunset Blvd., Hollywood 28, Calif.
Phone: HO 2-6282

Ch. of Board.....Sol Lesser
President .....Sy Weintraub
V.P. & Sect.....Harvey Hayutin
Asst. Sect.....Louise Griswold

Services Offered: Feature and TV film producers. Producers of the Tarzan films and TV series, Our Town TV series, etc.

Gene Lester Productions

1487 N. Vine St., Hollywood 28, Calif.
Phone: HOllywood 4-7287

Producer-Director .....Gene Lester
Comptroller.....Albert J. Silverman
Assoc. Producer.....Martin Sperber

Services Offered—TV film packages and commercials.

Lewis & Martin Films, Inc.

1431 N. Wells, Chicago 10, Ill.
(See Commercial Producers)

Library Films Inc.

25 West 45th St., New York 36, N. Y.
Phone: PLaza 7-0100
President.....Paul N. Robins
Secretary.....H. Jerome Harris
Services Offered—Films for TV—Westerns, Serials, Shorts.

Lou Lilly Productions

5746 Sunset Blvd. ,Hollywood 28, Calif.
(See Commercial Producers)

Lion Television Pictures Corp.

1501 Broadway, New York 36, N. Y.
Phone: PEnnsylvania 6-1780
President.....E. W. Hammons
Secretary-Treasurer.....T. Newman Lawler
Services Offered—Financing TV shows and packages. Offering to TV stations packages of 13 Handy Andy episodes of 12½ minutes each.

Jack London Productions, Inc.

245 West 55th St., New York 19
Phone: PLaza 7-4117
President .....Barnett Glassman
Secretary .....Herbert Friedman
Dir. of Publicity.....Stephen F. Keegan
Productions — Owners of Jack London library—TV series Captain David Grief.

James Love Productions, Inc.

115 W. 45th St., New York 36, N. Y.
(See Commercial Producers)

Lux-Brill Productions, Inc.

319-21 E. 44th St., New York 17, N. Y.
(See Commercial Producers)

Major Television Productions, Inc.

1270 Ave. of the Americas, New York 20
Phone: PLaza 7-6990-1-2
President .....Irving Lesser

Glenn Mann Productions, Inc.

70 W. 55th St., New York City
Phone: CIrcle 7-0290
President.....Mrs. Glenn Mann
Services Offered—Program producer and distributor.

Marathon TV Newsreel Inc.

10 East 49th St., New York 17, N. Y.
Phone: MU 8-0985
Pres., Exec. Prod.....Konstantin Kaiser
V.P., Super. of Prod.....Ken Baldwin
Dir. News & Sp. Events...Chas. Van Bergen
Services Offered—Public information films produced and distributed to television stations; news and special event coverage; world-wide news service; station consultants on TV news setups; stock footage library, commercials.

Mark VII, Ltd.

4024 Radford Ave., N. Hollywood, Calif.
Phone: STanly 7-0621
President .....Jack Webb
Vice-Pres. & Treas.....J. R. Rodgers
Secretary .....Seymour Steinberg
Productions—Features—Dragnet, Pete Kelly's Blues, The D.I. for WB release. TV series—Dragnet, Noah's Ark, The D. A.'s Man, Pete Kelly's Blues.

Master Films Distributors, Inc.

120 West 42nd St., New York 36, N. Y.
Phone: WIsconsin 7-9907
President .....George Caputo
Services Offered: Distributors of Spanish language feature films (250).

Masterpiece Productions, Inc.

45 West 45th St., New York 36, N. Y.
Phone: JUdson 2-4717
Manager .....Frances Kaplan
Services Offered — Distributors of 25 reissue features.

Robert Maxwell & Associates

5420 Melrose Ave., Hollywood, Calif.
Phone: HOllywood 2-6027
Producer .....Robert Maxwell
Services Offered—Series of filmed television shows.

M.C. Pictures, Inc.

1501 Broadway, New York 36, N. Y.
Phone: LOngacre 3-6187
President .....Armand Schneck
V.P., Gen. Sales.....Jerome Balsam
Vice-Pres.....Alexander Beck
Services Offered—Distributors to TV of feature films.

McCadden Corporation

1040 N. Las Palmas Ave., Hollywood 38, Cal.
Phone: HOllywood 4-2141
V.P.-Production .....Al Simon
President.....George Burns
V.P.-Business .....Maurice Morton
Treasurer.....John H. Nicolaides
Pub. & Adv. Dir.....Stafford Clark
Services Offered—Creation and production of filmed TV programs for national or network sales; facilities for filming syndicated or network TV programs; production of filmed TV commercials for national sponsors.
Productions—The George Burns & Gracie Allen Show, The Bob Cummings Show, The Peoples' Choice, Crisis.

McGowan Productions, Inc.

915 N. LaBrea Ave., Hollywood 28, Calif.
Phone: OL 4-0711

Producer.....Dorrell McGowan
Sec'y-Treas. .....Stuart E. McGowan

Services Offered — Commercials, shorts, features.

Productions—Death Valley Days, Snowfire, Sky King.

Medallion TV Enterprises, Inc.

6000 Sunset Blvd., Hollywood 28, Cal.
Phone: HOllywood 2-6635

President.....John A. Ettlinger
Vice-Pres., Secy.....Marlyn M. Ettlinger
Midwest Sales Mgr.....Ben Barry
Southern Sales Mgr.....Ken Rosewell
N. Eng. Sales Mgr.....Jay Williams
Eastern Sales Mgr.....Alfred Ettlinger
Edit. Super.....V. I. Lindberg
Exec. Prod.....Tholen E. Gladden

Services Offered—Production and distribution of TV series feature programs, cartoons, quiz programs, Kinescope recording facilities, commercial production for TV and industrial films. Sales offices in leading cities.

Productions—High Road To Danger, Medallion Cartoons, Sew Easy, View The Clue.

MCA-TV

598 Madison Ave., New York 22, N. Y.
Phone: PLaza 9-7500
Film Syndication Div.

V.P. in Charge.....David V. Sutton
V.P. Sta. Prog. Sls. Div.....Louis Friedland
V.P. Chg. of N. Y. office.....Wynn Nathan
V.P. Chg. of Chicago office.....Jim Stirton
V.P. Chg. of Cleveland office...DeArv Barton
V.P. Chg. of L. A. office.....Bob Greenberg
V.P. Intl. Sls Div.....P. J. McManus, Jr.
Vice President.....James E. Denning
Director of Adv.....Frank McMahon
Director of Publicity.....Ed Aaronoff

Branch Offices

598 Madison Avenue, New York 22, N. Y.
139 Piccadilly, W1, London, England
49 bis Ave. Hoche, Paris, France
180 University Ave., Toronto 1, Ontario, Can.
9370 Santa Monica Blvd., Beverly Hills, Calif.
515 Glenn Bldg., Atlanta, Georgia
430 N. Michigan Ave., Chicago, Ill.
1172 Union Commerce Bldg., Cleveland, Ohio
504 Delta Bldg., New Orleans, La.
426 Transportation Bldg., Cincinnati, Ohio
2311 Cedar Springs, Dallas, Texas
15037 W. Eight Mile Rd., Detroit, Michigan
105 Montgomery St., San Francisco, Calif.
1415 Northwestern Bank Bldg., Minn., Minn.
530 Sixth Ave., Pittsburgh, Pa.
303 Gill Ave., St. Louis 22, Mo.
101 Jones Bldg., Seattle, Wash.
106 N. Caldwell St., Charlotte, N. C.
6014 W. 76th Terrace, Kansas City, Mo.

Offices also in Rome, Munich, Berlin, Mexico City, Tokyo.

Services Offered — Distribution of syndicated TV film programs and feature films.

Productions—The Adventures of Kit Carson Biff Baker—USA, City Detective, Dr. Hudson's Secret Journal, Famous Playhouse, Federal Men, Follow that Man, Guy Lombardo and his Royal Canadians, Headline, Heart of the City, Man Behind the Badge, Mayor of the Town, Playhouse 15, The Ray Milland Show, The Rosemary Clooney Show, Soldiers of Fortune, State Trooper, Waterfront, Western Features Starring Gene Autry, Western Features Starring Roy Rogers, Crusader, If You Had A Million, Mickey Spillane's Mike Hammer, "SA 7."

MGM-TV

A Division of Loew's Inc.
1540 Broadway, New York 36, N. Y.
Phone: JUdson 2-2000

V.P. in Charge of TV.....George Shupert
General Manager.....Jason Rabinowitz
Gen. Sales Mgr. .....Richard A. Harper
Sales Executive.....Robert Morin
East'n Sales Mgr.....Paul Mowrey
West'n Sales Mgr.....Maurice Gresham
Central Sales Mgr.....Arthur E. Breider
Dir. of Oper.....Sol Schreiber
Dir. Promotion.....Monroe Mendelsohn
Comm. Prod. Dir.....Wm. R. Gibbs
Bus. Mgr. Comm. Prod.....E. O. Wilschke
Executive Producer.....Richard Maibaum
Bus. Affairs Dir.....Fred Wile

Services Offered—Library of 717 pre-'49 feature films, cartoons and short subjects offered to television stations; half-hour TV programs for national sponsorship; TV commercials and industrial films produced to order.

Productions—Thin Man, Northwest Passage, Father of the Bride.

Charles Michelson, Inc.

45 West 45th St., New York 36, N. Y.
Phone: Plaza 7-0695

President .....Charles Michelson
Treasurer .....Aaron Michaelson
Traffic Manager.....R. Mantell
Export Manager.....Martin Diamond

Services Offered—Distributors of TV film program series, transcribed radio program series, gennett, speedy-Q and E.M.I. sound effect record libraries. Representatives for foreign broadcasting.

Modern Teleservice, Inc.

219 E. 44th St., New York 17, N. Y.
Phone: OXford 7-2753

President.....J. R. Ritenour
Mgr. N.Y. Sls. & Cord. Nat. Sls....Alex Leslie
Gen. Oper. Mgr.....John H. Boyet

Branch Offices
237 E. Ontario St., Chicago 11, Ill.
Phone: DElaware 7-3761

Gen. Mgr.....Rosario Iannelli
Sales Mgr.....Peter Markovich
3450 Wilshire Blvd., Los Angeles 5, Cal.
Phone: DUnkirk 4-2511
V.P. & Manager.....J. J. Lipsky
Services Offered—Print procurement, distribution filmed commercials and feature film shows, storage and trafficking of live TV props and ETs for radio.

Carlton E. Morse Enterprises, Inc.

1680 N. Vine St., Hollywood 28, Calif.
Phone: THornwall 5-7000
President.....Carlton E. Morse
Services Offered—TV film programs, production.

Morton Productions

64 East Lake St., Chicago 1, Ill.
Phone: CEntral 6-4144
President .....Morton Jacobson
Services Offered—Syndicated TV & radio shows.
Productions—Joe Emerson Show.

Motion Pictures For Industry

2543 Kelton Ave., Los Angeles 64, Calif
(See Commercial Producers)

Motion Picture Stages, Inc.

3 East 57th St., New York, N. Y.
Phone: PL 3-4840
President.....C. F. Vetter, Jr.
Studio Manager.....Gerald Margolis
Services Offered—Film production service, specializing in serving film producers. All production facilities and services.

Motion Pictures for Television, Inc.

400 Park Ave., New York 22, N. Y.
Phone: PL 3-5600
Pres., Chrm. of Board.....Matthew M. Fox
V.P., Gen. Sales Mgr.....Basil Estreich

Movie Advertising Bureau

70 E. 45th St., New York 17, N. Y.
Phone: MUrray Hill 6-3717
Div. Sls. Mgr.....A. E. Smith
Nat'l. Sls. Acc't Exec....Constance Mowbray
Home Office & Studio
1032 Carondelet St., New Orleans, La.
President.....C. J. Mabry
Services Offered—Spot commercials for TV, motion picture theaters and drive-ins. Extensive studio facilities for all phases of production.

Movietonews, Inc.

460 W. 54th St., New York 19, N. Y.
Phone: COlumbus 5-7200
President.....W. C. Michel
V.P. Producer.....Edmund Reek
Services Offered—Theatrical and TV news films; short subjects.

MPO TV Films, Inc.

15 E. 53rd St., New York 22, N. Y.
(See Commercial Producers)

Owen Murphy Productions, Inc.

723 Seventh Ave., New York 19, N. Y.
(See Commercial Producers)

Music Makers, Inc.

45 West 45th St., New York 36, N. Y.
(See Commercial Producers)

NBC Film Library

729 7th Ave., New York 19, N. Y.
Phone: CIrcle 7-8300
Ch. Film Librarian.....Frank W. Kelly
Services Offered—Stock shots. Combined NBC and March of Time Libraries—over 30,000,000 ft. of minutely cross-indexed film.

National Screen Service Corp.

Television & Industrial Films Division
509 Madison Ave., New York, N. Y.
Home Office
1600 Broadway, New York, N. Y.
Phone: CIrcle 6-5700
(See Commercial Producers)

National Telefilm Associates, Inc.

10 Columbus Circle, New York 19, N. Y.
Phone: JUdson 2-7300
Chrmn. of Bd.....Ely A. Landau
President.....Oliver A. Unger
Pres., NTA Film Ntwk.....Charles C. Barry
Exec. V.P.....Harold Goldman
Sr. V.P.....Edythe Rein
Secretary.....H. I. Bucher
V.P. Chg. O & O Stations.....Ted Cott
V.P., Bus. Affairs.....David J. Melamed
V.P., Comptroller.....Burton I. Lippman
V. P. Exec. Dir. Adv., Prom., Merch.
Lester Krugman
Dir. Prom. & Sales Service..Martin Roberts
Press Director.....Harry Algus
Exploitation Director.....Phil Cowan
Merch., O & O Expl. Dir..Irving Lichtenstein
Sales Presentations Dir.....Ernest Fladell
Branch Offices
612 N. Michigan Ave., Chicago, Ill.
V.P., Mid-West Sls.....E. J. Graff
8721 Sunset Blvd., Los Angeles, Calif.
V.P., W. Coast Sls.....Berne Tabakin
Statler Office Bldg., Boston, Mass.
Exec. in Charge.....Nicholas Russo

2605 Sterick Bldg., Memphis, Tenn.
Exec. in Charge.....Charles Britt
1011 Currie Ave. N., Minneapolis, Minn.
Exec. in Charge.....Gerald Corwin
1401 Peachtree St., N.W., Atlanta, Ga.
Exec. in Charge.....Hank Luhrman
1408 Fidelity Union Life Bldg., Dallas, Tex.
Exec. in Charge.....Roy George
10 Lupine Ave., San Francisco, Cal.
Exec. in Charge.....Robert Lang
5525 Upper Lachine Rd., Montreal, Que.
Exec. in Charge.....Napolean Vaillancourt
175 Bloor St. E., Toronto, Ont.
Exec. in Charge.....David Griesdorf

NTA Program Sale Div.
President.....Michael M. Sillerman
V.P., Los Angeles.....Walt Plant
V.P., N. Y.....Mel Schlank

Services Offered—Television programs and features for national, regional and local sponsorship.

Productions—500 top-quality feature films, 1,400 short subjects & cartoons and the following filmed TV shows: China Smith, The New Adventures of China Smith, Lili Palmer Theater, Police Call, Pantomime Quiz, Play of the Week, Orient Express, Holiday, Combat Sergeant, Official Detective, Sheriff of Cochise, The Bill Corum Sports Show, The Passerby, Music of the Masters, Find a Hobby, Man's Heritage, M.D., Layman's Call to Prayer, The Health and Happiness Club: Holiday Shows—Lamb in the Manger, Christmas Carol, etc; U. S. Marshal, Adventures of Wm. Tell, The Third Man, Mantovani, Walter Winchell File, Geo. Jessel's Show Business, TV Hour of Stars, How to Marry a Millionaire, This Is Alice, Man Without a Gun.

NTA International, Inc.

President .....Harold Goldman
Nat. Sales Mgr.....E. Jonny Graff

Branch Offices

109 Jermyn St., London, Eng.
Exec. in Charge.....Vernon Burns
21, Avenue Kleber, Paris, France
Exec. in Charge.....Leo Lax
Via Po, 12, Rome, Italy
Execs. in Charge.....Silvio Mattatia, Filippo Ottavi
262 Rue Royale, Brussels, Belgium
Exec. in Charge...Charles Van Der Haeghen
Theatinerstrasse 24, Munich, Germany
Exec. in Charge.....Alexander Badal

NBC Film Division

(*See California National Productions*)

Ted Nemeth Studios

729 7th Ave., New York 19, N. Y.
Phone: CIrcle 5-5147-8
Production Director.....Ted Nemeth
Art Director.....M. E. Bute

Services Offered—Producers, distributors of film made specifically for TV; TV film spots and commercial films.

Fred Niles Productions, Inc.

1058 W. Washington Blvd., Chicago
(See Commercial Producers)

Nola Penthouse Sound Studios

113 W. 57th St., N. Y. 19
(See Commercial Producers)

Odyssey Productions

439 Madison Ave., New York 22, N. Y.
Phone: PLaza 1-6760
President.....Lowell Thomas
V.P. Chg. Production & Exec. Director.....Milton A. Fruchtman
Corporation Secretary.....Gerald Dickler

Services Offered—Film and tape package producers.

Productions—High Adventure With Lowell Thomas; Strange World.

Official Films, Inc.

25 West 45th St., New York 36, N. Y.
Phone: PLaza 7-0100
Pres., Bd. Chmn.....Harold L. Hackett
Exec. V.P., Treas.....Seymour Reed
Vice-President .....Robert Sanford
Director of Sales.....S. L. Adler
Secretary.....Grace V. Sullivan
Asst. Secretary.....Aaron Perlow

Services Offered—Distribution of filmed TV programs for national and syndicated release. Also, cartoons & musical shorts.

Productions—Adventures of Robin Hood, Sir Lancelot, The Buccaneers, My Little Margie, Trouble with Father, My Hero, American Legend, Adventures of the Scarlet Pimpernel, The Star and the Story, Star Performance, Willy, Colonel March of Scotland Yard, Invisible Man, Adventures in Sherwood Forest, Decoy, Rocky Jones, Space Ranger, The Hunter, Overseas Adventure, Cross Current, Dateline Europe, Vagabond, Sword of Freedom.

Olympia Film Productions, Inc.

112 W. 48th St., New York 36, N. Y.
(See Commercial Producers)

Onyx Pictures Corp.

60 W. 46th St., New York 36, N. Y.
Phone: PLaza 7-7417-8
President .....Sam Lake

Services Offered—World's largest distributor of silent comedies, including all Hal Roach and Mack Sennett properties, 66 Our Gang comedies, and 104 Cartoons & 12 Puppets—both in color and B & W.

Paramount Television Productions, Inc.

5800 Sunset Blvd., Los Angeles 28, Cal.
Phone: HO 9-3181
N. Y. Phone: BRyant 9-8700

resident .....Paul Raibourn
.P. in Chg. ..... James A. Schulke
en. Sales Mgr.....Richard Jolliffe
dv., Prom. Dir.....James J. Rue
rogram Manager.....Robert Quinlan
xec. Creative Dir.....Lee Cooley
astern Sls. Rep.....Albert Goustin
sst. Sales Mgr.....Jack Donahue
ublicity Director.....Richard Robbins
hief Engineer.....John Silva
ice President.....Arthur Israel

Services Offered—Independent TV stafering live, filmed & taped programming. olor unit. Helicopter.

Productions—Youth Court, Court Room olice Station, Hollywood Diary, Breakfast Hollywood, Red Rowe Show.

Paul Parry Productions Inc.

7417 Sunset Blvd., Hollywood 46, Calif.
(See Commercial Producers)

Pathe News, Inc.

245 West 55th St., N. Y. 19
Phone: JUdson 6-8920

esident.....Barnett Glassman
ice President.....Seymour Mintz
ecretary .....William G. Dillon
ir. of Publicity.....Stephen F. Keegan

Services Offered—Owners of library stock otage and musical transcriptions.

Pathescope Productions

(Pathescope Co. of America Inc.)
10 Columbus Circle, New York 19, N. Y.
(See Commercial Producers)

Ray Patin Productions

6650 Sunset Blvd., Los Angeles 28, Calif.
(See Commercial Producers)

Lloyd Pearson Associates

509 Madison Ave., New York 22, N. Y.
(See Commercial Producers)

Peerless Film Processing Corp.

165 West 46th St., New York 36, N. Y.
Phone: PLaza 7-3630

esident .....Kern Moyse
ice-President.....R. S. Moyse
reasurer .....Barbara Holz
les Mgr.....Raoul J. Menendez
Y. Oper. Mgr.....Stanley Cohen

West Coast Branch
959 Seward St., Hollywood 38, Calif.
Phone: HOllywood 7-9223
Vice President.....Victor C. Krupa
Secy., Branch Mgr.....Suzon Steinle Krupa

Services Offered—Complete distribution servicing of syndicated TV shows on film, Peerless treatment to safeguard films against damage and deterioration. Film reconditioning, incl. scratch removal, rehumidification, repairs, cleaning.

Pelican Films, Inc.

46 West 46th St., New York 36, N. Y.
(See Commercial Producers)

Tony Petri Studios

144 Westminster St., Providence 3, R. I.
(See Commercial Producers)

Playhouse Pictures

1401 N. La Brea Ave., Hollywood 28, Calif.
(See Commercial Producers)

Post Pictures Corp.

171 E. Post Rd., White Plains, N. Y.
Phone: WH 6-8161
President.....Harry A. Post

Services Offered—Packages short subjects. Film distributor film rental.

Premiere Artists & Productions Agency

1046 N. Carol Dr., Los Angeles 46, Cal.
Phone: CRestview 4-5488
President .....Harold Jovien
Associate.....William Putney, Hal Derwin
Sec'y-Treas. .....Mildred Houser

Services Offered—Producers and packagers of television and radio programs, network, syndication and local. Artist and talent representatives for television, radio, recordings, press agents, etc.

Productions—Ina Ray Hutton Show, Peter Potter's Juke Box Jury, Mike Stokey Presents, Junior Record Jury, Harry Babbit Show, Ralph Story Show, Jeri Southern Show, Dick Whittinghill Show, Let's Have a Party, Hank Grant Show, Mildred Younger Show, The Hawthorne Show.

Premier Pictures Co.

60 W. 46th St., New York 36, N. Y.
Phone: PLaza 7-7417-8
President .....Sam Lake

Services Offered—Distribution of theatrical & non-theatrical TV features & series producer of features & shorts.

Productions—Don Quixote, Escape From the Iron Curtain, Carib Gold.

Princess Production Corp.

11 West 42nd St., New York 36, N. Y.
Phone: LOngacre 3-7560
President, Exec. Prod.....Burt Balaban
Vice President.....Bernard Donnenfeld

Asst. Producer.....Roy Rich
Script Editor.....Irve Tunick
Services Offered — Full length and short subject motion picture production for TV.

Princeton Television Center

252 Nassau St., Princeton, N. J.
Phone: WA 4-3550
President .....Gordon Knox
Asst. Secretary.....Ann Hogarty
Service Offered—Production & distribution of any type of film.

Programatic Broadcasting Service, Inc.

229 Fourth Ave., New York 3, N. Y.
Phone: ORegon 4-7400
President.....W. L. Quinlan, Jr.
Sales Manager.....J. W. Roberts
Advertising Director.....E. Hochhauser, Jr.
Production.....A. B. Montenko
Program Director.....D. M. O'Neill
Research & Devel.....E. F. Hembrook
Services Offered — A complete integrated package for radio stations.

Pyramid Productions, Inc.

221 West 57th St., New York 19, N. Y.
Phone: JUdson 6-7040
Chmn. of Bd., Exec. Prod..Everett Rosenthal
President .....Leonard Loewinthan
Services Offered—Creators & Producers of live and film television shows.
Productions — Big Story, Decoy, Man Behind The Badge, Treasury Men In Action, Playhouse 15, Federal Men, China Smith, Orient Express, Deadline, Indictment.

Roland Reed Productions, Inc.

650 N. Bronson, Los Angeles 4. Cal.
(See Commercial Producers)

Reela Films, Inc.

17 N.W. 3rd St., Miami, Fla.
Phone: Franklin 4-2108
Manager.....J. van Hearn
Services Offered — 16 & 35mm B&W processing & printing. Sound recording. Kinescope. Studio, equipment rental. 16mm titling.

Reid H. Ray Film Industries, Inc.

2269 Ford Parkway, St. Paul 16, Minn.
(See Commercial Producers)

RD-DR Corp. (Reader's Digest—deRochemont)

380 Madison Ave., New York 17, N. Y.
Phone: OX 7-0350
Chairman of Board....Louis de Rochemont
President .....Borden Mace
Secretary.....Ambrose Doskow
Treasurer.....Martin J. Maloney
V.P. .....Thomas Orchard
V.P. .....Lothar Wolff
Services Offered—Feature, commercial and educational film producers.
Productions—Cinerama Holiday, The First 99, To Open the World to the Nations (Suez Canal), Windjammer (in the Cinemiracle process), Boris Morros Story, March of Todd-AO.

Reeves Sound Studios Inc.

304 East 44th St., New York 17, N. Y.
Phone: OR 9-3550
President.....Hazard E. Reeves
Vice-President.....Chester L. Stewart
Services Offered—Sound recording studios.

Regal Television Pictures Corp.

151 W. 46th St., New York 36, N. Y.
Phone: JU 2-1877
President .....Moe Kerman
Services Offered—Distribution of motion pictures including features, streamliners, and shorts, for TV showings.

Regis Films

1037 N. Cole Ave., Los Angeles 38, Calif.
Phone: HOllywood 5-5171
N. Y. Phone: PLaza 5-4807
V.P. Chg. of Sls.....Lee Orgel
Branch Offices
612 N. Michigan Ave., Chicago, Ill.
Phone: MIchigan 2-1170
Mid-West. Mgr.....Victor Peck
8 E. 52nd St., New York 22, N. Y.
Phone: PLaza 5-4807
Eastern Manager.....Verne Behnke
Services Offered—TV film distributors and producers with offices in New York, Chicago and Los Angeles.
Productions: The new color Crusader Rabbit Series of 260 episodes. Front Page Detective, Hollywood Half Hour, Ringside With The Rasslers, Old Crusader Rabbit Series.

Republic Television Features

64 East Lake St., Chicago 1, Ill.
(See Commercial Producers)

Revue Productions, Inc.

4024 Radford Ave., N. Hollywood, Cal.
Phone: POplar 6-4151
President .....Taft B. Schreiber
Sr. V.P. .....Alan J. Miller
V.P.'s .....Albert Dorskind, Paul Donnelly, Richard Irving, Patrick Kelley, Richard Lewis, Louis Lindsay, Manning O'Connor, Geo. Stern
Productions—State Trooper, Tales of Wells Fargo, Wagon Train, The Restless Gun,

Bachelor Father, Leave It To Beaver, M-Squad, General Electric Theater, Mickey Spillane, Alfred Hitchcock Presents, Jane Wyman Theater, Schlitz-Lux Playhouse, Cimarron City, Buckskin.

Stuart Reynolds Productions

195 S. Beverly Dr., Beverly Hills, Cal.
Phone: CRestview 4-7863
Owner .....Stuart Reynolds
Services Offered—Prod. of TV films.
Productions—Trailblazers.

Marion Riddick Productions, Inc.

1102 Eberhard St., Houston 19, Texas
(See Commercial Producers)

Riviera Productions

29 Miraleste Plaza, San Pedro, Cal.
(See Commercial Producers)

Hal Roach Studios

8822 Washington Blvd., Culver City, Calif.
Phone: TExas 0-3361
President .....Hal Roach, Jr.
Exec. V.P. .....G. L. Culpepper
V.P. & Studio Mgr.....S. S. Van Keuren
V.P., Distribution .....E. H. Goldstein
V.P., Sales .....H. R. Gelbspan
Sect-Treas. .....Chas. H. Meacham
Controller .....Alvin E. Brizzard
Comm. Film Div.....Miles Middough
635 Madison Ave., New York 22
Phone: PLaza 9-3366
729 Seventh Ave., New York 19, N. Y.
Phone: CIrcle 9-6135
Services Offered—Production of programs for TV and theatrical exhibition on film or tape; also filmed commercials for TV, and studio rentals.
Productions—Gale Storm Show "Oh! Susanna," "The Veil" and Guy Madison series.

Rocket Pictures, Inc.

6108 Santa Monica Blvd., Hollywood 38, Calif.
(See Commercial Producers)

Frederick K. Rockett Co.

6063 Sunset Blvd., Hollywood 28, Calif.
(See Commercial Producers)

Ross-Danzig Productions

6331 Hollywood Blvd., Hollywood 28, Calif.
Phone: HOllywood 2-6464
Partners.....Frank K. Danzig, Bart Ross
Producers.....Al Burton, Fred Hessler, Alan Harvey, Gordon Hunt
Prod. Asst.....John Martin
Coordinator .....Joan Nagler
Services Offered—Package production of live and filmed television programs.
Productions—Beat Mr. Genius, Spotlight on Youth.

Rodney-Young Productions

9119 Sunset Blvd. Los Angeles 46, Calif.
Phone: CRestview 6-4174
President.....Robert G. Young
Vice President.....Eugene B. Rodney
Secretary.....Ben Bisgeier
Services Offered—Producers of "Father Knows Best" series.

Danny Rouzer Studio

7022 Melrose Ave., Hollywood 38, Calif.
(See Commercial Producers)

R-TV Enterprises

225 W. 86th St., New York 24, N. Y.
(See R-TV Program Prod.)

Sande-Greene & Associates

"Creative Consultants"
8400 Sunset Blvd., Hollywood, Calif.
(See Commercial Producers)

Sarra, Inc.

200 E. 56th St., New York, N. Y.
(See Commercial Producers)

Bernard L. Schubert, Inc.

505 Park Ave., New York 22, N. Y.
Phone: MUrray Hill 8-0940
President .....Bernard L. Schubert
Treasurer .....Leonard Bogdanoff
V.P., Network Sls.....Eugene C. Wyatt
V.P., Synd. Sls.....Charles King
V.P., Adm.....David Savage
V.P., Mid-W. Div.....John P. Rohrs
Prom., Pub. Dir.....Wynn Loewenthal
Services Offered—Producer & distributors of TV programs & series—live & film.
Productions—Crossroads, Mr. & Mrs. North, Movie Quick Quiz, Topper, Parole, TV Reader's Digest, White Hunter, Your Musical Jamboree.
In Production: Counterspy, New Adventures of Mr. & Mrs. North.

Walter Schwimmer, Inc.

75 E. Wacker Dr., Chicago 1, Ill.
Phone: FRanklin 2-4392
President .....Walter Schwimmer
Sales Manager.....Bernard Crost
Program Director....Arthur E. Pickens, Jr.
527 Madison Ave., New York 22, N. Y.
Phone: ELdorado 5-4616
Manager .....Jack Arden
East'n Sales Mgr.....Peter Manners
Services Offered—TV and radio package programs.
Productions—Championship Bowling, Eddy Arnold Time, It's Baby Time, All-Star Golf.

Scott-Textor Productions

127 East 47th St., New York 17, N. Y.
(See Commercial Producers)

Screencraft Pictures, Inc.

15 West 44th St., New York 36, N. Y.
Phone: MUrray Hill 7-5011

Branch Offices:
5746 Sunset Blvd., Hollywood, Calif.
Phone: HOllywood 2-4448
Congress Hotel, Chicago, Ill.
Phone: HArrison 7-9660

President .....Ed Berkson
Vice-President .....Myron Mills

Services Offered—Distributor and syndicator of Judge Roy Bean; Mickey Rooney Show; features and westerns for TV.

Screen Gems, Inc.

711 Fifth Ave., New York 22, N. Y.
Phone: PLaza 1-4432

Management

President .....Ralph M. Cohn
V.P. Chg. Sales .....John H. Mitchell
V.P., Business Affairs.....Burton Hanft
V.P. Chg. Synd. Sales.....Jerome Hyams
Legal .....Daniel Glass
Dir. Corp. Oper.....Norman E. Gluck
Gen. Mgr. Station Oper.....Norman Louvau
Merchandising .....Edward Justin
Program Procurement .....Henry White
Eastern Prog. Dev. .....Steve Krantz
Publicity .....Gene Plotnik
East'n Production.....B. Berenberg
Comptroller .....M. Klein
Technical .....M. Peter Keane
Adv.-Sls. Planning .....Pierre Marquis

Sales

Dir. Synd. Sales .....Robert Seidelman
Nat'l. Sales Execs. .....Paul Jones, Carroll Bagley, Henry White, Geo. Hankoff
East'n Area Mgr.....Ben Colman
Central Area.....Stanley Dudelson
North-Central Area.....William E. Young
West'n Area.....Richard Dinsmore
South'n Area.....Frank Stone
S. West. Area Mgr.....Frank Parton

International

Dir. Int'l. Oper.....Wm. Fineshriber, Jr.
Coordinator .....James Dodd
Canadian .....Lloyd Burns
British-European .....M. J. Frankovich
Latin American.....John Manson

Production

1334 N. Beachwood, Hollywood, Cal.
Phone: HOllywood 2-3111

Exec. in Chg. Prodn.....Irving Briskin
V.P.-Production .....Harry Ackerman
Prod. Exec.....Fred Briskin
Prog. Develop.....William Sackheim
Dir. Synd. Prog. Prod.....Tom Gries
Dir. Synd. Prog. Devel...Wallace MacDonald
Producers..Alvin Cooperman, Paul Harrison, Jas. Fonda, Wm. Froug, Winston O'Keefe
Publicity .....Jerry Hoffman

Services Offered—Production, distribution TV film programs.

Production—Father Knows Best, The Adventures of Rin Tin Tin, Tales of the Texas Rangers, Shirley Temple's Storybook, Rescue 8, Naked City, Goodyear Theater, Alcoa Theater, Donna Reed Show, Ed Wynn Show, Behind Closed Doors, Jefferson Drum, Ruff & Reddy, Huckleberry Hound, Stakeout.

Show Corp. of America

1270 Ave. of the Americas, New York, N. Y.
Phone: JUdson 6-5050

President .....Robert Manby
V.P's .....Fred Schneier, Max Bradbard, Wm. Finkeldey
Sales Service.....Dolores Burke
Traffic .....Natalie Lipman

Services Offered—Distribution and production of feature films, library films, 15-minute and half-hour film subjects.

Productions—Heidi, El Coyote, Abbey Theatre plays, Mr. B.I.G., and feature film packages.

Signal Productions, Inc.

6269 Selma Ave., Hollywood 28, Calif.
(See Commercial Producers)

Simmel-Meservey, Inc.

9113 W. Pico Blvd., Los Angeles, Calif.
Phone:Bradshaw 2-3874

President .....Louis Simmel
Dist. Director.....Ruth Adams

Services Offered—Producers and distributors of film series and shorts, most of which are ¼ hour.

Al Simon Productions, Inc.

1040 N. Las Palmas, Hollywood 38, Calif.
(See Commercial Producers)

Skibo Productions, Inc.

165 W. 46th St., New York 36, N. Y.
Phone: PLaza 7-2265

President-Treas.....Patrick E. Shanahan
Secretary .....George Blake

Services Offered—16mm. and 35mm. sound films for TV rental. Educational, comedies, novelties, musicals, features and short subjects.

Stephen Slesinger, Inc.

247 Park Ave., New York 17, N. Y.
Phone: YUkon 6-8166

President .....Shirley A. Slesinger

Services Offered—TV films, based on the following properties: "Red Ryder," "King of the Royal Mounted," "Ozark Ike," and "Winnie-the-Pooh."

Fletcher Smith Studios, Inc.

319 E. 44th St., New York 17, N. Y.
(See Commercial Producers)

Walter Harrison Smith Productions, Inc.

40 E. 40th St., New York 16, N. Y.
(See Commercial Producers)

Soundac Productions, Inc.

2133 N. W. 11th Ave., Miami 37, Fla.
(See Commercial Producers)

Sound Masters, Inc.

165 W. 46th St., New York 36, N. Y.
(See Commercial Producers)

Specialty Television Films, Inc.

1501 Broadway, New York 36, N. Y.
Phone: LO 4-5592
Pres., Gen. Sales Mgr.....Jules B. Weill
Ass't Gen. Sls. Mgr.....Monty Raphaelson
Services Offered—Motion picture film, features for television broadcasting.

Splendex Enterprises

120 S. Mapleton Dr., Los Angeles 24, Calif.
Phone: CR 1-2141
General Partner.....Charles Wick
Services Offered—Production & financing of TV films.

Square Deal Pictures Corp.

297 King St., Chappaqua, New York
Phone: CHappaqua 1-1900
President .....Horace W. Ayers
Vice President.....Donn Marvin
Secy., Treas.....Elsbeth F. Marvin
Photographic .....Tom Maley
Services Offered—Make, distribute films for TV and other use.
Productions—Religion in the Family, Pastorale, Psalmody, Sons of God, The Miracle of Christmas.

Stage 5 Productions, Inc.

1040 N. Las Palmas, Hollywood, Calif.
Phone: HOllywood 7-3111
Producer, Dir.....Ozzie Nelson
Associate Producer.....Leo Pepin
Cameraman .....Neal Beckner
Music Director.....Buzz Adlam
Services Offered—Producing the television series, "Adventures of Ozzie and Harriet."

Al Stahl Productions

1600 Broadway, New York, N. Y.
(See Animated Productions, Inc.
Under Commercial Producers)

Star Entertainment Corp.

211 West 53rd St., New York 19, N. Y.
Phone: JUdson 2-0770-1
President .....Max Wolff
Services Offered—Talent representatives, casting, production, and packaging of films.

Wayne Steffner Productions

6223 Selma Ave., Hollywood 28, Calif.
Phone: HOllywood 3-4173
President.....Everett F. Tomlinson
V.P., Chg. of Sls.....Edwin W. Buckalew
Services Offered — Create and produce "live" or film programs for television; create, produce and syndicate radio programs; write and film industrial and business films, 35 and 16 mm B & W or color.
Productions—TV—You Asked for it, ABC-TV, Skippy Peanut Butter. RADIO—Syndicators of Art Baker's Notebook (780 quarter-hour episodes); Point Of Law (780 five-minute episodes); Don't You Believe It (260 five-minute episodes).

Sterling-Movies U. S. A., Inc.

375 Park Ave., New York 22, N. Y.
Phone: MUrray Hill 3-6300
President .....Chas. F. Dolan
Vice-President .....Sophie C. Hohne
General Mgr.....Robert Kirsten
Mgr. TV Dept.....Ophelia Brussally
Services Offered—Distributors of sponsored "free" films to television stations and to general 16 mm. audiences.

Sterling Television Co., Inc.

6 East 39th St., New York 16, N. Y.
Phone: MU 3-6300
President .....Saul J. Turell
Vice President.....B. Coe
Sec., Treas.....Robert E. Rhodes
Sales, Gen. Mgr.....Nat Liebeskind
Services Offered—Producer and distributor of TV, shorts and film series. Distributor for independent producers.
Productions—Abbott & Costello, Bowling Stars, Cartoon Classics, Famous Cartoons, Little Show, Little Theatre, Invitation Playhouse, Paul Killiam Show, Ray Forrest Show, Ballets De France, Gadabout Gaddis, Hook, Line and Sinker, Betsy And The Magic Key, The Vienna Philharmonic, Bowling Time, Movie Museum, Crusade in the Pacific, Jungle Adventure, Animal Crackers, I'm the Law, Time Out for Sports, Silents Please.

Stockdale & Company, Inc.

729 West Sixth St., Salt Lake City 4, Utah
(See Commercial Producers)

Wilbur Streech Productions, Inc.

135 West 52nd St., New York 19, N. Y.
(See Commercial Producers)

Stone Film Library

(*Established* 1908)
310 West 73rd St., New York 23, N. Y.
Phone: ENdicott 2-6494
Owner.....Dorothy T. Stone

Services Offered—Producer and packager of motion picture films and films for television.

Production—Stranger Than Science, Flicker Frolics, Foodini The Great, Pearson Merry Go Round.

Studio City TV Productions, Inc.

4020 Carpenter, North Hollywood, Calif.
(See Commercial Producers)

Bill Sturm Studios, Inc.

723 Seventh Ave., New York 19, N. Y.
(See Commercial Producers)

Superman, Inc.

7324 Santa Monica Blvd., Los Angeles, Calif.
Phone: OLdfield 4-2800
Producer .....Whitney Ellsworth

Services Offered — Production of the "Superman" television series.

Swift-Chaplin Productions, Inc.

1136 North Highland Ave.
Hollywood 38, Calif.
(See Commercial Producers)

TCF Television Productions, Inc.

Box 900, Beverly Hills, Cal.
Phone: CRestview 6-2211
V.P.'s.....Lew Schreiber, Irving Asher
Business Manager.....Charles G. Bole
Controller.....Donald E. Bohnhorst

Services Offered—Complete television production staff and facilities—Limited studio rental facilities, etc.

Productions—My Friend Flicka, TCF Hour, Broken Arrow, How To Marry A Millionaire, Man Without A Gun, Perry Mason.

The TeeVee Company

11950 San Vicente Blvd., Los Angeles 49, Cal.
Phone: GRanite 7-1268
President .....Gifford Phillips
Vice-Pres.....Ludlow Flower Jr.

Services Offered—Producers, distributors.

Productions — Little Theatre, Invitation Playhouse, Camera's Eye, Tales of Tomorrow.

Telecast Films, Inc.

247 W. 46th St., New York, N. Y.
Phone: JUdson 6-5480
Pres., Treas.....W. K. Hedwig

Services Offered—Production and distribution of films for TV.

Telecine Film Studios, Inc.

100 S. Northwest Highway, Park Ridge, Ill.
(See Commercial Producers)

Tele Features, Inc.

15 West 44 St., N. Y. C.
Phone: YUkon 6-4979
President .....Al Odeal
Exec. Vice Pres.....Harry Pertka

Services Offered—Syndication of feature films and half-hour series.

Telefilm Enterprises

120 S. Mapleton Dr., Los Angeles 24, Calif.
Phone: CR 1-2141
General Partner.....Charles Wick

Services Offered—Financing and production of TV series, commercial filmed in Europe.

Productions—Fabian of Scotland Yard.

Telemated Cartoons

70 E. 45th St., New York 17, N. Y.
(See Commercial Producers)

Telepix Corporation

1515 N. Western Ave., Hollywood 27, Calif.
(See Commercial Producers)

Telescene Film Productions Co.

287 10th Ave., New York, N. Y.
Phone: CH 4-0122
President .....Robert Tobias

Services Offered—Fifteen minute television film series, Pulse of the City; "Judge's Chambers," and children's film series.

Television Features of America

37 West 46th St., New York 36, N. Y.
Phone: JU 2-5130
Exec. Dir.....Oliver W. Nicoll
Associate Director.....Sandra Munsell

Services Offered—Television film programs productions, package and syndicated films shows, script, talent, consultation, international film service.

Television Graphics, Inc.

245 West 55th St., New York, N. Y.
369 Lexington Ave., New York, N. Y.
(See Commercial Producers)

Television Industries, Inc.

445 Park Ave., New York 22, N. Y.

Phone: PLaza 1-6800
President .....Matthew Fox
Exec. V.P.....Basil Estriech
Vice President.....Erwin H. Ezzes
V.P., Gen. Counsel.....Arnold C. Stream
Treasurer .....Martin Schildkraut
Secretary .....M. Morton Siegel
Asst. Secys....Gloria Harrigan, Mavis Nathan

Subsidiaries

C & C Films., Inc., C & C Internat'l. Film Corp., C & C Pan Atlantic TV Co., Inc., Western Television.

Personnel same as above plus:
Vice President.....Martin J. Robinson
Asst. Secy.....Norman Solomon

Television International Co.

25 West 45th St., New York 36, N. Y.
Phone: PLaza 7-0100
General Manager.....Paul N. Robins

Services Offered—Lease and/or sale of TV rights domestic, foreign. Material includes serials, shorts of all types.

Television Library, Inc.

3 East 57th St., New York, New York
Phone: PL 3-4840
President.....C. F. Vetter, Jr.

Services Offered—Producers and distributors of TV film.

Television Screen Productions, Inc.

17 East 45th St., New York 17, N. Y.
(See Commercial Producers)

TV Spots, Inc.

1037 N. Cole Ave., Los Angeles 38, Calif.
(See Commercial Producers)

Tel Ra Productions, Inc.

1513 Walnut St., Philadelphia 2, Pa.
(See Commercial Producers)

Texas Rasslin' Films

Cadiz & Industrial Blvd., Dallas, Texas
Phone: RIverside 8-2083
Pres.....Ed. E. McLemore
General Manager.....Maurice Beck

Services Offered—Hour and half-hour films of regular wrestling matches (before paid audience: 6000).

Le Ora Thompson Associates

733 N. La Brea, Hollywood 38, Calif.
(See Commercial Producers)

Ed Thorgersen

15 East 48th St., N. Y. C.
Phone: *CIrcle* 6-8935
Exec. Producer.....Ed Thorgersen

Services Offered—Producer, Editor and Commentator. Package programs, (news & sports). Industrial motion pictures for institutional advertising and sales promotion.

Toreto Enterprises, Inc.

1041 N. Formosa Ave., Hollywood 46, Calif.
Phone: HOllywood 7-5111
Producer .....John London
Ass't Prod.....Jack Murton
Asst. to Prod.....Ruth Roberts
Directors.....Richard Morris *et al*
Art Director.....Frank Sylos
Chief Cameraman.....Norbert Brodine
Music.....Herschel Burke Gilbert

Services Offered—Producing films for television.

Production—The Loretta Young Show.

Transfilm Incorporated

35 W. 45th St., New York 36, N. Y.
(See Commercial Producers)

Trans-Lux Television Corp.

625 Madison Ave., New York 25, N. Y.
Phone: PLaza 1-3114
Board Chairman.....Percival E. Furber
President .....Richard Brandt
V.P. in Chg. Sls.....Richard Carlton

Branch Offices

1966 S. Vermont, Los Angeles, Calif.
Phone: REpublic 1-2309
1314 S. Wabash, Chicago, Ill.
Phone: WEbster 9-0628
Midwest Manager.....Murray Oken

Services Offered—Distribution of filmed television programs; short subject and stock footage library plus feature films available to networks, stations and advertising agencies.

Productions—Profile, Encyclopaedia Britannica Films Library Feature films (drama-comedy-sports). Animal Parade series and new animated color cartoon series starring Felix the Cat.

TV-Unlimited Inc.

17 East 45th St., New York 17, N. Y.
Phone: OXford 7-0725
President .....Herbert Rosen

Services Offered—Producers of complete films to order, package shows, full-length feature films, mood and bridge music library service for TV and 16 mm. productions, sound effect records.

Twentieth Century-Fox Television

444 W. 56th St., N. Y., N. Y.
Phone: CO 5-3320
President.....S. P. Skouras
Executive V.P.....W. C. Michel
Vice-Presidents.....Joseph H. Moskowitz, Lew Schreiber

Treasurer .....Donald Henderson
1417 Northwestern Ave., Hollywood 27, Calif.
Phone: HO 2-6231
Exec. Producer.....Irving Asher

Richard H. Ullman, Inc.

295 Delaware Ave., Buffalo, N. Y.
(See Commercial Producers)

United Artists Associated, Inc.

345 Madison Ave., New York 17, N. Y.
Phone: MU 6-2323
President .....Eliot Hyman
Board Chairman.....Robert S. Benjamin
Exec. Vice Pres.....Kenneth Hyman
V.P., Treas.....Henry J. Zittau
Gen. Sales Manager.....W. Robert Rich
National Sls. Mgr.....Donald Klauber
Eastern Sls. Mgr.....Al Sussman
Central Div. Manager.....John McCormick
Southern Div. Manager.....Norman Long
Western Div. Manager.....John Leo
Foreign Sls. Manager.....Norman Katz

Services Offered—Distribute Warner Bros. features and cartoons; selected UA features; Popeye cartoons; production and distribution of TV, theatrical and non-theatrical films.

United Artists Television, Inc.

729 Seventh Ave., New York 19, N. Y.
Phone: CIrcle 5-6000
Board Chairman.....Robert S. Benjamin
President .....Herbert L. Golden
Exec. V.P.....Bruce G. Eells
Vice President.....Seymour M. Peyser
V.P., Treas.....Leon Goldberg
Secretary .....Seward I. Benjamin
Controller, Asst. Treas.....Jos. Ende
Vice President.....Robert F. Blumofe
V.P., Counsel.....Herbert T. Schottenfeld
Mgr. Synd. Oper.....Kurt Blumberg
Bd. of Dirs.....Robt. S. Benjamin, Seward I. Benjamin, Robt. F. Blumofe, Bruce G. Eells, Jos. Ende, Leon Goldberg, Herbert L. Golden, Wm. Heineman, Arthur B. Krim, Seymour M. Peyser, Arnold M. Picker, Max E. Youngstein.

Services Offered—Financing and distribution of filmed TV programs for nat'l., regional and syndication sponsorship.

Productions—Viking Series, The Troubleshooters, Hudson's Bay, Dennis O'Keefe Show, Internat'l. Airport.

United Film & Recording Studios

301 E. Erie St., Chicago, Ill.
(See Commercial Producers)

United States Productions, Inc.

5 East 57th St., New York 22, N. Y.
(See Commercial Producers)

UPA Pictures, Inc.

4440 Lakeside Dr., Burbank, Cal.
(See Commercial Producers)

Universal Pictures Co., Inc., Television

445 Park Ave., New York 22, N. Y.
(See Commercial Producers)

Van Praag Productions

1600 Broadway, New York 19, N. Y.
(See Commercial Producers)

Video Films

1004 E. Jefferson Ave., Detroit 7, Mich.
(See Commercial Producers)

Video Pictures, Inc.

500 Fifth Ave., New York 36, N. Y.
(See Commercial Producers)

Video-View, Inc.

5746 Sunset Blvd., Hollywood 28, Calif.
Phone: HOllywood 3-4179
President .....Bradley Kemp
Vice-President .....Irving Kahn

Services Offered—Making of complete and comprehensive Kinescope recordings of competitive products, Kinescopes of Live TV shows, audition Kinescopes and pilotfilms.

Productions—Operation Tomorrow.

Videart, Inc.

343 Lexington Ave., N. Y., N. Y.
(See Commercial Producers)

Vidicam Pictures Corp.

210 E. 5th St., New York 3, N. Y.
(See Commercial Producers)

Volcano Productions Inc.

1040 N. Las Palmas, Hollywood 38, Calif.
(See Commercial Producers)

Roger Wade Productions, Inc.

15 West 46th St., New York 36, N. Y.
(See Commercial Producers)

George Wallach Productions

14 Lawrence St., New Hyde Park, N. Y.
Phone: Floral Park 4-6795,
N. Y. JUdson 6-2000
Producer Director.....George Wallach
Ass't Director.....Maxwell Henry

Services Offered—Planning, supervision, production & creation of films for television, industry & theatrical release.

Ward Acres Studios, Inc.

435 North Ave., New Rochelle, N. Y.
Phone: NE 3-7244

President.....Jack B. Ward
Vice-Pres., Gen. Mgr.....Olaf Olsen
Stage Manager.....C. J. Hylick
Secretary, Treas.....L. D. Haldimand

Services Offered—Studio rental with full facilities for all film production.

Bob Warner Productions

440 E. 56th St., New York 22, N. Y.
(See Commercial Producers)

Warner Bros. Pictures, Inc. TV Division

4000 W. Warner Blvd., Burbank, Calif.
Phone: HO 9-1251

Exec. Producer.....William T. Orr
Ass't. to Exec. Prod.....Hugh Benson
Story Editor.....Jack Emanuel
Ass't Story Editor.....Giulio Anfuso
Prod. (Cheyenne).....Art Silver
Prod. (Sugarfoot).....Harry Tatelman
Prod. (Maverick).....Roy Huggins
Prod. (Colt .45).....Cedric Francis
Prod. (77 Sunset Strip).....Howie Horwitz
Prod. (Lawman).....Jules Schermer
Prod. (Amazon Trader).....Howard Pine
Production Mgr.....Oren Haglund
Supervising Ed.....James C. Moore
Casting Directors.....Edward F. Rhine, Miles Gilbert, Frank Edmunds
Art Directors.....Perry Ferguson, Art Loel, Howard Campbell, Leo K. Kuter

Productions—Cheyenne, Sugarfoot, Maverick, Colt .45, 77 Sunset Strip, Lawman, Amazon Trader.

(See Commercial Producers)

Louis Weiss & Co.

655 No. Fairfax Ave., Los Angeles 36, Calif.
Phone: OLive 3-5350

Distribution Director.....Adrian Weiss
Asst. Distr. Director.....Louis Weiss

Services Offered—Production and distribution of all types of television film programming.

Ross Wetzel Studios, Inc.

615 N. Wabash Ave., Chicago 11, Ill.
(See Commercial Producers)

Wilding Picture Productions, Inc. Wilding TV

405 Park Ave., New York, N. Y.
(See Commercial Producers)

John Wolfe & Company

345 Shutter St., San Francisco 8, Calif.
(See Commercial Producers)

Ziv Television Programs, Inc.

488 Madison Ave., New York, N. Y.
Phone: MUrray Hill 8-4700

Chairman of the Board.....Frederic W. Ziv
President.....John L. Sinn
V.P. in Chge. Sales.....Maurice J. Rifkin
V.P Chg. West Coast .....Maurice Unger

Syndicated Sales Dept.

Synd. Sls. Mgr.....Len Firestone
Sales Mgr. East. Div.....Allen Martini
Sales Mgr. So. Centr. Div.....Don Brogdon
Sales Mgr. No. Centr. Div.....Ray McGuire
Sales Mgr. W. Div.....Jack Gregory
Sales Mgr. N.Y.C. Sls.....Jos. Kotler
Sales Mgr. Chicago Div.....Jerry Kirby

National Sales Dept.

Sales Manager.....James Shaw
Mgr. Reg. Sls. Dept.....Edw. J. Broman
Mgr. E. Reg. Sls. Dept.....Andrew Jaeger

Services Offered — Custom-built films for national and regional release, and syndicated shows; studio facilities, TV commercials.

Productions — Bat Masterson, Rough Riders, Sea Hunt, MacKenzie's Raiders, Highway Patrol.

Maurice H. Zouary TV-Film Productions

333 West 52nd St., New York 19, N. Y.
Phone: JUdson 2-6185

Owner.....Maurice H. Zouary

Services Offered—Production, distribution of package programs and feature pictures; stock footage rentals, over 7,000,000 feet classified 35 mm film.

Productions—Poem for a Day, Rockin' the Campus.

FINANCIAL DATA COVERING 1957 BROADCASTING INDUSTRY OPERATIONS

Total revenues of the radio and television broadcasting industry for the calendar year 1957 were reported at $1.5 billion, or 6.1 per cent above 1956, according to financial figures released by the Federal Communications Commission. The combined radio and television profits in 1957, before payment of Federal income tax, were reported at $214.6 million, or 10.1 per cent below 1956. The four nationwide radio networks and three regional radio networks, including 21 owned and operated stations, reported total revenue in 1957 of $73.5 million or 4.7 per cent above that of 1956. The nation's 3,143 other radio stations reported total revenue amounted to $54.6 million or 11.9 per cent above 1956.

All Networks and Stations, 1956-1957

Item	*1957 (Millions)*	*1956 (Millions)*	*Per Cent Increase or Decrease in 1957*
	Broadcast Revenues		
Radio	$ 517.9	$ 480.6	7.8
Television	943.2	896.9	5.2
Industry Total	$1,461.1	$1,377.5	6.1
	Broadcast Expenses		
Radio	$ 463.3	$ 431.4	7.4
Television	783.2	707.3	10.7
Industry Total	$1,246.5	$1,138.7	9.5
	Broadcast Income (before Federal Income Tax)		
Radio	$ 54.6	$ 49.2	11.0
Television	160.0	189.6	15.6
Industry Total	$ 214.6	$ 238.8	(10.1)

Note: The 1957 radio data cover the operations of four nationwide networks, three regional networks, 3,097 AM and AM-FM and 67 independent FM stations. Excluded are 59 stations whose reports were filled too late for tabulation. 1956 data are for the same networks and 2,916 AM and AM-FM and 51 independent FM stations. 1957 TV data covers the operation of three networks and 501 stations, while the 1956 data covered the same networks and 474 stations.

TELEVISION DAILY

presents

WHO'S WHO AMONG TV FILM PRODUCERS & DISTRIBUTORS

BIOGRAPHICAL SKETCHES
OF SOME OF THE TOP LEVEL
EXECUTIVES IN
LEADING TV FILM FIRMS

1959

WHO'S WHO AMONG TV FILM PRODUCERS—DISTRIBUTORS

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COHN, RALPH M., president, Screen Gems, Inc.

Graduated Cornell in 1932 with an A.B. degree. Held posts with Columbia Pictures, Darmour Productions, Triangle Productions. Started in TV with Pioneer Telefilms, in 1947 as president, and that became Screen Gems in 1949 under Columbia Pictures with Cohn as general manager. In 1952, named vice president and 1958 elected president.

LANDAU, ELY A., board chairman National Telefilm

Associates & NTA Film Network. Born in New York. Following Army Air Force service in World War II, entered television as an account executive in 1947. Organized Ely Landau, Inc., 1951, and produced TV film shows. Formed NTA in Jan., 1954. Pioneered top feature films for TV with Selznick and Fox pictures. Organized NTA Network.

FOX, MATTHEW, president of Television Industries,

Inc. 1941 to middle of 1943, was with the War Production Board in Washington. From 1943 to the end of the war was in the Army, in charge of photographic coverage of the European Theatre of Operations for SHAEF until Aug., 1944. 1950 went into the TV business and is owner of Motion Pictures for TV, Inc. 1954 formed Skiatron TV, Inc.

RAIBOURN, PAUL, vice president and member of

the board of directors of Paramount Pictures Corp. and is also chairman of the board of International Telemeter Corp., of Chromatic Television Laboratories, member of the board of NAB, treasurer and director of the Allen B. DuMont Laboratories, Inc. and president of TV station KTLA, Los Angeles. He has been associated with Paramount since 1921.

SINN, JOHN L., president, Ziv Television Pgms.,

Inc. Born, April 13, 1914, Cincinnati, O. Attended Univ. of Cincinnati, BA degree. Started in TV with Ziv Television Pgms. in 1948 as president. Also held posts with WCPS in Cincinnati as script writer, and with WLW, Cincinnati for two years of 1934-36. Married to Joan Beck; they have 2 children: daughter Patricia, 19, and son Steven, 14.

HARRIS, LESLIE T., vice president CBS TV Films.

Born in Bradenton Beach, Fla., Mar. 10, 1915. Graduated Washington and Lee in 1934, Columbia School of Journalism. Began his career in 1935 as an announcer at WOR Radio. Then radio director, Benton and Bowles; national program director, NBC, radio-TV director, Colgate-Palmolive; staff director, CBS. Married to Rosemary Cox, 3 children.

HACKETT, HAROLD L., president and chairman of the board, Official Films,

Inc. Born in New York City. Graduate, University of Michigan. Entered business with Outdoor Advertising, 1923-25. Writer-director for NBC, 1925-32. Vice president MCA radio-TV, 1932-53. Joined Official Films as president, 1953. Elected Chairman of the board of Official Films two years after joining company.

SCHUBERT, BERNARD L., president of Bernard L. Schubert, Inc., producer

and distributor of television films. Born August 26, 1917, Schubert formed his own radio production-talent company, Bernard L. Schubert, Inc., in 1941. He started producing for television in 1949. Schubert started his career in the Radio branch of the industry, when, in 1937, he joined Philips L. Lord, Inc., with which he was associated as sales mgr.

SHUPERT, GEORGE T., president in charge TV of MGM. B. July 24, 1904; U. of Michigan, 1926. Started in TV with Paramount TV Prods. in 1935 as asst. to Paul Raibourn, president of Paramount Television Productions. Also held posts with Peerless TV Productions, Inc. as v. p. in charge of sales; v. p. and general manager of United Artists TV Corporation; established ABC Films, Aug., 1953.

SUTTON, DAVID V., vice president in charge of MCA-TV Film Syndication Division, was born Jan. 12, 1912. Graduated from the University of Virginia Law School in 1935, he started in broadcasting with WBBM in Chicago in 1940 in the sales department. He also, in the past, was affiliated with KMOX, St. Louis, CBS Radio and TV. He is married to Louisa Powell and has one child.

FRIEDHEIM, ROBERT W., vice president and general manager, N. Y. Office, Ziv Television Programs, Inc. Born Dec. 8, 1908; Westminster College, Fulton, Mo. Started in TV with Ziv Television Programs Inc. in 1950 as bus. mgr., N. Y. office. Also held posts as VP, World Broadcasting System Inc.; director, NBC Recording Division. He is married to Helen B. Friedheim and has two children.

BRANDT, RICHARD, president, Trans-Lux Television Corp. Born Dec. 6, 1927; Yale, B.S., 1948. Holds posts as president, Trans-Lux Pictures Corporation; president, Trans-Lux Distributing Corporation; president, Trans-Lux Theatres Corporation. Married to Lois Livingston; two children. Club affiliations: Friars Club, Yale Club of N.Y.C., Old Oaks Country Club. Hobbies: Golf, tennis, fishing.

SILLERMAN, MICHAEL M., president Program Sales Division National Telefilm Associates. B. Baltimore; e. Johns Hopkins. Sales career, then entered TV via Alvin Austin Associates, Fairchild Publications and then I. Miller. He held position as vice president, John D. Boyle Co. 1932-34—owner-producer for Hamilton Radio Prod.; organized Keystone in 1940.

GOLDMAN, HAROLD, president National Television Associates International. B. New York City. At 16 joined Amalgamated Radio Network. Active in theatre as distributor, owner and managed a chain of record shops. In 1948, joined Snader Telescriptions as partner and eastern sales manager. In 1951, organized Television Exploitation, Inc. In 1954, organized Comet TV, and later joined NTA.

FELD, IRVING, national sales director of Guild Films, Inc., was born in Kansas City, Mo. He was educated at the University of Missouri School of Journalism. He is married, two children. In 1950, he entered the industry with MPTV, then served as v.p. of Gross-Krasne Productions, was national sales manager of UM & M. He joined Guild in 1956 as national syndication sales supervisor.

SACKETT, MORT D., president and general sales manager for Commonwealth Film and TV, Inc., entered the film business in 1910. In 1918, with the late Sam Goldstein, organized Guaranteed Pictures. In 1937, Commonwealth Pictures was organized. In 1947, formed Commonwealth Film & TV, Inc. Sackett eventually purchased interest of all companies.

RIFKIN, MAURICE J., vice-president in charge of sales for Ziv Television Programs, Inc., was born July 12, 1913 in Marinette, Wisc. He attended Univ. of Southern Calif. Psychology. Bachelors '36 M.A. 37. Started in TV with Ziv TV Program, Inc. in 1949 as sales manager. He also held posts with WKBN in Youngstown, Ohio and the Frederic W. Ziv Co. Present post in 1953.

KEEVER, H. WELLER, vice president & general manager California National Productions. Born Jan. 29, 1927. Attended Yale University, receiving B.S. in 1949. Started in TV with NBC Television Films in 1951 as salesman. Married to Joan Bulley. Club affiliations include Woodway Country Club, Darien, Conn.; Racquet Club of Chicago and Yale Club of New York City. Hobbies: Golf, skiing.

WILLIAMS, PHILIP A. III, holds the post of Eastern Division manager, United Artists TV. Born January 12, 1914; Nichols College. Started in TV with March of Time in 1950 as advertising director, special sales consultant. Also held posts with 20th Century-Fox Television, Ziv Television. Married to Marie S. Williams; two children. Club affiliations: Advertising Club of New York, R. T. E. S.

EZZES, ERWIN H., vice president, Television Industries, Inc.. Born September 21, 1916. Attended City College of New York, received BBA in 1938. Started in TV with Motion Pictures for Television, Inc. in 1950 as salesman. Also held posts with World Wide Development Co., secretary; United World Films, Inc., vice president, director, sales mgr. Married to Thelma Dunleavy; two children. Clubs: R. T. E. S.

HYAMS, JEROME, vice president of syndication for Screen Gems, Inc. Was born in New York City. Entered the industry in 1934 with Guaranteed Pictures, became Commonwealth Pictures in 1938; he became sales manager. In 1947, made vice president in charge of sales for Commonwealth Films and TV. He formed Hygo TV Films in 1950, which merged with Screen Gems, 1956.

GROSS, JACK J., owner-partner with Philip Krasne of Gross-Krasne, Inc., and California Studios. Born July 29, 1902; graduated Junior College, St. Josephs, Mo., 1919. Started in TV with Gross-Krasne, Inc. in 1950 as president. He has held posts with Universal and RKO Pictures. He is married to the former Hilda Ruth Marks. Variety Club; Academy of Motion Picture, Arts and Sciences.

WEIS, PIERRE, general manager of Economee Television, a division of Ziv-TV. Born December 15, 1911, in Lille, France. Sorbonne Univ., Bachelor in Math. & Phil., 1933. Started with Economee Television Programs in 1956 as general manager. Also held posts with Langworth Feature Programs, Inc., where he was vice president in charge of sales, and World Broadcasting System.

UNGER, ALVIN E., administrative manager at Arrow Productions. Was born in Cincinnati, Ohio. He first entered the industry in 1939 with Ziv-TV, where he attained the post of vice president in charge of sales. He also held a post with Television Programs of America. His two children are Michael and Holly Ann. Golf and bowling are his main avocations, in that order of relaxation from business.

ARNAZ, DESI, president, Desilu Productions, Inc. Born March 2, 1917. Began professional career as vocalist with a band; later a drummer and organized his own rhumba band, appearing on stage and night clubs, touring United States and Europe; later appeared as principal in several motion pictures. Entered television with organization of Desilu Productions which he formed with Lucille Ball, his wife.

FAIRBANKS, JERRY, president Jerry Fairbanks Productions, Inc. of California. Born, San Francisco, 1904. Started his motion picture career as a camerman and is winner of two Motion Picture Academy of Arts and Sciences Awards; developed the multicam system; after long career producing theatrical films, entered production of television, now one of the leading commerical film makers in the industry.

REED, ROLAND, president Roland Reed Productions. Born, Middletown, N. Y. Started career in Hollywood in 1922; produced his first commercial picture in 1930 for Westinghouse; later a director of a feature length Technicolor picture; made first TV series, "Stu Erwin Show" 1950 and followed with such series as "Waterfront," "My Little Margie," "Rocky Jones."

GALLU, SAMUEL, president Gallu Productions, Inc. Born, Philadelphia, 1918; attended Pennsylvania State U. Started career in industry as radio director for Fred Waring, 1941-42; radio script writer for comedian Henry Morgan, 1946; "It Pays to Be Ignorant" series, 1947; supervised "Garry Moore Show" for CBS-TV, 1952-53; formed his present company, Gallu Productions. in 1955. Produces TV films.

SMITH, STANLEY (STAN), vice president in charge of sales Official Films, Inc. Started his career in the newspaper field; Associated Press account executive for 10 years; became associated with the television industry when he joined WMGM-MCA in the sale of transcriptions; later became associated with ABC-TV network as Eastern sales manager; joined Official Films in 1955.

GOLDSTEIN, EMANUEL H., vice president and studio general manager Hal Roach Studios. Born, Pittsburgh. Began a 25-year motion picture career as salesman for Universal, with which he was associated for 17 years, later becoming treasurer and general manager; later affiliations include association with Republic Pictures and studio manager for Columbia Pictures.

GUEDEL, JOHN, head of John Guedel Productions. Attended UCLA. Originated radio's first audience stunt show and singing commericals; producer and director of "Art Linkletter's Houseparty," CBS-TV and radio, "People Are Funny," NBC-TV and radio, and "You Bet Your Life," starring Groucho Marx; writer for Hal Roach studios on Our Gang comedies and Laurel and Hardy shorts.

LEEDS, MARTIN N., executive vice president of production Desilu Productions, Inc. Born, New York, N. Y., 1915, received BS and LLB from New York U. Member of the California bar; was associated with CBS-TV as business affairs director; first became associated with Desilu in 1953, which he joined following his tenure with CBS-TV. He is married and the father of two sons.

KINGSLEY, WALTER, president of Independent Television Corp., was born in New York City and educated at Amherst. In 1947 was a salesman for WHOB, in 1949 joined WCOP, Boston, and in 1950 went to Ziv as account executive - general sales manager. Became affiliated with ITC in 1958. He and his wife, Betty, have three children. Hobbies include drums and piano.

EELLS, BRUCE G., executive vice president, United Artists Television, Inc. Born: July 12, 1913; Drake University, 1933. Started in TV with Pathe Television Corp. In 1951 was president. Also held posts with KHJ, Los Angeles; Young & Rubicam, Inc.; Ziv Television; Television Programs of America, Inc. Married to Margaret Leistikow; two children. Member Radio TV Executives Society.

HOWELL, JOHN F., v. p. and general sales manager CBS Films, Inc. B. June 9, 1920; U. of Wisconsin, B.A., 1941. Started in TV with Paramount. In 1948 was dir. of sales. Also held posts with Stephen Slessinger. Married to Elizabeth Tracy, three children; two boys, one girl. Club affiliations: Sales Executives Club; Radio & TV Executives Society. Hobbies: tennis and fishing.

KRASNE, PHILIP NED, owner-partner with Jack J. Gross of Gross - Krasne, Inc., and the California Studios. B. May 6, 1905, Norfolk, Nebr. Law degree, Univ. of Mich. 1927, also UCLA, 1929. Began producing motion pictures in 1936 following law practice. Partnership with Jack Gross began in 1950 with formation of California Studios and Gross-Krasne, Inc., for the production of TV film.

ZIV, FREDERICK W., chairman of, the board, Ziv Television Programs, Inc. Born: August 17, 1905; U. of Mich., LLB, 1928. Started in TV with Ziv Television Programs Inc., as chairman of the board. Also held posts with Frederic W. Ziv Company (President). Married to Malvin Rae Pitzele; two children. Foundation for Boys, American Humanics Foundation, Boy Scouts of America.

RETTIG, EARL, president of California National Productions, Inc., born in Chicago June 4, 1903, is married and has three children. After nearly 20 years with movie majors in Hollywood, entered industry in 1950 as network operations manager for NBC. Subsequent network posts include NBC director of finance and operations in Hollywood, vice president in charge of TV network services.

RICH, ROBERT W., general sales manager, United Artists Associates, Inc., was born in Yonkers, N. Y., educated at Oberlin College. Started with NBC in Cleveland while at Oberlin. 1939-40, news editing for NBC in San Francisco and New York. Manager of California radio stations. 1953-55, program manager WPIX. Joined AAP, 1955, general sales manager until absorption by UAA.

GERMAN, WILLIAM J., president, W. J. German, Inc., Fort Lee, N. J.; Hollywood, Cal.; Chicago. Born in Port Hope, Canada, Dec. 29, 1888. Is agent for the sale and distribution of Eastman professional motion picture films for TV and motion pictures. In 1914, married Estelle Elizabeth Wehnert in Rochester, N. Y.; two children—Frederick A. A., William. Member: Lotos, Explorers.

GORDON, MILTON A., president Galaxy Attractions, Inc. Born Chicago 1908; attended University of Chicago, attorney and business executive; vice president Walter Heller Company, Chicago, 1946-53, specialized in financing motion picture production; reorganized United Artists; entered television industry 1953 as president of Television Programs of America; organized Galaxy Attractions, Inc., in 1958.

UNGER, OLIVER A., president of National Telefilm Associates Inc. Born 1914 in Chicago. Attended Syracuse University, B.A., 1935. Upon graduation entered motion picture field with Hoffberg Productions, Inc. Served as Eastern Division Mgr., Monogram Pictures. Organized Distinguished Films, Inc., 1945. Formed Snader Telescription Sales, Inc., 1949. Became partner TV Exploitations, 1951.

BARNETT, WILLIAM H., president Barnett International Forwarders, Inc. Born New York, N. Y., 1894; attended Pace Institute; entered transportation industry in 1913 as export and import manager of firm he presently heads; served as officer of the corporation from 1920 until present; elected president in 1946. Married Hannah Peppes 1918; memberships include Motion Picture Pioneers; Variety Clubs.

BADER, DAVID, A., general sales manager for Atlantic Television. Was born in New York City. Entered industry as press relations, story editor for Century Comedies; later joined Universal as aide to Carl Laemmle, president; represented U in Europe for 10 years. Branched out as literary agent. Was associated with Commonwealth as assistant to president. In 1953 joined Atlantic TV. Member of RTES.

MAHLSTEDT, FRED J., managing director, domestic and international operations, CBS Films. Born in New York, N. Y., e. Pratt Institute and Columbia University; started career in architecture; entered advertising field with Erwin, Wasey and the Kudner Agency; CBS 1939, as chief of sales development and research, radio sales promotion, later spot sales; organized CBS Films in 1950, subsequently director.

TODMAN, WILLIAM SELDEN, owner-partner with Mark Goodson of Goodson - Todman Productions. Born New York, N. Y., July 31, 1916; educated Johns Hopkins and New York University; career started as copywriter for advertising agency in New York; entered the industry as writer and director for radio shows for BBD&O Agency; became producer when he joined Bio Company; created many television shows.

MICHELSON, CHARLES, President Charles Michelson, Inc., USA representative for Australian TV stations TCN, Sydney, and HSV, Melbourne. Born New York, N. Y.; attended Columbia University; entered television industry as export manager for Michelson & Sternberg, Inc.; established his own company, Charles Michelson, Inc., in 1938; married and father of two children.

RABINOWITZ, JASON, general manager of MGM-TV. Born August 19, 1921, New York, N. Y.; educated Harvard University, AB, 1943; MBA, 1948. Career started in motion picture industry with United Paramount Theatres, Inc., 1949; first association with television industry when he became associated with American Broadcasting Company as assistant controller, later becoming vice president ABC Television Network.

DIGGES, SAM COOK, administrative vice president CBS Films. Entered broadcasting in 1942 with WMAL, Washington, D. C., in ABC affiliates sales department, served with merchant marine in W. W. II; joined CBS in 1949 as account executive in newly created TV department of radio sales; television manager CBS Radio sales office Chicago, 1950; Eastern sales manager CBS Television Spot sales, 1952; WEBS-TV, 1954.

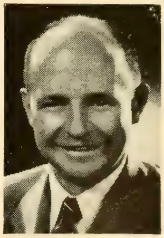
TALBOT, PAUL, president Fremantle Overseas Radio & Television, Inc. Started career in industry in 1941 with CBS; served with U. S. Army in World War II; U. S. representative for Italian Radio Network and Radio Andorra, latter being first European station to resume commercial operation after war; heads a company distributing throughout the world with films in all categories available in its programming catalogue.

MIESEGAES, WILLIAM L. P., president Transfilm Incorporated. Born London, England, 1906; attended Harrow, 1920-24; Institut le Rosey, Switzerland. Started career in marine transportations, joining A. C. Fraser & Company, Rotterdam, merchant shippers, as junior executive, 1926, Meyer and Company, Amsterdam, 1927, associated as executive with Maclaine Watson & Company, London, 1928-32; established Transfilm.

VAN PRAAG, WILLIAM, president, executive producer, Van Praag Productions producer and director of film commercials and features for television. Started career as movie theatre manager; entered advertising via promotional plan for theatres; advertising films for theatrical distribution; free-lance film editor; set up first film unit for Office of War Information; U. S. Army service in W.W. II; film work for NBC.

POLL, MARTIN H., president Gold Medal Productions; president Gold Medal Studios. Born New York, N. Y., Nov. 24, 1922; educated University of Pennsylvania. U. S. Army service in W. W. II 1942-46; joined Paramount Music Corporation, 1946, assistant to general manager; partner Artists Management Associates, 1950, president Inter-Continental TV Films, 1952, produced TV films; executive prod. Theatre Network TV.

GOLDSTEIN, CHUCK, president Chuck Goldstein Productions. Started career early, with organization of the "Modernaires," singing group; later Goldstein singing unit, "Four Chicks and Chuck," appeared in innumerable singing commercials after they attained national prominence via network radio appearances; entered commercials production field with work for many agencies; organized Goldstein productions.



STREECH, WILBUR J., president Wilbur Streech Productions, TV commercial and animated film production firm. Graduate of UCLA. Received early training as animation artist for the Walt Disney studios; served as captain in U. S. Signal Corps during World War II; later became associated as a partner in Triangle Films; in 1951 decided to form own company to produce commercials for television advertisers.

BECK, MAURICE, in association with Ed. E. McLemore producer of "Texas Rasslin'" film series, among the highest rated sports shows available in the syndication field. A native Texan, he accepted a post at the Federal Reserve Bank in Dallas. Later left the banking field to acquire an interest in one of the largest power laundry and dry cleaning plants in Texas, and years later entered the entertainment field.

ROACH, HAL, Owner-president-executive producer of Hal Roach Studios. Born June 15, 1918, L.A. Graduated Culver Military Academy, 1938. Began motion picture career as assistant in short subjects; director of Laurel and Hardy feature films; a producer-director of feature films on the Hal Roach lot. Commissioned to produce training films for Signal Corps unit in WW II.

FEDDERSON, DON, president Don Fedderson Productions, Beverly Hills, Cal. Born Apr. 16, 1913. Attended Kansas City School of Law, 1933-34. Started in TV with KLAC-TV, Hollywood, in 1948 as general manager. Also held posts with Scripps-Howard newspapers, KYA, San Francisco, and KLAC, Hollywood. Fedderson is married to Helen Minor. Club affiliations include U.S.C. Trojaneers, Friars.

BRISKIN, IRVING, president of Briskin Productions and executive in charge of production at Screen Gems. Born Feb. 28, 1903, Graduated NYU, 1923. Began work with Banner Productions, was sales manager of Sterling Pictures, sales manger of Chesterfield Pictures, in 1935 in charge of own unit at Columbia Pictures. 1949, organized Screen Gems with the late Harry Cohn.

UNGER, MAURICE, vice president of west coast operations for Ziv Television Programs, inc. Born Aug. 16, 1913 in Cincinnati. Affiliated with Grandpa Brands, 1934-47, serving also with its Tom Collins Corp. President, Charles A. Maish Co., 1947-50. Started with Ziv-TV in Oct., 1950, as west coast manager. Married to Roslyn Unger, five children. Plays golf, Tamarisk Country Club.

BARRY, CHARLES C. "Bud", president of National Telefilm Associates Film Network, began broadcasting work as an announcer in 1938 with NBC in Washington. Work as night manager of WRC and WMAL followed. In 1941, sent to New York as program manager of Blue Network. Later dir. of operations. Named V.P. of MGM-TV, 1956, and president of NTA Film Web, 1959.

KAUFMAN, REUB, president Jayark Films Corp. which he formed in May, 1958—producer and distributor of TV film properties. B. 1903. Attended Univ. of Chicago. 1940-46, advertising vice president Lieber Co., Chicago. 1946-50, president Kaufman and Asso., Chicago advertising agency. 1950-52, sales manager Snader Telescriptions. In 1952, organized Guild Films, Inc., president until 1958. Married.

HOLT, NAT, president, Overland Productions, Inc., B. in California, May 15, 1894. Managed a nickelodeon, 1913. In 1931, managed 46 Fox Theaters 1941, head of RKO theaters on coast, leaving in 1943 to become theatrical producer. 1948, resigned RKO affiliation to form production company, making three pictures for 20th Century-Fox. Paramount in 1950, nine pictures. Entered TV in 1956 with Overland.

RUSH, HERMAN, president, Flamingo Telefilm Sales. B. June 20, 1929, Phila., Pa. BBA, Temple Univ. 1951, became salesman for Official Films and 1954, appointed assistant to the president. In 1956, named to board of directors and also named to the board of Gold Medal Studios. He formed Flamingo, becoming president and chairman of the board. Married. Member: Friars and Variety Club.

HYMAN, ELIOT, president United Artists Associated, Inc. A pioneer in recognizing profit potential in distribution of feature motion pictures to television, founded Associated Artists, Inc., (now UAA) in 1947; played major part in the co-production and financing of many important motion pictures: "Lost Boundaries," "Moulin Rouge," "Moby Dick," produced for release by United Artists.

REED, SEYMOUR, executive vice president, treasurer and member of board of directors Official Films, Inc. Started his business career as public accountant; first became associated with the television industry in 1951 as executive of Official Films, serving as comptroller; elected treasurer of Official shortly thereafter; became member of the board of directors in 1954; V.P. in 1957.

TURELL, SAUL J., president Sterling Television Company, Inc. Born, New York, N. Y.; attended College of the City of New York and University of Chicago; served in W. W. II with U. S. Army in South Pacific, New Guinea and the Philippines; was associated with Official Films; in partnership with Robert Rhoades established Sterling Films in 1946, which later set up a television department.

MANBY, C. ROBERT, president Show Corporation of America, Inc. Born Battle Creek, Michigan; educated Hillsdale College and Harvard Graduate School of Business, MBA, World War II service with U. S. Coast Guard; entered industry in radio; associated with WJW, Cleveland; WONS, now WGTH, Hartford; Yankee regional network; Joined RKO Teleradio, 1953; appointed to present post in 1958.

PLITT, HENRY G., president of ABC Films Inc.; born New York, N. Y., November 26, 1918; Syracuse University, St. Lawrence University Law School; member of the New York bar; World War II service, mustered out as major of 101st Airborne Infantry; 1946, division manager of United Paramount Theatres; 1949, Paramount - Richards (which became Paramount Gulf of the AB-PT circuit.

REINER, MANNY, executive vice president Galaxy Attractions, Inc. Born New York, N. Y. Joined Warner Bros., 1953 in publicity; MGM, 1934-37; Monogram pictures assistant adv. mgr., 1937-40; Paramount, publicity, 1940-42, Office War Information, 1942-46; foreign sales dept. Selznick Releasing Company, 1949-50; Louis G. Cowan Television Productions, 1950-52; Samuel Goldwyn Productions, 1953-54.

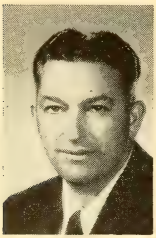
GOODSON, MARK, owner-partner with William S. Todman, Goodson - Todman Productions. Born, Sacramento, Calif. Started his career as a child actor in stock companies; entered the radio field with KJBS, San Francisco, as a disc jockey in 1936; joined the Don Lee network in 1937; in 1942 removed to New York to emcee "Battle of the Boroughs" and the "Jack Dempsey Sports Quiz," was writer and director.

SCHWIMMER, WALTER, owner, Walter Schwimmer Company. Born Chicago, 1904; attended Northwestern University, BA 1924; president Radio Features, Inc.; organized advertising agency of Schwimmer and Scott with R. J. Scott, February 1933, and the Walter Schwimmer Company in 1946 for production and syndication of Radio-Television programs. Married Daisy Seltzer, 1927.

DISNEY, WALT, president of the board Walt Disney Studio. Born Chicago, 1901. Started career as commercial artist; created animated characters for short subjects that have become world-famed, and popular; was one of first major motion picture producers to create and produce for television and range of subjects he produced for the medium runs the gamut from fantasy to science.

SAVAGE, DAVID, administrative vice president Bernard L. Schubert, Inc. Born New York, N. Y., March 17, 1923, educated Columbia University. Began career in research development; associated with Eastman Kodak Company; assistant national sales manager Official Films; film department manager, WCBS-TV, director film procurement CBS, joined NBC as manager of film procurement; asst. to president Guild Films.

SCHAEFER, ARMAND LUDWIG, television film executive Flying A Productions. Born, Tavistock, Ont., Canada, 1898; educated at school in Spokane. Entered motion picture industry in 1924 with Mack Sennett as property man; executive producer for Republic Pictures, 1943-47; president Gene Autry Productions for Columbia release, 1947-53; in 1950 became executive-producer of Flying A for TV film productions.



STABLER, JOHN W., president Filmaster Productions, Filmaster Features, Filmercial. After graduation from UCLA became personal manager for several bandleaders; vice president William Boyd Enterprises; founded Filmaster Productions, 1954; producer of "Gunsmoke," "Have Gun—Will Travel"; Filmaster Features produced as independent unit theatrical pictures for release by Twentieth-Century Fox.

McLEMORE, ED, president of Texas Rasslin' Inc. Born, July 3, 1905. First association with television industry occurred in 1952 when he joined Maurice Beck in the organization of Texas Rasslin' company to film production of live wrestling shows staged at their Sportatorium in Dallas. Married Rose Lawler, is father of three. His hobby: making better wrestling matches, first, with dancing second.

GRAHAM, ED, JR., partner Goulding-Elliott-Graham Productions. Graduated Dartmouth 1949. Started writing career at 16 with published work in The Saturday Evening Post; free-lance writer for Perry Como Chesterfield Supper Club, 1946-48; copywriter for McCann-Erickson, 1949-52; at Young & Rubicam created "Harry and Bert" in 1954; in 1956 joined Bob Elliott and Ray Goulding to form G-E-G.

NILES, FRED, president Fred Niles Productions, Inc. Born, September 12, 1919; graduated, B.A., University of Wisconsin, 1940. Started his association with television industry as salesman for Kling Studios in 1947; organized his company to produce commercials, industrial, public relations and sales training films. Club affiliations include: Broadcast Advertising Club, Academy of Television Arts and Sciences.

ALEXANDER, MAX, secretary-treasurer M. & A. Alexander Productions. Born in Germany. Started career in motion picture industry in Berlin in the production field, gaining wide experience there, removed to the U. S. and joined Abe and Julian Stern in a production project; was associated with Phil Goldstone during two years association, 1931-32 in production; with brother Arthur formed Alexander Co.

BURNS, GEORGE, president McCadden Corporation. Born, New York, N. Y. Started professional career as a singer with a children's quartette in vaudeville; long career on stage as singer and comedian; star with Gracie Allen in two-act in vaudeville, radio and finally TV; organized McCadden in 1952 to produce films for CBS-TV, also producing commercials for bigger accounts on television.

ALEXANDER, ARTHUR, president M. & A. Alexander Productions. Born in Germany, 1909; educated at Kassel there. Started business career in department store field; entered film production industry with Universal Studios, Frankfurt; went to Hollywood in 1929 as assistant director of theatrical films; organized with his brother Max the M. & A. Alexander production company.

PINCUS, IRVING, producer. Born, New York, N. Y.; attended New York University. Started his show business career as production assistant to Howard Lindsey and Russell Crouse, whose organization he served for three years; stage managing assignments included "Anything Goes" and "Red Hot and Blue" and the musical, "Higher and Higher;" TV films include "Real McCoys," CBS-TV.

HERSH, SAM, president Family Films, Inc. Established the company in 1948 for the production of films for the TV market and church presentations; company is said to be the largest producers and distributors of religious pictures; filming is done at Keywest Studios in Hollywood, for which Hersh signed a 20-year lease for exclusive use; Hersh entered the film industry twenty years ago.

SMALL, EDWARD, president Edward Small Productions, Inc. Born, Brooklyn, N. Y. Started career as actor; produced many important theatrical features as independent producer starting before talkies arrived for release by major distributor companies; entered TV film production; was one of organizers of Television Programs of America; produced series films for the television medium.

BAGNALL, GEORGE, president George Bagnall and Associates, Inc. Started his career in motion pictures in 1928 with Fox Film Company as comptroller of its West Coast studios; studio treasurer with Paramount in 1935, later being named executive studio manager; vice president, 1937; vice president, general manager Alexander Korda, 1941-42; vice president United Artists, 1942.

EDELMAN, LOUIS F., television film producer. Started in motion picture industry as salesman for Paramount Pictures; became a producer in 1929 in Hollywood studios — MGM, 1929-33; Columbia, 1942-44; Warner, 1945-52; entered television production in 1952, his films for television included "Wyatt Earp," "The Adventures of Jim Bowie;" "Make Room for Daddy;" exec. producer.

LEWIS, WARREN, executive vice president Sharpe-Lewis Productions. Born, Boston, Mass., 1911. Entered industry in broadcasting as freelance script writer for CBS and NBC, 1939-40; removed to Hollywood in 1941; served in WW II as sergeant in U. S. Army Air Force, 1941-45; in 1951 associated with Don Sharpe Television Enterprises as general program supervisor.

HYMAN, KENNETH, executive vice president, United Artists Associated, Inc. Born New York, N. Y., 1928. World War II service with U. S. Marines; joined Associated Artists Productions, Inc. (now UAA) 1947; assistant director Monogram Pictures; returned to AAP in 1953 with practical production experience and with retention of his early enthusiasm for the TV drawing power of Hollywood feature films.

REIN, EDYTHE, vice president and secretary, National Telefilm Associates; vice president NTA Film Network. Graduate of Wilkes College, Wilkes Barre, Pa. Entered the industry as production assistant to Philips H. Lord; became associated with Ely Landau, Inc., in 1953 and has served NTA without interruption since its inception as secretary, assistant treasurer and a member of NTA's board.

NATHAN, WYNN, vice president MCA TV, Ltd. Began his career in the film industry in casting department of Universal pictures, 1941; following service with the U. S. Army Air Force in World War II, he became associated as an agent with the William Morris Agency and later with Century Artists, Ltd.; joined United Television Programs, Inc., 1950; named v. p. when Gross-Krasne took over in 1953.

GOODMAN, HARRY S., general manager of Harry S. Goodman Productions. Started his business career in the finance and sales field; teacher of sales psychology at New York Life Insurance Company; president and general manager of Banker's Thrift Corporation, Chicago; organized Harry S. Goodman Productions in 1931; president of Radio-TV Representatives, Inc. (N. Y., Chicago, L. A., San Francisco, and Atlanta.)

WRATHER, JACK, president of the Jack Wrather Organization, whose interests range from the oil industry to the resort field and communications, including TV production. B. Amarillo, Texas, May 24, 1918. World War II service with U. S. Marines; film producer, of various TV series ("Lone Ranger," etc); owner of radio and TV stations; TJWO and Associated Television jointly own Independent Television Corp.

COLE, JOHN J., president Guild Films. Born, Holyoke, Mass., 1923; graduated, PBK, University of Missouri, school of journalism. Served in So. Pacific in W. W. II. Entered industry with Station KOMO, Kansas City, 1948; joined Guild Films as west coast sales manager, 1955; vice president for sales, elected president in early 1958; set up Inter World TV Films, Inc., Guild subsidiary.

SHARPE, DON W., president Sharpe-Lewis Productions. Born Livingston, Mont., 1912; educated at Northwestern University; began his career as a writer, wrote scripts for radio, became the adwriter for Kate Smith radio hour; wrote scripts for Cavalcade of America; became agent for Frank Vincent Talent Agency, 1943; sold his first radio package, "Private Life of Josephine Tuttle," 1947.

FLEISCHMAN, HARRY, president Entertainment Productions, Inc. Born New York, N. Y.; in early youth removed to Portsmouth, N. H.; received degree from Boston University. First association with entertainment field as member of Gilbert Miller Company, with whom he served for a decade and a half; entered the television industry in 1951 when he joined Louis G. Cowan, Inc.

BRADFIELD, C. H. JR., chairman of the board Wilding Picture Productions, Inc. Studied mechanical engineering at Baltimore Polytechnic Institute. Joined Electrical Research Products, 1929; treasurer, later vice president Audio Productions; Sound Services, Ltd., London, 1937-39; became president of Wilding in 1947, succeeding his late father, founder of the company.

HUDSON, HAL, executive producer of "Black Saddle" TV series, executive vice president and producer of "Zane Grey Theatre." Director writing department CBS, Chicago, 1933-37; West Coast commercial program producer CBS Radio, 1940-48; joined KTTV, 1948; manager; CBS Television department, Hollywood, 1949, supervised "My Friend Irma" and others; executive v.p. Zane Grey Prod., 1955.

ZOUARY, MAURICE H., president Maurice H. Zouary productions. Born Brooklyn, N. Y., July 17, 1921, educated School of Industrial Design. Trans-Lux Theatres, 1941, U. S. Armed Forces, 1943; entered live TV production, Bud Gamble Productions, 1948; industrial film production, 1953-54; Guild Films, 1955-56; presently producer-packager film series and commercials; stock shot library.

LAWRENCE, ROBERT L., president Robert Lawrence Productions Inc. West Point graduate and Fifth Army veteran. Started in entertainment industry in 1947 with RKO Pathe; joined Jerry Fairbanks, Inc., 1948; later v.p. in charge Eastern operations; formed own film production firm for TV commercials, 1952; expanded with formation of several subsidiaries in commercials production.

KERMAN, ARTHUR, president Governor TV and Regal TV Corporation, also president Tudor Pictures, Inc., Favorite Films Corporation and Congress Films, Inc., latter firms handle theatrical films. Born New York, N.Y., April 27, 1927; graduated Hofstra College. Organized Governor TV in 1951 after association with firms headed by his father, the late Moe Kerman, in the film distribution field.

HANMER, H. WILLIAMS, president Wilding Picture Productions, Inc. Born Evanston, Ill.; graduated Northwestern U; master of law degree from Chicago-Kent College of Law; corporation and trial lawyer in Chicago for 29 years, later general counsel for National Editorial Assn.; joined Wilding in 1934; general counsel and vice president, 1937; became third president of the company.

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FOR INDEX TO AD

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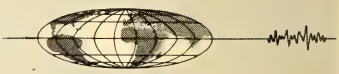

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Phone: HOllywood 2-0741
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Services Offered—Complete motion picture production services, for comm'ls. Creators of jingles for agencies & advertisers.

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49 W. 45th St., N.Y.C. 36
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President .....Moray Foutz
Sales Manager.....Nick Newton
Services Offered—Animation and live action films for TV and industry. Slide films and film strips.

Ad-Staff, Inc.

9122 Sunset Blvd., Hollywood 46, Cal.
Phone: CR 5-5219
President .....Don Quinn
V.P.'s.....Henry Russell, Martin Sperzell, John Rider
Services Offered—Creation, production of radio-TV music commercials, commercial integration, themes & scoring, graphic ideas.

Advertisers' Broadcasting Company

117 W. 46th St., N.Y.C. 36
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Exec. Prod.....Sholom Rubinstein
Director .....Bernard Rubinstein
Copy Chief.....David M. Hausdorff
Services Offered—Write, create, produce jingles and commercials.

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Alexander Film Co.

Alexander Film Bldg.,
Colorado Springs, Colo.
Phone: ME 3-1771
Bd. Chmn.....Don M. Alexander
President .....Keith Munroe
V.P., Gen. Mgr.....Jay Berry
V.P., Production.....James Anderson
Mgr.....John B. Lee
Creative Dir.....Howard F. Olds
V.P., Mkting.....Jay Piccinati
Services Offered—TV film commercials, business and industrial films, theatre film commercials, distribution.

Paul Alley Productions

619 W. 54th St., N.Y.C. 19
Phone: JUdson 6-2393
President .....P. Alley
Vice President.....B. Alley
Services Offered — Comm'ls; industrial films.

All-Scope Pictures, Inc.

(Comm'l Film Division of Twentieth Century-Fox Television)
1417 N. Western Ave., Hollywood 27
Phone: HOllywood 2-6231
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Vice President.....J. Shippe
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Phone: Valley 3-6617
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Vice Pres.....Reat R. Younger
Secy.-Treas.....N. G. Hall
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Sales Mgr.....S. Adams
Secretary .....I. Weyhmiller
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Exec. Prodcr.....Lawrence A. Glesnes
Prodn. .....Sheldon Abromowitz
Office Mgr.....Madeline Stolz

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Manager .....Clyde Anderson

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President .....Al Stahl

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President .....Earl Klein
General Manager.....Chris Petersen, Jr.
Production Manager.....Bob Hirsch
Director .....Ed Barge

Branch Offices
14005 Fenkell Ave., Detroit, Mich.
Phone: BR 3-3040

Representative .....Ted Petok

221 N. LaSalle St., Chicago, Ill.
Phone: FR 2-2628

Representative .....Joe W. Edwards

Services Offered—Animated & live action TV comm'ls, storyboards, sound tracks, educational & industrial films.

Animation Service Co.

1780 Broadway, N.Y.C. 19
Phone: CI 5-4832

Chief Animator.....Abe Blashko
Animation Supervisor.....Leo Levko
Administration .....Seymour Posner

Services Offered — All film art services, maps, charts, cartoon animation, animation camera work in 16 mm and 35 mm.

Anime, Inc.

45 W. 45th St., N.Y.C.
Phone: CIrcle 5-3737

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Vice Pres.....Renee Leigh
Executive Producer.....Mitch Leigh

Services Offered — Package film shows (mostly animation). Producers of animated commercials and industrials.

Animotion Associates, Inc.

333 W. 52nd St., N.Y.C. 19
Phone: CI 6-3817-8

President .....Graham Place
Vice Pres.....Otto Feuer
Gen. Mgr.....Donald Fellows
National Sls. Dir.....Lee Krieger

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President .....Evan J. Anton
Vice Pres.....Mary Mallios
Sec'y-Treas.....James Mallios

Services Offered—Producers of industrial and documentary films and slides, TV commercials and spots.

Apex Film Corporation

104 N. Las Palmas, Hollywood 38, Cal.
Phone: HOllywood 3-5106

President .....J. Chertok

Services Offered—Film comm'ls; industrial films.

Apollo Productions

130 Carlton St., Toronto, Ont.
Phone: WAlnut 2-3163

President .....R. Rosenberg

Services Offered—Compl. film facilities; comm'ls & industrial films.

Arco Film Productions, Inc.

580 Fifth Ave., New York 36, N. Y.
Phone: COlumbus 5-6968

President .....R. J. Oulmann

Services Offered—TV film facilities; animation & TV film show packaging.

J. Armstrong & Company

28 W. 44th St., N.Y.C.
Phone: LOngacre 3-0056

President .....Joseph Armstrong

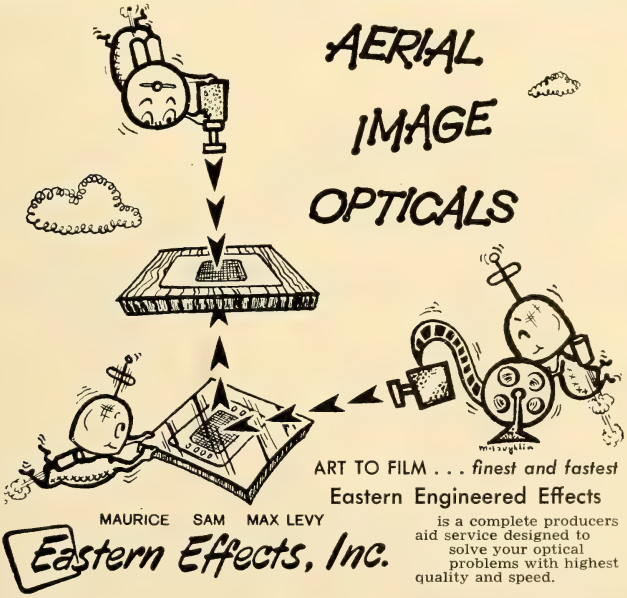
Services Offered—Custom, synd. comm'ls facilities.

Arrowhead Productions

355 N. Beverly Dr., Beverly Hills, Cal.
Phone: CRestview 6-3728

General Manager.....B. I. Harris

Services Offered—Facilities for TV film processing, production & TV film comm'ls.



Atlas Film Corp.

1111 South Blvd., Oak Park, Ill.
Phone: AUstin 7-8620

President .....L. Mominee

Services Offered—Synd. spots, comm'ls.

A T U Productions

130 W. 57th St., N.Y.C.
Phone: JU 6-4292

President .....Allen Swift

Services Offered—Offering a new service of syndicated TV film commercials.

Audio Productions, Inc.

630 Ninth Ave., N.Y.C. 36
Phone: PL 7-0760

President.....Frank K. Speidell
Vice Pres.....Herman Roessle
Secy.-Treas.....P. J. Mooney
Sales Manager.....Sheldon Nemeyer
TV Dept. Mgr.....Harold R. Lipman

Services Offered—Producers of all types of TV commercials. Production facilities. Live action, animation, opticals, etc.

Aurvid Productions

P. O. Box 413, Phila., Pa.
Phone: LOcust 4-4429

Manager.....F. O. Pease

Services Offered — All TV film, comm'l facilities; live, package, film production; animation, package, TV shows.

Bill Baird's Marionettes

334 W. 70th St., N.Y.C. 23
Phone: TR 3-6064

Partners.....Bill and Cora Baird
Agency Reps.....Ashley Steiner

Services Offered—Produce live or filmed commercials with marionettes and hand puppets, with or without live actors, in own studios.

Bandelier Films

1837 Lomas Blvd., NE, Albuquerque, N. M.
Phone: CHapel 3-5848

President .....R. Stevens

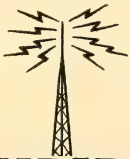
Services Offered — Technical trng. films; live action & film TV comm'ls facilities.

Thos. J. Barbre Productions

2130 S. Belleire St., Denver 22, Colo.
Phone: SK 6-8383

Producer .....Thos J. Barbre
Asst. Mgr.....Anita T. Barbre
Dir. Sound.....Paul F. Emrich
Dir. Photography.....H. J. Anderson

Services Offered—Complete motion picture production service—script, photography, editing, sound recording, stage, mobile units, theater; nationally. Industrial, business films; TV spots.



EMPIRE BROADCASTING CORP.

Complete Facilities for Disc & Tape Sound Recording

EMPIRE PRODUCTION CORP.

Complete Facilities for 16mm & 35mm Film Production

Air Conditioned Studios — Mobile Units

480 Lexington Ave., New York 17, N. Y. - YUkon 6-5700

Basch Radio & Television Productions

17 E. 45th St., N.Y.C. 17
Phone: MU 2-8877
Partner .....Charles J. Basch, Jr.
Partner.....Frankie Basch
Services Offered — TV film commercials, animated and live; film programs, industrial, training, and fund-raising films; radio commercials, jingle, gimmick & dramatized.

Bay State Film Productions, Inc.

35 Springfield St., Agawam, Mass.
Phone: RE 4-3164
President .....Morton Read
V.P., Sls.....D. D. Doyle
Services Offered—Film comm'ls production.

Beacon Television Features, Inc.

115 Newbury St., Boston 16, Mass.
Phone: COmmonwealth 6-6881
President .....J. L. Sanderson
Services Offered—TV film commercials; story-boards, feature film production.

V. S. Becker Productions

551 Fifth Avenue, N.Y.C. 17
Phone: MU 2-0777
Exec. Prod.....Viola S. Becker
Sales .....Thomas W. Bieder
Services Offered — TV & radio package shows & commercials; live, recorded & filmed. Casting. Industrial films.

Beeland-Wood Films, Inc.

752 Spring St., N.W., Atlanta 8, Ga.
Phone: TRafalgar 6-7558
President .....K. Wood
Gen. Mgr.....Paul Hoelsher
Services Offered—Production of commercials and programs films.

Bemiller Productions

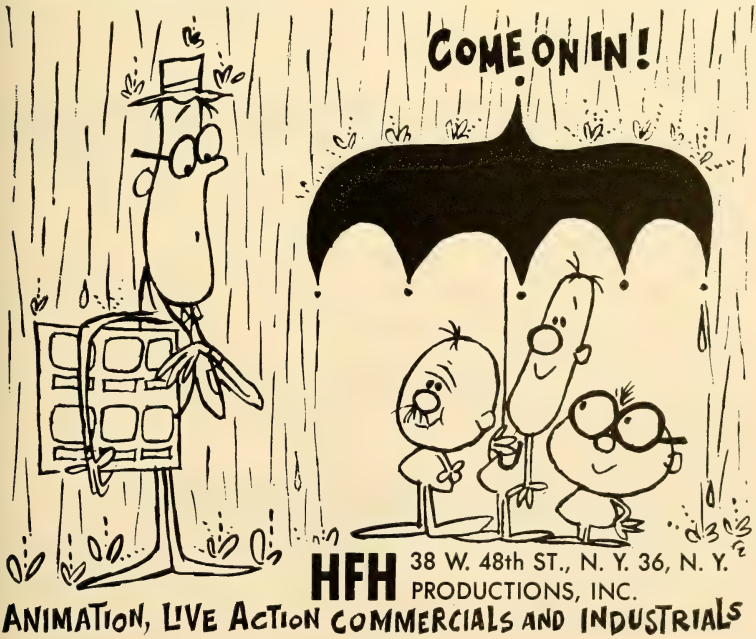
749 N. Highland Ave., Hollywood 38, Calif.
Phone: WEbster 5-3346
President .....R. H. Bemiller
Services Offered — Animated, live-action commercials; syndicated commercials, animation, jingles.

Real Benoit Film Productions

2161 St. Catherine St., W., Montreal, Canada
Phone: WEbster 3-7339

Russell R. Benson Productions

136 N. Delaware St., Indianapolis, Ind.
Phone: MElrose 7-0306
President .....R. R. Benson



Services Offered—Film spot commercials; industrial, educational films.

Bernard-Degen Productions

1601 N. Gower, Hollywood 28
Phone: HO 5-9886

Partner .....Cy Bernard
Partner .....Vince Degen

Services Offered—Creators, producers of musical commercials, TV & radio; arrangements (vocal & instrumental); underscoring to animation & live action.

Guy Biddick

1046 So. Olive St., Los Angeles 15, Cal.
Phone: RI 9-8800

Manager .....Guy Biddick
Office Mgr.....Barbara McNey
Traveling Rep.....Burton Zoul

Services Offered—Animation of product or trademark, commercial spots on film.

Big D Pictures, Inc.

4211 Gaston Ave., Dallas, Tex.

President .....Chas. H. Edwards

Services Offered—Live TV programs & TV film shows; educational & industrial shorts. B & W and color animation. Export & import film. Studio and laboratory facilities.

George Blake Enterprises, Inc.

1600 Broadway, N.Y.C. 19
Phone: CIrcle 5-4582

President .....Mrs. Jean Blake
Production Dir.....Robt. Kingsley
Supvr. Editor.....R. Jacques

Services Offered — Comm'ls, industrial, films, synd. spots.

Bray Studios Inc.

729 Seventh Ave., N.Y.C. 19
Phone: CI 5-4582

President .....J. R. Bray
V.P., Prod. Mgr.....Paul A. Bray
Treasurer .....M. Bray
Animation Dir.....Max Fleischer
W. G. Gilmartin
Film Dist. Mgr.....B. D. Hess

Services Offered—Producers and distributors of all types of films for TV use including technical animation and cartoons. Specialize in industrial training and sales films, as well as health, safety and films for the military.

Wm. F. Broidy & Company

5501 Wilshire Blvd., Los Angeles 36
Phone: WE 3-7461

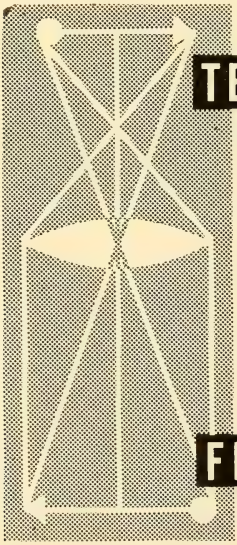
Owner .....W. F. Broidy
Assistant .....E. Yessin

Services Offered — Commercials & programs.

Myron L. Broun

34 Grosvenor St., London W. 1, Eng.

Services Offered—Production, distribution.



TELEVISION GRAPHICS inc.

producers of television film commercials

LIVE ACTION
ANIMATION
STOP MOTION
REAR SCREEN
PROJECTION *(MITCHELL)*

FILM GRAPHICS inc.

producers of industrial and educational films

369 LEXINGTON AVENUE, NEW YORK 17 MU 6-5255

Bruce-Hall Company
333 N. Michigan Ave., Chicago 1, Ill.
Phone: FRanklin 2-7100
President .....Robt. Hicks
Services Offered—Live TV programs, commercials, package shows; TV film shows, comm'ls, package shows; educational & industrial shorts; studios & facilities for rent.

Bill Burrud Productions
1522 N. Van Ness Ave., Hollywood 28
Phone: HOllywood 7-4159
President .....Bill Burrud
Services Offered—TV live programs & film shows; commercials; shorts; color animation; package film shows; TV scripts.

Byron, Inc.
1226 Wisconsin Ave., N.W.
Washington 7
Phone: FE 3-4000
President .....Byron Roudabush
Vice Pres.....Dudley Spruill
Secretary .....Peter J. Agnew
Services Offered—Print and process 16 mm black & white, print 16 mm color, process 16 mm negative-positive, edge numbering, sound striping, record, re-record, editorial, animation photography, hot press titles, art and animation.

S. W. Caldwell, Limited
447 Jarvis St., Toronto 5, Ont.
(See TV Prod.-Dist.)

Calhoun Studios
266 E. 78th St., N.Y.C. 21
(See TV Prod.-Dist.)

Calif. Internat'l Productions
6710 Melrose Ave., Hollywood, Cal.
Phone: WE 9-1491
President.....H. F. O'Donnell
Services Offered — TV film shows & comm'ls; religious films; shorts, educ. & indust.

California Studios Incorporated
650 N. Bronson St., L. A. 4, Cal.
Phone: HO 2-7141
President .....P. N. Krasne
Services Offered — TV film shows & comm'ls; soundies; B & W animation; packages.

Lars Calonius Prods., Inc.
45 W. 45th St., N.Y.C. 36
Phone: PL 7-0350
President .....Lars Calonius
Services Offered—Full animation facilities. Story boards. Live action.

The Camera Mart, Inc.
1845 Broadway, N.Y.C.
Phone: PL 7-6977
President .....Irving Browning
Manager .....Samuel Hyman
Promotion .....Paul Meistrich

BERNARD-DEGEN PRODUCTIONS
Cy Bernard - Vince Degen *(Partners)*
Jack Wormser *(Representative)*
Creators and Producers of Musical Commercials
TV and Radio
Arranging Vocal and Instrumental
Scoring to Animation and Live Action
1601 North Gower Hollywood 28, Calif.
HOllywood 5-9886
Productions:

Burgermeister Beer
Italian Swiss Colony Wine
Kellogg's Pep
British Columbia Centennial Theme
C & H Sugar
Foremost Dairies
Clorox Bleach
S & W Foods
Bapco Paints
M. J. B. Coffee
Starkist Tuna
Jim Clinton Clothes
G & D Vermouth
Juicidrink (Heart's Delight)

Campus Film Productions, Inc.

14 E. 53rd St., N.Y.C. 22
Phone: PL 3-3280

President .....Nat Campus
Exec. Producer.....Jules Krater

Services Offered—Film production under contract.

Canadian Film Industries Co., Ltd.

310 Lakeshore Rd., Toronto 14, Canada
Phone: CL 1-5211

President .....Arthur D. Gottlieb

Services Offered—TV film shows, comm'ls; shorts; animation, B & W & color; facilities rented.

Canyon Films of Arizona

834 N. 7th Ave., Phoenix, Ariz.
Phone: AL 2-1719

Producer .....R. Boley
Photography .....Robt. Allen

Services Offered—Production TV commercials, pub. rel. films: 16/35 mm animation & live action.

Capital Film Service

224 Abbott Rd., E. Lansing, Mich.
Phone: ED 2-3544

President .....J. R. Hunter

Services Offered—TV live and film shows; commercials, soundies, shorts. B & W & color animation, music, scripts.

Capitol Records, Inc.

1750 N. Vine St., Hollywood 28
Phone: HO 2-6252

President .....Glenn Wallichs
Gen. Mgr.....George R. Jones
Natl. Sls. Mgr.....Herbert I. Sachs

Services Offered — Custom recording for records, radio and TV; mastering, processing; full library of production music.

Capt. Z-Ro Productions, Inc.

225 E. 46th St., N.Y.C. 17
Phone: EL 5-7943

President .....H. Brown

Services Offered — TV commercials and film shows.

Caravel Films, Inc.

20 West End Ave., N.Y.C. 22
Phone: CI 7-6110

President.....David I. Pincus
Vice Pres.....Calhoun McKean
Dir., Exec. Prod.....Mauri Goldberg

Services Offered—Complete 35 and 16 mm production; studios, cutting rooms; animation; projection. Films for industry, TV and government.

Carey-Swain Incorporated

1938 Laurel St., Sarasota, Fla.
Phone: RI 4-8111

President.....W. M. Carey

SG
sande & greene
creative consultants for radio · television · motion pictures

from the desk of
robert sande

sunset tower west
8400 sunset blvd.
hollywood 46, calif.
oldfield 6-0300

Memo to:
Agencies, Advertisers, Producers
We're anxious to have you hear our new demo tape of exciting musical "Salesongs", and unusual ideas for radio & TV.
Call me, Bob

Production.....H. E. Swain
Services Offered—Produces documentary editorial, commercial & educ. films.

Cascade Pictures of California

1027 N. Seward, Hollywood 38, Calif.
Phone: HO 2-6481
President .....Bernard J. Carr
Vice Pres.....Roy Seawright
V.P., Prod.....Vaughan Paul
Prod. Dir.....George B. Seitz, Jr.
Services Offered—Producers of film commercials for TV offering complete studio facilities, animation and optical effects personnel.

Cate and McGlone

1521 Crossroads of World, Hollywood 28
Phone: HO 5-1118
President .....T. Cate
Secretary.....E. D. McGlone
Services Offered — Commercials; production—scripts, storyboards, editorial, photography.

Centron Corporation Incorporated

W. 9th at Avalon Rd., Lawrence, Kans.
Phone: VI 3-0400
President .....A. H. Wolt
Services Offered—Industrial, educ. films; filmed spots.

Hu Chain Associates

15 E. 48th St., N.Y.C. 17
Phone: PL 5-5240
Owner .....Hubert V. Chain
Services Offered — Radio-TV and motion picture production, direction and script writing.

Charter Oak Tele-Pictures Inc.

423 E. 90th St., N.Y.C.
Phone: TR 6-6800
President .....Louis Cavrell
Secretary .....Otis Cavrell
Treasurer .....Ira Cavrell
Services Offered—Production facilities for TV and industrial 16 and 35 mm color and black & white films. Medical and dramatic films. Printing and processing lab. Editorial rooms. Sound stage rentals for automobile commercials.

Jack Chertok Prod. Inc.

1049 N. Las Palmas Ave., L. A. 38
Phone: HO 3-5106
Exec. .....Paul McNamara
Services Offered—Synd. spots; comm'ls.

Chicago Film Studios

56 E. Superior St., Chicago 11
Phone: WH 4-6971
President.....A. G. Dunlap
Dir. of Sales.....Robert D. Casterline
Prodn. Mgr.....Russell T. Ervin, A.S.C.
Laboratory Mgr.....Walter Rice
Services Offered—Complete 16 & 35 mm film production facilities; sound stages, RCA sound recording, optical effects, Art Department, complete processing laboratory.

Christensen-Kennedy Productions

2824 Harney St., Omaha 31, Nebr.
Phone: AT 2977
N. Y. Phone: MUrray Hill 3-0585
Prod. Ptnrs.....D. Kennedy, R. Christensen
Gen. Sls. Mgr.....Herb Hellwig
West Coast Prod. Mgr.....Jack Silver
Eastern Rep.....Paul Blaufox
Services Offered—TV comm'ls, animations, cartoons, industrial & business-sponsored films, 35 mm film strips, slides; lab. processing.

Frank Christi

521 N. LaCienega Blvd., Los Angeles 48
Phone: CR 1-6452
Services Offered—Commercials, syndicated spots.

Churchill-Wexler Film Productions

810 Seward Ave., Los Angeles 38
Phone: HO 9-1576
Ptnrs.....S. Wexler, R. Churchill
Services Offered—Produce comm'ls, theatrical shorts, educ. & indust. films.

Cinecraft Productions, Inc.

2515 Franklin Blvd., Cleveland 13, O.
Phone: SU 1-2300
President .....R. Culley
Services Offered—Synd. spots; comm'ls.

NEW STONE ASSOCIATES

595 Madison Avenue

New York, N. Y.

PL 5-0416

Leading Merchandising Agents

for

Television Personalities

and

Properties

ALLAN STONE LEON NEWMAN

Cineffects, Inc.

115 W. 45th St., N.Y.C.
Phone: CI 6-0951
President .....Nat Sobel
Sec'y-Treas .....Irving Hecht
Services Offered—Animation, special effects, titles, mats, inserts, black & white or color, 16 or 35 mm.

Cinesound, Limited

552 Rogers Rd., Toronto, Ont.
Phone: RO 2-7338
President.....B. Bach, Jr.
Services Offered—Shorts, film comm'ls; color, B & W animation; music; scripts; packages; studio, facilities rental.

Cine-Tele Productions

6325 Santa Monica Blvd., Hollywood 38
Phone: HO 5-3376
Producer .....H. Lehman
Wrtr., Dir.....G. McKiddy
Sales .....J. Lehman
Services Offered — Commercials, indust. films; editing services; sound; trng. films.

Cinetoon Productions

1847 Fort St., Honolulu, Hawaii
Phone: 625485
Exec. .....M. D. Meyers
Services Offered—Industrial films; synd. spots; comm'ls.

Cine-Video Productions, Inc.

Boston Post Rd. at Cine Video La.
Milford, Conn.
Phone: TR 4-6590
Pres., Exec. Prodcr.....Garo W. Ray
Tech. Dir.....Kenneth F. Rieke
Services Offered—Compl. motion picture services for industrial & educational productions. Complete sound stages, recording & dubbing studios, release printing — color, B & W, processing, & all other film services under one roof.

Clampet-Toon Commercials, Inc.

721 N. Bronson, Los Angeles 38, Cal.
Phone: HO 2-6661
Producer .....B. Clampett
Bus. Mgr.....J. Jacobs, Jr.
Production .....D. Messick
Services Offered—Comm'ls; synd. spots.

CNC Productions, Incorporated

21 W. Ontario St., Chicago 10, Ill.
Phone: MI 2-1883
V.P., Exec. Prod.....Wm. Newton
Services Offered — Live TV programs & comm'ls, packages; scripts.

Coastal Film Services, Inc.

321 W. 44th St., N.Y.C. 36
Phone: JUdson 2-7780
President .....Manuel Casiano
Vice President.....Louis Lemont
Services Offered—Complete services including optical effects, animation, titles, film consultants.

Coastal Recording Co., Inc.
136 W. 52nd St., N.Y.C. 19
Phone: CI 6-3900
Executive Vice Pres.....Arthur Shaer
Services Offered—Complete recording and transcription service—sound effects library, Hammond organs, celeste, Steinway grands. Each chamber, DuKane 30/50 cycle slide projector. Ampex tape recording, 16 mm projector, 9 studios.

Coffman Films, Inc.
4519 Maple Ave., Dallas 19, Tex.
Phone: LA 8-3692
President .....H. Coffman
Production Manager.....H. Greene

John Colburn Assoc., Inc.
1122 Central Ave., Wilmette, Ill.
Phone: BR 3-2310
President .....J. E. Colburn
Vice President.....H. Ushijima
Services Offered—16/35 mm industrial & TV film & comm'ls' sound stage, production facilities.

Colmes-Werrenrath Prod. Inc.
1037 Woodland Dr., Glenview, Ill.
Phone: IN 3-7990
President .....W. Colmes
Exec. V.P.....R. Werrenrath
Secy., Treas.....L. Goldberg
Services Offered—Creation, production, direction, writing; studio, editing, projection facilities.

Commerce Pictures
525 Poydras St., New Orleans, La.
Phone: MA 5026
President .....R. Wiegand
Services Offered—Comm'ls; art; special effects.

Commercial Syndicated Films, Inc.
1431 N. Wells Ave., Chicago 10, Ill.
Phone: SU 7-0077
President .....H. Lewis
Vice President.....A. LaPietra
Production .....B. Taylor
Services Offered — Color animated synd. comm'ls.

Commodore Productions & Artists, Inc.
6636 Hollywood Blvd., Hollywood 28
Phone: 9-7502
Pres., Prod.....W. White, Jr.
Services Offered—TV live & film programs, shows; comm'ls; industries; film packages.

Concord Company
9006 Sunset Blvd., Hollywood 46, Cal.
Phone: BR 2-7801
Ptnrs.....C. Purnell, L. Atkinson
Services Offered—TV live & film shows; industrials; religious films; color, B & W animation; scripts; packages.

Condor Films, Incorporated
1006 Olive St., St. Louis 1, Mo.
Phone: MA 1-3876
President .....Bradford Whitney
Treasurer .....Edgar F. Stevens
Production Mgr.....Dean Moore
Secretary .....Mildred Smith
Services Offered Producers of 16 mm & 35 mm motion pictures, slide films, and other visual and audio-visual materials for sales promotion, public relations, advertising, television programming, TV comm'ls, training & sports uses.

Consolidated Film Industries
1740 Broadway, N.Y.C.
Phone: JU 6-1700
521 W. 57th St., N.Y.C.
Phone: CI 6-0210
959 Seward St., Hollywood
President .....Herbert Yates
Vice Pres.....Douglas Yates
V.P., W. Coast Mgr.....Sidney Solow
Services Offered — Processing of motion picture film.

Continental Film Productions Corporation
539 Vine St., Chattanooga, Tenn.
Phone: AM 7-4302
President .....James E. Webster
Vice Pres.....Gene A. Carr
Secretary .....Thomas Crutchfield
Treasurer.....H. L. Thatcher
Sales Prom. Mgr.....Wm. J. Ross
Services Offered—Animation, producers of industrial and educational films & sound slide films, producers of film spot commercials.

Cousens-Blair Productions, Inc.
1600 Broadway, N.Y.C. 19
Phone: CO 5-7380
President.....Clayton W. Cousens
Vice Pres.....John K. Cousens
Vice Pres.....Leonard Blair
Services Offered—Production in color or black & white of TV commercials, industrials, educationals, documentaries.

Coyt Productions
1225 S. Hudson Ave., Los Angeles 19
Phone: WE 5-2895
President .....C. Roth
Services Offered — TV film comm'ls & shows; industrial; religious; color & B & W animation.

Roland D. Crandall Productions
31 Heusted Dr., Old Greenwich, Conn.
Phone: NE 7-0425
President.....R. D. Crandall

Craven Film Corporation
330 E. 56th St., N.Y.C. 22
Phone: MU 8-1585
President .....Thomas Craven
Prodn. Mgr.....Bill Robinson

Services Offered—Production of TV commercials, live and animated.

Crawley Films, Limited
19 Fairmont Ave., Ottawa, Ont.
Phone: PA 8-3513
President .....F. Crawley
Adm. Dir.....L. Hanson
Prod. Serv. Dept.....Sally McDonald
Services Offered—Films, sponsored & TV; commercials; production; animation; lab.

Creativision
1780 Broadway, N.Y.C. 19
Phone: CI 5-4830
President .....Victor Kayfetz
Asst. to Pres.....Seymour Posner
Art Director.....Abe Blashko
Animation Supervisor.....Leo Levko
Services Offered—TV advertising consultation service acting as agency or company television promotion and production department. Creative planning, storyboards, staging, animation and live.

Bing Crosby Enterprises, Inc.
9028 Sunset Blvd., Los Angeles 46, Cal.
Phone: CRestview 1-1171
President.....E. N. Crosby
Exec. V.P.....B. F. Grillo
Services Offered—Synd. spots; comm'ls.

Crossroads TV Productions
1121 S. Glenstone, Springfield, Mo.
Phone: 2-4422
V.P.'s..... J. Mahaffey, E. Siman, Jr.
Services Offered—Film spots; live shows.

CTN Advertising Counselors
(*Div. of Commercial Telecast Networks, Inc.*)
608 Fifth Ave., N.Y.C. 20
Phone: CI 5-8820
President.....Lloyd W. Durant
Vice Pres.....William F. Hogan
Vice Pres.....H. Don Reynolds
Vice Pres.....Edward B. Bell
Sales Mgr.....Madeleine Tuohy
Services Offered—TV consultants and production supervisory service to advertising agencies in the creation and execution of TV advertising, both live and film. By contract only.

Cummings Productions, Inc.
4 W. 56th St., N.Y.C. 19
Phone: PL 7-6452
President.....R. W. Cummings
Vice Pres.....Clyde Sechler
Acc't Supv.....John Clark
Industrial Supervisor.....A. J. Pocock
Services Offered—Creation and production of industrial shows, sales mtgs., & radio & TV commercials.

Dalton Film Company
813 Daniel Bldg., Tulsa 3, Okla.
Phone: LU 5-9973
President .....R. Kurtz
Services Offered—TV live & film shows; live & film packages.

Lee Davis Productions
299 Madison Ave., N.Y.C. 17
Phone: YUkon 6-7290
Owner .....Lee Davis
Services Offered — TV live shows & comm'ls; live packages.

Phil Davis Musical Enterprises, Inc.
59 E. 54th St., N.Y.C. 22
Phone: MU 8-3950
President .....Phil Davis
V.P., Mus. Dir.....Earl (Nemo) Paul
Secy., Treas.....Loretta H. Davis
Production Mgr.....Joe Rhodes
Copy Director.....E. C. (Bud) Redding
Exec. Secretary .....Renee Strum
Services Offered—Creators and producers of custom-built musical commercials for TV film soundtracks and radio transcriptions. Musical consultants to advertising agencies; composition of original music and copy approaches for spot campaigns. Facilities to handle any service or complete packages.

Robert Davis Productions, Inc.
1755 Broadway, N.Y.C. 19, N. Y.
Phone: CIrcle 5-0250
Pres., Exec.-Prod. .....Robert F. Davis
Exec. Vice Pres.....Jay Bonafield
Services Offered—Motion picture production including industrial, documentary, TV commercials and entertainment films. Animation-by-Mobilux, exclusive producers.

Gordon M. Day Productions
15 W. 44th St., N.Y.C. 36
Phone: MUrray 2-5299
Pres., Creative Dir.....Gordon M. Day
V.P., Prodn. Super.....Carol Bulkley
Treasurer .....Leo L. Reich
Services Offered — Writing-production of TV (film) & radio jingles & spots; adv. agency consultants on preparation & production of commercials.

De Frenes Company
1909-17 Buttonwood St., Phila. 30, Pa.
Phone: RI 6-1686
Pres., Sales.....J. DeFrenes
Secretary .....R. DeFrenes
Prod. V.P.....M. Levanios
Services Offered—Comm'ls; programs. Industrial shorts.

Gene Deitch Assoc., Inc.
43 W. 61st St., N.Y.C. 23
Phone: CI 7-1970
President .....G. Deitch
Production .....K. Drake
Services Offered—Animation film.

Demby Productions, Inc.
1 W. 58th St., N.Y.C. 19
Phone: PL 9-2495
President .....Emanuel H. Demby
Vice Pres.....Betty Jeffries
Creative Dir.....Allen Swift
Research .....Alexander Marshack

Services Offered—Live, film and recorded commercials. Animation. Jingles. Music. Panels for pre-testing commercials via Motivation Research Associates, affiliated firm.

Florian de Narde
3 E. 57th St., New York City
Phone: PL 3-7030
Owner .....F. de Narde
Services Offered — Comm'ls; documentaries; industrials.

Jack Denove Productions, Inc.
6611 Santa Monica Blvd., Hollywood
(See TV Prod.-Dist.)

Dephoure Studios, Inc.
782 Commonwealth Ave., Boston 15, Mass.
Phone: BE 2-5722
Pres. .....J. Dephoure
Vice Pres.....M. Levy
Services Offered — Comm'ls; industrials; synd. spots.

Depicto Films Corporation
254 West 54th St., N.Y.C. 19
Phone: COlumbus 5-7620
Board Chairman.....John Hans
President.....J. R. von Maur
V.P.'s.....Chas. S. Hans, Ray B. Helser, Carl V. Ragsdale
Services Offered—Producers of industrial motion pictures, filmagraphs, color sound slidefilms, filmstrips, slide presentations, trade shows, vugraph presentations. Creation & prod. of compl. sls. trng. programs, incl. films & assoc. literature.

Desilu Productions, Inc.
780 Gower St., Hollywood 38, Calif.
Phone: HO 9-5911
(See TV Prod.-Dist.)
Director .....L. Savin
Services Offered — Spots, synd.; commercials.

Leo Diner Films
332 Golden Gate Ave., San Francisco 2
Phone: PR 5-3664
Exec. .....L. Diner
Services Offered—Spots; lab sound & TV recording; animation.

Walt Disney Productions, Inc.
500 S. Buena Vista, Burbank, Cal.
Phone: VI 9-3461
(See TV Prod.-Dist.)
Bd. Chmn.....W. Disney
Adv. Dir.....C. Walker
Production .....Wm. Anderson
Services Offered—Comm'ls; programs.

Dot Records, Inc.
Subsidiary of Paramount Pictures
1507 N. Vine, Hollywood 28
Phone: HO 2-3141
N. Y. Phone: CI 6-8220
President .....Randy Wood
Vice Pres.....Christine Hamilton
Services Offered—Recording and distributing of phonograph records.

Douglas Productions
1425 S. Racine Ave., Chicago 8
Phone: HA 1-0409
President.....F. C. Raymond
V.P.'s.....A. Jones III, D. Raymond
Services Offered — Educ., ind., TV films; titling & animation; lab work; printing.

D.P.M. Productions, Inc.
62 W. 45th St., N.Y.C. 36
Phone: MU 2-0040
President.....Maurice T. Groen
V.P., charge Prod.....Ronald T. Groen
Services Offered—Industrial films, commercials, travel films, camera crews in U. S., Sweden, Austria, South Africa, Malaya, World Wide coverage.

Du Art Film Labs, Inc.
245 W. 55th St., N.Y.C.
Phone: PL 7-4580
President .....Al Young
Exec. Vice Pres.....Irwin Young
Vice Pres., Sls.....Lou Feldman
Vice Pres., Prod.....Paul Kaufman
Services Offered—Processing of black & white and color motion picture film.

Dudley Television Corporation
9908 Santa Monica Blvd., Beverly Hills, Cal.
Phone: CR 1-7258
Exec. .....C. Dudley
Services Offered—Spots, syndicated; commercials.

Walter Christian Duennhaupt Film Productions, Inc.
1025 Connecticut Ave., NW, Wash. 6, D. C.
Phone: EXecutive 3-7750
Prod., Pres., Bd. Chmn....W. C. Duennhaupt
Vice President.....Dr. Milton Cohen
Secretary.....Dr. Maxwell Cohen
Treasurer.....John R. Scherzer
General Counsel.....S. C. Borzelleri
Services Offered—16 & 35 mm TV films, color & B & W: fairy tales, science fiction, musicals, educational, comic, puppet.

Cal Dunn Studios
159 E. Chicago, Chicago 11
Phone: WH 3-2424
President .....Cal Dunn
Vice Pres.....Joseph G. Betzer
Exec. Art Dir.....“Yar” Yarbrough
Creative Services Dir.....Helen A. Krupka
Services Offered—Complete facilities for both live action and animated TV commercials, writing, storyboard, sound 35 & 16 mm cameras, editing equipment.

Dynamic Films, Inc.
405 Park Ave., N.Y.C. 22
Phone: PL 1-7447
President .....Nathan Zucker
Exec. Vice Pres.....Lee R. Bobker
Vice President.....Lester S. Becker
Exec. Producer.....Sol Feuerman
Distribution Dir.....Gerald Carrus
Sound Supvr.....Jas. H. Townsend, Jr.
Editorial Supvr.....Irving L. Oshman

Services Offered—Compl. prod. & distribution facilities, sound stages, recording studios, animation. Associated companies: Dynamic Film Studios, Medical Dynamics, Alan Shilin Films, Inc., Distribution Dynamics.

Eastern Effects, Inc.
333 W. 52nd St., N.Y.C. 19
Phone: CI 5-5280

President .....Maurice Levy
Vice Pres.....Samuel Levy
Sales Mgr.....Max Levy
Services Offered—Complete service, art to film (optical effects, animation, titles, and inserts).

Ebbert Incorporated
291 S. LaCienega Blvd., Beverly Hills, Cal.
Executive.....R. A. Rogers
Services Offered—TV live & film & also commercials; educational, sales prom. shorts.

Editorial Films, Inc.
10 E. 40th St., N.Y.C. 16
Phone: MUrray Hill 6-3773

President.....Babette J. Doniger
Production Manager.....Dwight Godwin
Services Offered—Specialists in production, distr. of pub. rel. editorial films; trng. films, some comm'ls. Promotion through distribution.

Educational Films Corp. of America
1501 Broadway, New York City 36
Phone: PE 6-1780

President.....E. W. Hammons
Services Offered—Color & B & W animation; commercials; shorts; packages.

Educational Film Enterprises, Inc.
500 N. Wilcox Ave., Los Angeles 4, Cal.
Phone: HO 7-2806

Pres., Mgr.....G. Rony
Services Offered—Comm'l, educ., industrial films.

Ed-Venture Films
1122 Calada St., Los Angeles 23, Cal.
Phone: HO 5-9102

Producer.....W. E. Hines
Services Offered — Consulting, production, editing. Specialize in location.

Elan-Porter Productions, Inc.
19 W. 45th St., New York 36, N. Y.
Phone: JU 2-1992

President .....R. Elan
Services Offered—Live & TV commercials, film; educ., industr. shorts; religious themes.

Electro-Vox Recording Studios
5546 Melrose Ave., Hollywood 38, Cal.
Phone: HO 5-2189

President.....B. B. Gottschalk
Services Offered — Industrials; comm'ls; rental of facilities, including studios.

Elektra Film Productions, Inc.
33 W. 46th St., New York City
Phone: JU 2-3606

President .....A. Liss
Bus. Mgr.....S. Magdoff
Services Offered — Comm'l-industrial film service. Animated and live action scripts; storyboards.

Peter Elgar Productions, Inc.
75 W. 45th St., N.Y.C. 36
Phone: JU 6-1870

President .....Peter Elgar
Vice Pres. & Prod.....Peter A. Griffith
Vice Pres. & Prod.....Douglas J. Baker
Dir.-Photographer .....John Ercole
Secy.-Treas. .....Jessie Adamson
Services Offered—Industrials, educational, religious, television.

Elliot, Unger & Elliot, Inc.
414 W. 54th St., N.Y.C. 19
Phone: JU 6-5582

President .....Stephen Elliot
Secretary.....William H. Unger
Treasurer .....Michael Elliot
Exec, Prodcr.....Mark T. Statler
Gen. Sls. Mgr.....Al Mendelsohn
Coast Division
Manager .....Joe Swavely
Prod. Superv.....Richard Kerns
Sales Mgr.....Al Mendelsohn
Services Offered — Specialization in TV filmed commercials.

Charles Elms Productions Inc.
25 Vanderbilt Ave., New York 17, N. Y.
Phone: MU 6-8877

President.....C. D. Elms
Vice Pres.....Robt. Bacon
Services Offered—Photographic & animated: planning through production.

Empire Productions Corp.
480 Lexington Ave., N.Y.C. 17
Phone: PL 9-4505

Pres. .....Arthur Lubo
Vice Pres.....Fred de Jaager
Services Offered — Tape—disc recording studios—remote work. Production—talent.

Emerson Film Corporation
1037 Woodland Dr., Glenview, Ill.
Phone: IN 3-7990
Services Offered—Comm'ls; synd. spots.

Robt. J. Enders, Incorporated
1001 Connecticut Ave., NW, Wash. 6, D. C.
(See TV Prod.-Dist.)

Endorsements, Inc.
65 E. 55th St., N.Y.C. 22
Phone: PL 1-0315
9172 Sunset Blvd., Hollywood 46
Phone: CR 6-1272

President .....Jules Alberti
Asst. to Pres.....Hope Hills
Exec. V.P., Chmn. Exec. Comm...Tyler Davis

Sr. V.P., Chg. M.P. & TV Oper. Robert C. Brilmayer
Sr. V.P.....Robert L. Montgomery
Vice Pres.....Harold S. Wadro, M.D.
Vice Pres.....Frederick G. Horan
V.P., Chf. Fin. Officer.....Arthur Steinthal
Secy.-Treas.....Carol Batchelder
Dir. Research Dept.....Barbara Marcus
Services Offered—Endorsements and testimonials, live and TV.

Enterprise Productions
13750 Saticoy St., Van Nuys, Cal.
Phone: ST 3-2730
Exec. Prod.....S. L. Weiss
Services Offered—All services.

Era Productions, Inc.
5545 Sunset Blvd., Hollywood 28, Cal.
Phone: HO 2-2251
President .....B. Mack
Secretary .....Milt Schaeffer
Services Offered—Animation & sound recording facilities. Standing kitchen.

Ted Eshbaugh Studios, Inc.
1209 E. 163rd St., Bronx, N.Y.C.
Phone: DA 9-3220
President .....T. Eshbaugh
Services Offered—Educational shorts; TV film shows & comm'ls; color & B & W animation; packages.

Faillace Productions, Inc.
35 E. 35th St., N.Y.C. 16
Phone: MU 5-4652
President .....Tony Faillace
V.P., Creative Dir.....Len Mackenzie
V.P., Musical Dir.....Bob Haggart
Secy.-Treas. .....Nanci Fendler
Services Offered—Creation and production of musical commercials. TV-radio consultant to agencies. Packaged shows.

Jerry Fairbanks Prod. of Calif.
1330 N. Vine St., Hollywood 28, Cal.
(See TV Prod.-Dist.)

Family Films Incorporated
5823 Santa Monica Blvd., Hollywood 38
Phone: HO 2-2243
President .....S. Hersh
Services Offered—Film comm'ls; industrials; color & B & W animation; packages; facilities rented.

Felix the Cat Creations, Inc.
355 Lexington Ave., New York 17
Phone: YUkon 6-5161
President .....Pat Sullivan
Vice President.....Joseph Oriolo
Secretary-Treasurer.....E. W. Poindexter
Services Offered—Full animation, limited animation; TV commercials; slide films, story boards, editing service, live photography, stop motion effects titles.

Paul J. Fennell Co.
404 N. La Cienega Blvd., Los Angeles 48
Phone: OL 2-2612
119 W. 57th St., N.Y.C. 19
Phone: CIrcle 5-1070
Producer.....Paul J. Fennell
Services Offered—Producer of film spot commercials and of industrial and educational films. Animation specialist.

Filmack Corp.
1327 S. Wabash Ave., Chicago 5
Phone: HA 7-3395
President .....Irving Mack
Treasurer .....Joe Mack
V.P., Sales.....Bernard Mack
Dir. Creative TV Sls.....Larry Woolf
Branch Office
630 Ninth Ave., N.Y.C.
Phone: PL 7-0900
TV Sales Mgr.....Don Mack
Production Mgr.....Bob Boucher
TV Production Mgr.....Stan Rosenthal
Services Offered—Theatre, TV and industrial films. Semi-animation, full cartoon animation, and live motion picture, slides and filmstrips. Creative staff available for agency use.

Film-Aide
509 Harrison St., Amarillo, Tex.
Phone: DR 3-3777
Executive.....G. W. Tiffany
Services Offered—Synd. spots; comm'ls.

Film-Art Service, Inc.
41 W. 47th St., New York 36, N. Y.
Phone: CI 6-2426
President .....N. Sessa
Services Offered—TV & industry animation & slide films.

Film Arts Productions, Inc.
1700 S. 19th St., Milwaukee 4, Wisc.
Phone: MI 5-0523
President.....Harlan P. Croy
Sales Mgr.....Patrick Murphy
Prodn. Mgr.....Gaylord M. Clark
Recording .....Alfred Zemlo
Services Offered—Complete film production facilities for commercials and programming; complete recording facilities, tape and disc.

Film Associates, Inc.
4600 Dixie Hwy., Dayton 39, Ohio
Phone: AX 3-2164
President.....E. Raymond Arn
General Mgr.....Edward R. Lang
Vice Pres.....Mildred G. Arn
Secretary.....Clement V. Jacobs
Services Offered—Producers of 16 mm motion pictures for TV and industry; complete 16 mm producer's services.

Filmaster Productions, Inc.
650 N. Bronson Ave., Hollywood 4, Cal.
Phone: HO 2-7141
President.....R. W. Stabler
Vice President.....G. N. Cook
Services Offered—Comm'l, program & feature films.

Film Commercials, Inc.
87 Madison Ave., New York City 16
Phone: ORegon 9-3970

Vice President.....J. C. Ryder
Services Offered—Production & distribution.

Filmcraft Productions
8451 Melrose Ave., Los Angeles 46
(See TV Prod.-Dist.)

Film Creations, Inc.
16 E. 40th St., New York 18, N. Y.
Phone: MU 9-4565
Services Offered — Industrial films; comm'ls; synd. spots.

Filmeffects of Hollywood
1153 N. Highland Ave., Hollywood 38
(See TV Prod.-Dist.)

Filmercial Productions
650 N. Bronson Ave., Hollywood 4
Phone: HO 2-7141
Gen. Mgr.....James H. Chapin
Production Mgr.....Glenn Cook
Services Offered—A one stop commercial production service for both live action and animation films. Facilities include, ten fully equipped sound stages, complete sound, editorial, optical, tilting, animation, make-up, hair-dressing, property, set construction departments.

Film File
(Pix Enterprises)
12148 Hillslope St., Studio City, Cal.
Phone: PO 2-9173
Production .....Geo. Grenville
Services Offered—Comm'ls & spots (synd.)

Film Graphics, Inc.
369 Lexington Ave., N.Y.C.
Phone: MU 6-5255
President.....Lee E. Blair
Treasurer .....Bernard Rubin
Services Offered—Producers of motion picture films, industrial, educational, government and institutional. Animation, live action, stop motion in both 35 mm color and black & white—also 16 mm.

Film Opticals, Inc.
421 W. 54th St., New York City 19
Phone: PL 7-7120
President .....L. Levy
Services Offered — Slide film comm'ls; slides & balops.

Film Originals
6536 Robertson Dr., Boise, Idaho
Phone: 4-3602
Owner.....G. O. Smith
Services Offered—16 mm comm'ls; 16/35 mm prod., distr. sponsored films.

Filmways, Inc.
18 E. 50th St., N.Y.C. 22
Phone: PL 1-2500
President .....Martin Ransohoff
Vice Pres.....Lee Goodman
Vice Pres..... Nick Webster
Secretary .....Dick Sage
Dir. Inter. Sales.....William E. Huston
Services Offered—Live action, animation, stop motion, Ampex Video Tape, rear screen projection, completely equipped camera cars and sound stages, New York and Hollywood.

Filmwright Productions, Inc.
3 E. 57th St., New York City 22, N. Y.
Phone: EL 5-6038
Executive .....M. Glanbard
Services Offered—Comm'ls; synd. spots.

Fine Arts Productions
7779 Sunset Blvd., Hollywood 47, Cal.
Phone: HO 5-5478
President .....J. Wilson
Services Offered — Animation & film comm'ls.

Fiore Films
128 Mallory Ave., Jersey City 4, N. J.
Phone: HEnderson 2-4474
Executive Director.....Al Fiore, Sr.
Production Coord.....Wm Kohler
Photog. Sound.....Leo Loewanthal
Sales Director.....M. A. Fiore, Sr.
Distribution .....Donato Cappozzoli
Traffic Manager.....Kay Kafouros
Services Offered—35/16 mm documentary, educ. & public service films, B & W or color, for TV, industry, public relations, religious & civic clients; sound slide films; live action & animated TV comm'ls.

Alan M. Fishburn Productions
333 N. Michigan Ave., Chicago 1, Ill.
Phone: DE 2-0657
Owner.....A. M. Fishburn
Services Offered—Live & film programs & comm'ls; packages.

Five Star Productions, Inc.
6530 Sunset Blvd., Hollywood 28, Cal.
Phone: HO 3-4807
President .....C. Glassley
Services Offered—Color & B & W animation; shorts; comm'ls; rental of facilities.

Flagg Films, Incorporated
4584 Santa Monica Blvd., Hollywood 28, Cal.
Phone: NO 3-6524
President .....Don Flagg
Producer .....T. Flagg
Production Dir.....L. Raymond
Services Offered—TV comm'ls & shows; medical, industr., and educ. films.

Fletcher Film Productions, Ltd.
RCA Bldg., 225 Mutual St., Toronto 2, Ont.
Phone: EM 3-8372
President.....H. D. Fletcher
Prod. Dir.....H. J. Moreland
Services Offered — Features, theatrical shorts; comm'ls.

Flicka Films
12 E. Grand Ave., Chicago 11, Ill
Phone: SU 7-2251
Manager.....W. R. Johnson
National Sls.....J. C. Branscombe
Services Offered—Animation & live action comm'ls; slidefilms.

Focal Point Productions
342 Madison Ave., New York City 17
Phone: MU 7-8717
Execs.....G. Joseph, J. Strang
Services Offered—Industrial films & commercials.

Fordel Films, Inc.
1187 University Ave., New York City 52
Phone: WY 2-5000
Executive.....R. A. Kent
Services Offered—Commercials, spots, industrials.

Forrell, Thomas & Polack Associates, Inc.
157 West 57th Street, New York 19, N. Y.
Phone: CIrcle 6-9132
President & Treas.....Gene Forrell
Vice President.....Edward Thomas
Vice President & Sect.....Jim Polack
Business Mgr.....Nadina B. Swanson
Services Offered—Creation and production of radio and television singing commercials. Original scoring for TV, industrial and institutional films.

Fotovox, Inc.
1447 Union Ave., Memphis 4, Tenn.
Phone: BR 5-3192
President .....Elston Leonard
Vice Pres.....Peter Harkins
Secy.-Treas.....F. M. Leonard
Services Offered—Motion picture production facilities for live action and animation. One 75x50 ft. sound stage. Seven channel sound mixing and recording. Four editing and one interlock screening room.

Four Star Films, Inc.
9336 W. Washington Blvd., Culver City, Calif.
(See TV Prod.-Dist.)

George Fox Corporation
1508 Crossroads o' World, Hollywood 28
Phone: 4-2242
President.....G. S. Fox
Services Offered—Industrials, spots (synd.) & comm'ls.

Frazen Productions Inc.
1040 N. Las Palmas Ave., Hollywood 38
Phones: HO 7-3111, HO 7-6967
Prodcr. Dir.....Stanley Frazen
Natl. Sales Dir.....John Brophy
Prodcr. Dir.....Sherman Rose
Director .....Tholen Gladden
Services Offered—Complete facilities for the production of all types of filmed commercials, both live action and animated. Full industrial and sales films facilities. Entertainment and commercial films.

Freberg, Limited
7781 Sunset Blvd., Hollywood, Cal.
Phone: HO 2-6973
Pres. .....S. Freberg
Manager .....Bob Klein
Services Offered—Comm'ls (live action & animated); storyboards.

Allen A. Funt Productions
100 Central Pk. S., New York City 19
Phone: JU 6-5227
President.....A. A. Funt
Production.....P. D. Melton
Services Offered — Comm'ls & industrial films & syndicated spots.

Galbreath Pictures, Inc.
2905 Fairfield Ave., Ft. Wayne, Ind.
Phone: HA 4147
President.....R. E. Galbreath
Chicago Sls.....C. L. Krebs, Jr.
Services Offered—TV & industrials.

Gallagher Films, Inc.
137 N. Oakland Ave., Green Bay, Wis.
Phone: HE 7-1307
President.....J. C. Gallagher
Services Offered—Half-hr. shows; producer of TV spot comm'ls.

William J. Ganz Company
(Div. of Institute of Visual Training, Inc.)
40 E. 49th St., N.Y.C. 17
Phone: EL 5-1443
President.....William J. Ganz
Exec. Prodcr.....Herbert R. Dietz
Manager.....Vincent J. Capuzzi
Comptroller .....Jean Page
Services Offered—Producer and distributor of 16 & 35 mm motion pictures, filmstrips, sound slide-films, visual presentations for education, advertising and TV. Production from script to screen. Motion picture films for public relations, industrial, TV, documentary, travel, educational, scientific, merchandising and orientation; animation.

General Film Productions, Inc.
2142 S. State St., Salt Lake City 15, Utah
Phone: AM 6-7244
Sls., Prod.....W. G. Mors
Services Offered — Comm'ls, live & TV film; color animation; educ., industr. shorts; laboratory.

General Pictures Corp.
2307 Chester Ave., Cleveland 14, O.
Phone: MA 1-6263
President.....G. Oliva, Jr.
Vice President.....M. M. Horace
Services Offered—16/35 mm; newsreels & comm'ls.

Gerald Productions, Inc.
421 W. 54th St., N.Y.C. 19
Phone: PL 7-2125
President .....Gerald Auerbach
V.P., Sales.....Wm. V. Adams
V.P., Internat'l.....Hampus Horner
Producer .....Diana Paul
Business Mgr.....Alfred Traum
Supvr. Editor.....Stuart Grant
Services Offered—Production of films for TV & industry. Radio & TV audience promotion producers.

W. J. German, Inc.
Jane St., Fort Lee, N. J.
(See TV Prod.-Dist.)

Sherman Glas Productions
7017 Sunset Blvd., Hollywood 28
Phone: HO 7-8151
President .....Sherman Glas
Secretary .....Maggi Farkas
Services Offered—Produce animated TV-radio spots.

Globus Films
422 Washington Bldg., Washington 5, D. C.
Phone: EXecutive 3-7161
General Manager.....John M. Lewin
Treasurer.....Andrew P. Zimmer
Sls. Mgr. N. Y. Area.....Paul Vario
Producer.....Walter Christian Dunnhaupt
Branch Office
116 E. 58th St., N. Y. C.
Phone: TL 9-4520
Services Offered—Production 16 & 35 mm color, B & W, commercial & industrial films, incl. puppet.

Melvin L. Gold Enterprises
200 W. 57th St., New York City 19
Phone: COlumbus 5-0756
Owner.....M. L. Gold
Services Offered—Produces for TV & industry.

Golden Key Productions, Inc.
1921 Hillhurst Ave., Hollywood 27, Cal.
Phone: NO 3-9421
President .....G. Spiller
Services Offered—Filmed spots.

Gold Medal Studios, Inc.
807 E. 175th St., N.Y.C. 60
(See TV Prod.-Dist.)

Chuck Goldstein Productions, Inc.
730 Fifth Avenue, New York 19
Phone: JUdson 6-7477
President .....Chuck Goldstein
Sect. and Treas.....Ruth Goldstein
Services Offered—Producers of live and filmed commercials.

Gommi-TV, Inc.
305 E. 47th St., New York City 17
Phone: EL 5-7650
President .....A. Gommi
Producer, V.P.....B. Gray
Services Offered—TV comm'ls, promotional film.

Harry S. Goodman Productions
19 E. 53rd St., N.Y.C. 22
Phone: PL 5-6131
General Mgr.....Harry S. Goodman
Sales Mgr.....Everett F. Goodman
Asst. Gen. Mgr.....William Baron
Radio Dir.....Frank Gehrecke
TV Dir.....Stuart Wilson
Secretary.....H. D. Knuth
Services Offered—Jingles for local, regional and national advertisers. Original music and lyrics written to order. Storyboards originated and produced for TV using live action, cartoon animation or marionettes.

Gotham Film Productions, Inc.
11 E. 44th St., New York City 17
Phone: MU 2-4450
Vice President.....Susan Wayne
Services Offered — TV film shows & comm'ls; Educ.; industrial; color & B & W animation; editorial.

Gotham Recording Corp.
2 W. 46th St., N.Y.C. 36
Phone: JU 6-5577
President.....Herbert M. Moss
V.P., Gen. Mgr.....Robert M. Volkell
Dir. of Prog.....Fred Hertz
Services Offered—Radio transcription and film production and recording. Studios on premises. 16 Ampex Tape machines, five disc lathes. Writing and productions staff available. Recording, editing, mastering, pressing. Comm'ls. Programs.

Goulding-Elliott-Graham Productions, Inc.
420 Lexington Ave., N.Y.C. 17
Phone: LE 2-9014
President.....Edward R. Graham
Treasurer.....Raymond W. Goulding
Secretary.....Robert B. Elliott
Services Offered—Production of animated and filmed commercials, plus consultation with agency and client throughout all production phases—from inception of campaign through delivery.

Grantray-Lawrence Animation, Inc.
716 N. LaBrea Ave., Hollywood 38
Phone: WE 6-8158
President .....Ray Patterson
Vice Pres.....Robert L. Lawrence
Secy.-Treas. .....Grant Simmons
Services Offered—All types of animation films.

Graphia Productions
3630 Jackson St., San Francisco 18, Cal.
Phone: BA 1-2202
Producer.....K. K. Rawlings

Gray & O'Reilly Studios
480 Lexington Ave., N.Y.C. 17
Phone: YUkon 6-4070
Vice Pres.....James E. Gray
Vice Pres.....John F. O'Reilly
Services Offered—Complete studio facilities, motion picture production. Sound stages, etc.

Lewis G. Green Productions
520 N. Michigan Ave., Chicago 11
Phone: WH 7-7440

General Mgr.....Lewis G. Green
Services Offered—Musical jingles, radio, TV, animation, consultation.

Ben Greene Film Productions

318 W. 51st St., N.Y.C. 19
Phone: PL 7-3858
Owner .....Ben Greene
Services Offered — Production of motion pictures for TV and commercials.

Abner J. Greshler

Sunset Towers W., 8400 Sunset, Hollywood 46
Phone: OL 4-5960
Services Offered — Industrial films; comm'ls.

Lanny & Ginger Grey: Jingles

18 E. 50th St., N.Y.C. 22
Phone: PL 3-3350
President .....Lanny Grey
Vice Pres.....Ginger Grey
Services Offered—Producers and packagers of programs, jingles and phonograph recordings; vocalists.

Guided Tour Productions

P. O. Box 107, Ocala, Fla.
Phone: Main 9-2618
Execs.....M. Bennett, C. Redfern
Services Offered—Synd. spots; comm'ls.

Herman Hack Prod. & Scripture Films

2441 N. Beachwood Dr., Hollywood 28
Phone: HO 7-0557
Owner .....H. Hack
Services Offered—TV film shows; soundies; live comm'ls; scripts; synd. film.

Handel Film Corporation

6926 Melrose Ave., Hollywood 38, Cal.
Phone: WE 6-5924
President.....L. A. Handel
Secy. .....M. Manning
Services Offered—Produces film series & comm'ls; distr. series.

Jam Handy Organization

2821 E. Grand Blvd., Detroit 11, Mich.
Phone: TR 5-2450
New York Phone: JU 2-4060
President .....J. Handy
Vice President.....Oliver Horn
Sls. Develop.....G. Finch
Services Offered — Syndicated spots, commercials.

Hankinson Studio, Inc.

15 W. 46th St., N.Y.C. 36
Phone: JU 6-0133
President.....Frederick L. Hankinson
Services Offered—Producers of TV commercials and industrial films; modern animation equipment and editing service.

Hardric Productions, Inc.

510 Madison Ave., New York City 22
Phone: AC 2-3354
President.....R. F. Craig
Mus. Dir., V.P.....H. Rood
Secretary .....Edith Graham
Services Offered—Create, produce musical comm'ls.

Harriscope, Inc.

355 N. Beverly Dr., Beverly Hills, Cal.
(See TV Prod.-Dist.)

Harris-Tuchman Productions, Inc.

751 N. Highland Ave., Hollywood 38
Phone: WE 6-7189
Pres., General Mgr.....Ralph G. Tuchman
V.P., Creative Dir.....Fran Harris
Prodn. Supervisor.....Fred Golt
Services Offered—Production of live action and animated TV commercials and industrial films. Creation and production of material originated by agency and/or client.

Hartley Productions, Inc.

339 E. 48th St., N.Y.C. 17
Phone: EL 5-7762
President .....Irving Hartley
Secy.-Treas. .....Elda Hartley
Services Offered—Production & distribution of films for TV, industrials, commercials, public service and travelogue.

H-B Enterprises, Inc.

1416 N. LaBrea Ave., Hollywood 28
Phone: HOllywood 5-4176
President .....George Sidney
V.P.'s.....Wm. Hanna, Jos. Barbera
Services Offered—Animated TV films, entertainment & comm'l spots.

Health & Welfare Materials Center, Inc.

10 E. 44th St., New York City 17
Phone: MU 2-0283
President .....V. Weingarten
Services Offered—TV live & film shows, educ., packages.

Hearst Metrotone News, Inc.

450 W. 56th St., New York City 19
Phone: PL 7-4120
Exec. V.P.....C. B. Stratton
Production .....J. Michon
Services Offered—Film comm'ls; industrials; newsreels; packages; synd. film.

George Heid Productions

Wm. Penn Htl., Pittsburgh 30, Pa.
Phone: GR 1-3696
President .....G. Heid
Services Offered — TV live programs & comm'ls; live packages for TV.

HFH Productions, Inc.

38 W. 48th St., New York City 36
Phone: JU 2-5055
President .....H. Henkin
Animation .....Dan Hunn
Services Offered—Live action & animated comm'ls.

Holland-Wegman Productions

197 Delaware Ave., Buffalo 2, N. Y.
Phone: MA 7411
Ptnrs.....E. Wegman, S. C. Holland
Services Offered—Create, produce 16/35 mm comm'ls & programs; laboratory.

Hollis Productions, Ltd.

5800 Sunset Blvd., Hollywood 28, Cal.
Phone: HO 9-3181
President .....C. Irving
Services Offered—Live & film TV shows, comm'ls; packages; industrials.

Hollywood Film Commercials

932 N. LaBrea, Hollywood 38, Calif
Phone: OL 4-7100
President .....D. Commons
V.P.'s.....W. Ambrose, T. Goetz
Services Offered — Animated, live action comm'ls; special effects; opticals; storyboards.

Hollywood Film Company

956 Seward St., Hollywood 38, Cal.
Phone: HO 2-3284
N. Y. Phone: LO 3-1546
President .....Ben Teitelbaum
Secy., Treas.....Harry Teitelbaum
Services Offered—Manufacture & distribute editing supplies & eqpt. for motion picture & video tape incl. reels, cans & shipping cases.

Hollywood Film Enterprises, Inc.

6060 Sunset Blvd., Hollywood
Phone: HO 4-2181
President .....Mickey Kaplan
Vice Pres.....Robert Warde
Services Offered—Developing and printing —Dailies and release prints. Black & White and color. Complete laboratory facilities.

Howard Radio-TV Productions

123 W. Chestnut St., Chicago 10, Ill.
Phone: MI 2-5877
Owner .....B. Howard
Services Offered—Produce comm'ls & programs.

Hubbard Hunt Productions

1459 N. Seward, Hollywood 28, Cal.
Phone: HO 5-8444
Production Dir.....H. Hunt
Services Offered—Color, B & W animation; live & filmed TV shows; shorts; packages.

Hunn, Fritz & Henkin Productions Inc.

38 W. 48th St., N.Y.C. 36
Phone: JUdson 2-5055
President .....Howard H. Henkin
V.P., Creative Dir.....Ronald Fritz
V.P., Animation Dir.....Daniel Hunn
Exec. Producer.....Larry Puck
Services Offered—Animation & live action TV comm'ls, industrials, & features; storyboards, soundtracks, music & jingles.

Milton Hurwitz

15553 Madrona Dr., Seattle 22, Wash.
Phone: EA 4-1108
Services Offered—Kinescope; produce TV programs, comm'ls; distr. films.

Imperial World Films, Inc. (IWF)

12 E. Delaware Pl., Chicago, Ill.
Phone: MI 2-6200
V.P., Sales.....R. Davis
Services Offered—Educ. & industr. films & spot comm'ls.

Impro, Inc.

7324 Santa Monica Blvd., Hollywood 46
Phone: OL 4-2800
President.....H. L. Strock
Services Offered — TV film shows & comm'ls; laboratory; B & W & color animation.

Independent Television Corp.

488 Madison Ave., New York City 22
(See TV Prod.-Dist.)

Intercontinental Television, S. A.

551 Fifth Ave., New York 17, N. Y.
(See TV Prod.-Dist.)

Riley Jackson Productions

6253 Hollywood Blvd., Hollywood 28
Phone: HO 3-2324
President .....Riley Jackson
Services Offered—Complete production for radio and TV & motion pictures. Business films, commercials and shows.

Jamieson Film Co.

3825 Bryan, Dallas, Texas
Phone: TA 3-8158
Bus. Mgr.....B. Jamieson
TV Production.....J. Dickinson
Services Offered—Spots, comm'ls, industrials.

Jan Productions

6611 Santa Monica Blvd., Hollywood 38
Phone: HOllywood 4-8331
President .....A. Fairleigh
Services Offered — TV comm'ls & film shows.

Jenfred, Inc.

36 W. 57th St., N.Y.C.
Phone: CI 7-1429
President .....C. M. Frederick
Secy.-Treas.....Grace Frederick
Services Offered—Stock pictures, black & white, color, for background, establishing shots and transition shots, slide library.

Jewell Radio and Television Productions

612 N. Michigan Ave., Chicago 11
Phone: MO 4-5757

President.....James E. Jewell
Vice Pres.....W. Ralph Jewell
Secretary.....M. P. Casey
Editor .....James Lawrence

Branch Offices
3062 Penobscot Bldg., Detroit 26
Phone: WO 3-0617

Exec-in-Charge.....W. Rand Jewell

1040 N. Las Palmas, Hollywood
Phone: HO 7-3111

Manager .....Michael Baird
Director .....Lewis Foster

Services Offered—Producers of industrial educational and TV films; radio and TV programs, commercial spots and jingles. Consultants to agencies and sponsors. All-inclusive package-production services; editing, directing, musical arrangements, supervision, casting, and related services.

Jingle Mill, Inc.

201 W. 49th St., N.Y.C.
Phone: PL 7-5730

President.....M. Van Brink

Services Offered — Custom-made low-cost commercials.

Dallas Jones Productions, Inc.

1725 N. Wells St., Chicago 14, Ill.
Phone: MO 4-5525

President .....D. Jones
Bus. Mgr.....R. Bowen

Services Offered — Comm'ls & industrial films produced.

K & S Films, Inc.

5819 Wooster Pike, Cincinnati 25, O.
Phone: BR 1-3700

President.....J. R. Rabius
V.P.....S. H. Wilmink

Services Offered—Producers of industrials, slide films, live & animated comm'ls.

K & W Film Service Corp.

1657 Broadway, N.Y.C. 19
Phone: CI 5-8081

President .....Norman Witlen
V.P., Art Dept.....Ralph Koch
Controller.....William A. Rubin
Layout and Opt. Dept.....Ralph Teitelbaum
Camera Dept.....Jack Granato

Services Offered—Opticals, titles, special effects, animation and animation photography.

Al Kane Productions, Inc.

1411 Walnut St., Phila. 2, Pa.
Phone: RI 6-0222

President.....A. M. Kane

Services Offered—Comm'ls & programs for TV; kinescopes; technical production & writing; consultants.

Victor Kayfetz Productions

1740 Broadway, N.Y.C. 19
Phone: CI 5-4830

President .....Victor Kayfetz
Client Service.....Irene Siegel
Dir., Golden Snowball Div....Sylvia Gerson
Animation Super.....Leo Levko
Asst. to Producer.....Seymour Posner
Animator .....Abe Blashko

Services Offered — Motion picture producers specializing in sponsored public service films. Own all 16 and 35 mm production equipment, have animation stand, art equipment.

Keitz & Herndon

4409 Belmont, Dallas 4, Texas
Phone: TA 4-2568

Ptnrs.....L. Herndon, Jr., R. K. Keitz

Services Offered—Production, animation—16/35 mm.

Sonny Kendis Productions

P. O. Box 614, Surfside, Miami Beach 54, Fla.
Phone: UNion 6-1694

President .....Sonny Kendis

Services Offered—Producers of all types of musical commercials.

Herbert Kerkow, Inc.

480 Lexington Ave., N.Y.C. 17
Phone: YUkon 6-4266

Pres., Treas.....Herbert Kerkow
Secretary .....Rosemond Kerkow

Services Offered—Sound stage and complete equipment for production of public relations and TV films.

Key Productions, Inc.

527 Madison Ave., New York City 22
Phone: EL 5-2180

President.....J. D. Kantor
Vice President.....W. M. Kahn

Services Offered—Industrials, comm'ls produced.

Klaeger Film Productions, Inc.

1600 Broadway, N.Y.C. 19
Phone: JU 2-5730

President.....Robt. H. Klaeger
Vice President.....John J. Fenton

Services Offered—TV & industrial motion pictures, live action & animation.

Kleiman Productions

7815 Milan Ave., St. Louis 14, Mo.
Phone: VO 3-6777

Production .....J. Kleiman

Services Offered — Industrials, syndicated spots, comm'ls.

William L. Klein Productions

301 E. Erie St., Chicago 11, Ill.
Phone: SU 7-9114

Pres., Exec. Prod.....W. L. Klein

Services Offered — TV & movie package shows, spots; business, industry, govt. clientele.

Kling Studios, Inc.
601 N. Fairbanks Ct., Chicago 11, Ill.
Phone: DElaware 7-0100
President.....Robert B. Eirinberg
Dir. Synd.....Alfred B. LeVine
Services Offered — Complete production and creative facilities for TV commercials and industrial films. Editing, sound, art, scripting and production departments.

Kluge Film Productions
3200 N. Richards St., Milwaukee 12, Wis.
Phone: FR 2-0191
Sales.....D. R. Kluge
Production.....D. W. Kluge
Services Offered—16 mm color & B & W comm'ls, narrative or synchronous.

L & L Animation Service
480 Lexington Ave., New York 17, N. Y.
Phone: YU 6-9088
Ptnrs.....L. Lippman, I. Levine
Services Offered — Camera, art service—medical & industr. & TV spots.

La Brea Productions, Inc.
7417 Sunset Blvd., Hollywood 46, Calif.
Phone: HOllywood 4-7171
President.....O. Gail Papineau
Exec. V.P., Secy.....Jas. E. Baumeister
Vice President.....Henry Ludwin
Treasurer .....Richard Leonard
Art Director.....Llewellyn Keller
Services Offered—An animation and live action staff for production of TV commercials, industrial and technical films. A special effects title bed, insert stage with kitchen and an animation camera service.

Lakewood Productions
2015 Kalamazoo, SE, Grand Rapids, Mich.
Services Offered—Films & comm'ls, educ. & indust., produced.

Lance Productions, Inc.
353 W. 57th St., N.Y.C. 19
Phone: PL 7-6167
President .....Lorraine Lester
Treasurer.....Samuel H. Evans
V.P., Secy.....George Lessner
V.P., Prodn. Coord.....Alford H. Lessner
Services Offered—Production of filmed TV commercials, documentaries, industrials and features. Parent of Fantasy Features, Inc., specializing in children's films.

Kent Lane Films, Inc.
1253 S. 3rd Ave., Louisville 3, Ky.
Phone: ME 6-3911
Services Offered—Comm'ls, synd. spots.

Langlois Filmusic, Inc.
1755 Broadway, N.Y.C. 19
Phone: JU 6-5705
President.....C. O. Langlois, Jr.
Sales Mgr.....T. A. Roseen
Services Offered—Music library on tape, film and disc for TV, industrial and theatrical films. Live and pre-recorded scoring. Picture editing, narration, and music recording, mixing and sound effects library.

Herbert S. Laufman & Company
221 N. LaSalle St., Chicago 1, Ill.
Phone: RA 6-4086
President.....H. S. Laufman
Services Offered — TV live & film; live comm'ls; educationals; industrials; packages.

Robert Lawrence Productions, Inc.
418 W. 54th St., N.Y.C. 19
Phone: JU 2-5242
President.....Robert L. Lawrence
Vice Pres.....Jerry Schnitzer
V.P., Edit. Optns.....Henry Traiman
V.P., Studio Optns.....Louis Mucciolo
V.P., Sales.....Martin Low
Treasurer.....Philip Kornblum
Mgr. Anima. Dept.....Peter Cooper

Branch Offices

LOUCKS & NORLING STUDIOS
418 W. 54th St., N.Y.C.
Phone: CI 7-2366
Vice Pres.....Howard M. Lawrence

Robert Lawrence Productions (Canada) Ltd.
32 Front St., W., Toronto 1, Ont.
Phone: EM 4-1448
Vice Pres.....John T. Ross

LAWRENCE-SCHNITZER PRODUCTIONS, INC.
1040 N. Las Palmas, Hollywood 38
Phone: HOllywood 2-6358
Vice President.....Gerald Schnitzer

Grantray-Lawrence Animation, Inc.
716 N. LaBrea, Los Angeles 28
Phone: WEbster 6-8158
President .....Ray Patterson
Vice President.....Robt. Lawrence
Secy., Treas.....Grant Simmons
Services Offered — Producer of commercials, industrial films, film series; complete studio facilities; animation department, completely equipped.

Lee & Mogul Studios, Inc.
43 W. 61st St., New York City 23
Phone: JU 2-7379
Services Offered — Slide film comm'ls; slides & balops.

Carol Levene Productions
2011 Broadway, San Francisco 15, Cal.
Phone: WA 1-4772
Production .....Carol Levene
Services Offered—Produces comm'ls, educationals, industrials.

Jack Lewis Studios
5612 Wythe Ave., Richmond, Va.
Phone: AT 2-4157
Services Offered—Synd. spots & comm'ls.

Lewis & Martin Films Inc.
1431 N. Wells, Chicago 10
Phone: WH 4-7477
President.....Herschell G. Lewis
Vice Pres.....Wm. R. Johnson
Prodn. Mgr.....Anthony LaPietra
Art Dir.....Sanford Greenlaw

Studio Mgr.....Betty L. Taylor
Services Offered—35 and 16 mm motion pictures; scripts; editing; sound recording; animation; TV and film art; studio rental pilot films; consultation.

Lou Lilly Productions, Inc.
5746 Sunset Blvd., Hollywood 28
Phone: HO 5-6325
President .....Lou Lilly
Vice Pres.....Manny Gould
Secy. .....Jeannie Beatty
Services Offered—Produce commercials of all types, one-minute to half hour. Black & white, color, TV. Industrial and sales training films.

Jack Lloyd
1445 Miller Way, Hollywood 46, Cal.
Phone: OL 6-4607
Executive Dir.....J. Lloyd
Services Offered—Script to screen production of jingles.

Arthur Lodge Productions, Inc.
21 W. 46th St., New York City 36
Phone: JU 2-5477
President.....A. J. Lodge, Jr.
Services Offered—Comm'ls, TV news; on-the-spot "spots"; simple animations only; library.

Lott Video Productions
Broadway & 11th Sts., Santa Monica, Cal.
Phone: EXbrook 4-8279
Exec.....D. N. Lott
Services Offered—Comm'l, synd. spots.

James Love Productions, Inc.
115 W. 45th St., N.Y.C.
Phone: JU 2-4633
President .....James A. Love
Sales Manager .....C. Austin Love
Production Manager.....James Wille
Supervising Editor.....William Henry
Services Offered—Complete facilities and production of TV spots and programs, industrial films.

John W. Loveton Productions, Inc.
1606 N. Highland, Hollywood 28, Cal.
President .....J. W. Loveton
Services Offered — Produces commercials, programs; theater and radio.

Lux Brill Productions, Inc.
319-21 E. 44th St., N.Y.C. 17, N. Y.
Phone: *OR* 9-6320
Client Liaison.....Richard Dubelman
Prod. Supvr.....Philip Haimowitz
Exec. Asst.....Donald Holtzman
Office Mgr.....Anne Bauer
Services Offered—Complete facilities and production of live and animated motion pictures and slidefilm from idea to screen stage. Extensive experience in sales promotion, training, public relations, documentaries, and TV spot films.

C. P. MacGregor Co.
729 S. Western Ave., Los Angeles 5
Phone: DU 4-4191
Owner.....C. P. MacGregor
General Mgr.....E. H. Lowry
Services Offered—Complete recording service; production of radio or TV shows and commercials.

Madison Productions, Inc.
1270 Sixth Ave., N.Y.C.
Phone: CI 5-3560
President .....Gerry Gross
Vice Pres., Treas.....Frank B. Sawdon
Vice Pres., Secy.....Rita Fillet
Services Offered — Package and produce radio and TV shows and live commercials.

Marshall Organization, Inc.
750 Third Ave., New York City 17
Phone: MU 7-2722
President.....A. W. Marshall
Services Offered—TV live programs and film shows; commercials; shorts; packages.

Master Motion Picture Company
50 Piedmont St., Boston 16, Mass.
Phone: HA 6-3592
Pres., Treas.....A. Rakov
Production .....I. Rose
Services Offered—Commercials, industrials, documentaries; 16/35 mm processing.

McCadden Productions
1040 N. Las Palmas, Hollywood 38, Cal.
(See TV Prod.-Dist.)

McLarty Picture Productions
45 Stanley St., Buffalo 6, N. Y.
Phone: TA 0332
Producer.....H. D. McLarty
Services Offered — Scientific, educational, industrial films; TV commercials.

McGowan Productions, Inc.
915 N. LaBrea, Hollywood 28, Cal.
(See TV Prod.-Dist.)

Morton McConnachie Productions, Inc.
730 Fifth Ave., N.Y.C. 19
Phone: JU 2-0123
President .....Morton McConnachie
Vice Pres., Dir.....Jack B. Hively
Vice Pres., Prodn. Super. Bruce McConnachie
Vice Pres.....Hugh D. Brown
General Mgr.....M. E. Kane
Dir., Prodn., Super.....George E. Wolf
Spvg. Editor.....William E. King
Services Offered—Complete motion picture production and editorial services; East and West Coast studio, world-wide location service; script to screen in all processes. Library service. Industrial, advertising spot, and TV films.

McNamara Productions, Inc.
8230 Beverly Blvd., Los Angeles 48, Cal.
Phone: WE 5-1205

Executive.....D. C. McNamara
Services Offered—Industrial films, commercials, syndicated spots.

Medallion TV Enterprises, Inc.

6000 Sunset Blvd., Hollywood 28, Cal.
(See TV Prod.-Dist.)

Melody Ranch Enterprises, Inc.

6920 Sunset Blvd., Hollywood 28, Calif.
Phone: HO 9-4000
President .....G. Autry
Services Offered — Spot commercials on film.

MGM-TV Commercial Division

MGM Studios, Culver City, Calif.
Director Comm., Ind.....B. Gibbs
(See TV Prod.-Dist.)

Meridian Films, Ltd.

1202 Woodbine Ave., Toronto, Ont.
Phone: OX 8-1628
President .....R. Foster
Secy., Treas., Prod.....J. Roffman
Services Offered—Produces documentaries, business films, theatricals, industrials, TV commercials.

Metrotape, Div. Metropolitan Broadcasting Corporation

205 E. 67th St., New York City 21
Phone: LE 5-1000
Sales.....A. E. Ericksen
Operations .....L. Hicks
Services Offered—Videotaped TV commercials; 16mm kinescope.

Milner Productions, Inc.

3800 Liberty Heights Ave., Baltimore 15
Phones: MO 4-4221, LI 2-7147
President.....Ervin M. Milner
Vice Pres.....Robert Fenwick
Sales Mgr.....Hoby Wolf
Washington, D. C. Mgr.....Ed Hopper
Services Offered—Film prod., live & animation; art, editorial service. Musical jingles, orig. scores. Package industr. shows. 35 & 16 mm filming, incl. stripfilm. TV slides, balops.

Minot TV, Inc.

120 E. 56th St., New York City 22
Phone: PL 1-5090
President.....C. M. Amory

Mode-Art Pictures, Inc.

1022 Forbes Ave., Pittsburgh 19, Pa.
Phone: EX 1-1846
President.....J. L. Baker
Exec. V.P.....R. L. Stone
V.P.'s.....H. J. Kemerer, A. A. Borgen
Services Offered—Produce film comm'ls; 16/35 mm color, B & W.

Modell Television Productions

310 E. 44th St., New York City 17
Phone: MU 3-0758
Vice President.....C. Rosen
Assoc. Prod.....M. Zimmerman
Services Offered—Syndicated spots, commercials.

Modern Teleservice, Inc.

219 E. 44th St., N.Y.C. 17
(See TV Prod.-Dist.)

Moran Film Company

P. O. Box 808, Phoenix, Arizona
Phone: AL 4-1335
President.....G. A. Moran
Services Offered—Color, B & W TV commercials.

Dwight Morris Productions

1611 S. Boston, Tulsa, Okla.
Phone: DI 3-6424
Exec. Prod.....D. Morris
Secy., Treas.....I. Morris
Services Offered—Commercials, industrials, spots.

Motion Pictures For Industry

2543 Kelton Ave., Los Angeles 64
Phone: BR 0-4757
President.....Harry O. Hoyt
Treasurer .....Merrill Cantrell
Production Manager.....Kenneth Hodges
Sales Manager.....Frank Rathbun
Services Offered—Producers of TV shows & spots, comm'l 16 mm color films.

Moulin Studios

181 Second St., San Francisco 5, Cal.
Phone: YU 6-4224
President.....R. M. Moulin
Services Offered — TV film shows & comm'ls; shorts; animation; studio rental.

Movielab Film Labs, Inc.

619 W. 54th St., N.Y.C.
Phone: JU 6-0360
President .....Saul Jeffee
Prod. Mgr.....Frank Berman
Sls. Mgr.....Ben Bloom
Color Consultant.....John Kowalak
Services Offered—Film processing.

Movietone News, Inc.

460 W. 54th St., New York City
(See TV Prod.-Dist.)

MPA-TV Productions, Inc.

(Subsid. of Motion Picture Adv. Serv.)
1032 Carondelet St., New Orleans, La.
Phone: JA 5-2253
President .....C. Mabry
V.P.....A. Doskey, Jr.
Production .....R. Dyer
Services Offered—TV & theater film commercials; 16/35 mm color, B & W.

MPO Television Films, Inc.

15 E. 53rd St., N.Y.C. 22
Phone: MU 8-7830

President.....Judd L. Pollock
V.P.'s .....Marvin Rothenberg, Gerald Hirschfeld, Gerald Kleppel
Secy.-Treas. .....Arnold Kaiser

Services Offered—Complete production of TV commercials, two modern production centers in New York, five stages, set construction shops. Facilities in Hollywood.

Owen Murphy Productions, Inc.

723 Seventh Ave., N.Y.C. 19
Phone: PL 7-8144

President .....Owen Murphy
Vice Pres.....Savington W. Crampton
Prod. Mgr.....Paul Cohen
Chief, Edit. Dept.....Eric Lawrence

Services Offered—Motion pictures for industry and TV, complete production, scripts, cinematography, editorial, recording and dubbing, live and animation, special editorial, service for industrial photographic departments.

Music Makers, Inc.

45 W. 45th St., N.Y.C. 36
Phone: CI 5-3737

President-Creative Dir.....Mitch Leigh
General Mgr.....Josh Meyer
Account Super.....Herman Edel
Prodn. Coordinator.....Renee Leigh

Services Offered—Create jingles and background for radio and TV commercials. Write scores for industrial films and sales meetings; complete music merchandising packages including record premiums.

Muzak Corporation

229 Fourth Ave., N.Y.C. 3
Phone: OR 4-7400

Board Chairman.....Jack D. Wrather
President.....Charles C. Cowley
Vice Pres., Treas.....John R. Andrus
V.P., Legal Counsel.....Leonard Scholl
V.P., Dir. of Marketing...Joseph W. Roberts
V.P., Nat. Sales Mgr.....Warren Coughlin
V.P., Sp. Ser.....Alexander B. Motenko
V.P., Program Dir.....Donald O'Neill
V.P., Eng. & Research...Emil F. Hembrooke
V.P., Dir. of Merchandising
Edward Hochhauser, Jr.

New York Operations

V.P. in Chg.....Ethel W. Maclean

Associated Program Service Division

V.P. & Gen. Mgr.....Edward Hockhauser, Jr.

Services Offered—Background music service for industry, offices, banks, stores, supermarkets, hotels restaurants, waiting rooms and other public business areas. (A.P.S. Division supplies radio and TV stations with transcription library service and is also exclusive TV distributor for all Encyclopaedia Britannica Films in Canada).

Michael Myerberg Productions

234 W. 44th St., New York City 36
Phone: CH 4-4846

Chairman .....M. Myerberg
President.....A. Gray, Jr.
Vice President.....J. J. Bergen, Jr.

Services Offered—Film comm'ls, spot.

Nassour Studios, Inc.

8460 W. 3rd St., Los Angeles 48
Phone: OL 3-0400

President .....William Nassour
Vice Pres., Treas.....Edward Nassour
Secretary.....W. Lloyd Laumann

Services Offered — TV commercials, TV film series, TV shows and theatre motion pictures. Stages, cameras (both 16 & 35 mm), sound, writers, directors.

National Programming Service

4614 Norton Lane, Columbus 13, Ohio
Phone: EX 3775

Executive .....J. Fredritz

Services Offered—Comm'ls, spots, industrials.

National Screen Service Corporation

Home Office
1600 Broadway, New York City
Phone: CIrcle 6-5700
TV & Industrial Film Div.
509 Madison Ave., N. Y. C.

Vice President.....Robert L. Gruen
Sales Director.....William S. Kent
Production Manager.....Harry Semels
Producer, Director.....Carl A. Carbone
Asst. Prod. Mgr.....Jack Schertz
Art Director.....Tom Golden
TV Art Dir.....Tee Collins
TV Editor.....Irving Weiner

Services Offered—Production of films for TV; industrials & comm'ls; animation, art work, titles, opticals, stop motion, live studio & insert.

National Studios

42 W. 48th St., New York City 36
Phone: JU 2-1926

President.....H. A. Rosenberg

Services Offered — Slides, balops; slide films.

NTA Telesales

10 Columbus Circle, N.Y.C. 19
Phone: JU 2-7300
(See TV Prod.-Dist.)

Bd. Chmn.....E. A. Landau
Exec. V.P.....O. A. Unger
Secretary .....J. Golenbock
Press .....H. Algus

Services Offered—TV programs, features—nat'l., regional, local sponsors.

Stanley Neal Productions, Inc.

475 Fifth Ave., New York City 17
Phone: MU 3-6396

President.....D. J. Lane

Services Offered — Comm'ls, spots, industrials.

Ted Nemeth Studios
729 Seventh Ave., New York 19
(See TV Prod.-Dist.)

Neutro Film Corporation
846 Seventh Ave., N.Y.C. 19
Phone: PL 7-5322

President .....M. Weise
Vice President.....L. M. Haas
Secretary .....J. Greene
Sales Manager.....J. Gratz

Services Offered—TV packages, comm'ls; trng., industr., documentaries.

Newman-Schmidt Studios
713 Penn Ave., Pittsburgh 22, Pa.
Phone: GR 1-5414

Owner .....H. Schmidt

Services Offered—Comm'ls, industrials.

New World Productions
13273 Ventura Blvd., N. Hollywood, Cal.
Phone: TR 3-3580

President .....T. Robinson

Services Offered—TV comm'ls, film shows; religious; industrials; animation, color, B & W.

Fred A. Niles Productions, Inc.
1058 W. Washington Blvd., Chicago 7, Ill.
Phone: SEeley 8-4181

President.....Fred A. Niles
V.P.'s.....Mike Stehney, Edw. W. Rinker
Studio Manager.....Wm. E. Harder
Creative Director.....Ruth L. Ratny
Art Director.....Manny Paull
Controller.....Edward E. Katz
Purchasing Agent.....Lawrence Stein
Sr. Prod.-Dir.....Lloyd Bethune
Administrative Asst.....Frances Metelko

Services Offered—Creation, prod. TV commercials, live & animated; industrial, public relations films; slidefilms; sales & product training programs; syndicated TV spots; sound recording; script writing; storyboarding; closed circuit.

John Norman Productions
P. O. Box 1304, Palm Springs, Cal.
Phone: 7124

Gen. Mgr.....J. Norman

Services Offered—Comm'ls, spots, industrials.

Nola Penthouse Sound Studios
113 W. 57th St., N.Y.C. 19
Phone: JU 6-0040

Owner.....Vincent J. Nola
Gen. Mgr.....V. Thomas Nola
Chief Engineer.....Stanley Bumbly

Services Offered — Film-Tape-Disc transcriptions for TV, radio, industry and education—studio and location—masters, processing & pressings; stereo recording; magnetic & optical film recordings.

Olympia Film Productions, Inc.
112 W. 48th St., New York City 36
Phone: JU 6-1143

Vice President.....D. H. Kahn

Services Offered—TV comm'ls, film shows.

Olmsted Sound Studios, Inc.
1 E. 54th St., N.Y.C.
Phone: PL 1-0890

President.....Henry C. Olmsted
Exec. Vice Pres.....Richard B. Olmsted
V.P. in Chg. of Sls.....H. F. Landon

Services Offered—Three floating studios, 24 Ampex, 3 disc lathes, film sound—all recording services.

Omega Productions, Inc.
1960 Dorchester St., West, Montreal 25, Que.
Phone: WE 7-3525

President.....T. S. Morrisey
Vice Pres.....Pierre Harwood
Dir. Prodn.....Henry Michaud
Dir. TV Comm'ls.....John Racine
Sales Director.....R. J. Jarvis

Services Offered—Educational, industrial, sales promotion, theatrical and TV motion pictures.

On Film, Incorporated
33 Witherspoon St., Princeton, N. J.
Phone: PL 9-2330

Execs.....R. Bell, M. Scott

Services Offered—Comm'ls, industrials.

Sam Orleans & Associates, Inc.
211 W. Cumberland Ave., Knoxville, Tenn.
Phone: 3-8098

President .....S. Orleans

Services Offered — Commercials, industr., educ. films.

John Ott Pictures, Inc.
85 Hibbard Rd., Winnetka, Ill.
Phone: WI 6-5126

President .....J. Ott

Services Offered—Time-lapse photog.; industrials, comm'ls.

Del Owens Productions
333 N. Michigan Ave., Chicago 1, Ill.
Phone: FR 2-4811

President .....D. Owen

Services Offered—Jingles & comm'ls.

Harry Owens Television Productions
6710 Melrose Ave., Hollywood 38, Calif.
Phone: WE 9-1491

Vice President.....H. O'Donnell

Services Offered — Film shows, comm'ls, shorts.

Packaged Programs, Inc.
634 Penn Ave., Pittsburgh 22, Pa.
Phone: GR 1-4756

General Mgr.....M. E. Fierst

Services Offered — Complete production services and sound studios, film processing and printing, editing.

Pantomime Pictures
2221 W. Olive, Burbank, Calif.
Phone: TH 2-1147

President .....F. Crippen
Vice President.....J. Marshall
Production .....J. Heiter
Sales .....D. Reed

Services Offered—Animated TV & entertainment films; live action comm'ls; titles.

Paragon Pictures, Inc.
2540 Eastwood Ave., Evanston, Ill.
Phone: DA 8-5900

President .....R. Laughlin
Production .....S. Needham

Services Offered — Industrials, comm'ls, spots.

Paramount Television Productions, Inc.
5800 Sunset Blvd., Los Angeles, 28
(See TV Prod.-Dist.)

Paul Parry Productions Inc.
7417 Sunset Blvd., Hollywood 46
Phone: HO 7-4774

President .....Paul Parry
Vice Pres.....Ellis Neimie
Production Mgr.....Barney Dyer
Pub. & Adv. Dir.....Frank K. Adams
Secy.-Treas .....Dianne Parry

Services Offered—Production of program films, spot commercials, product sales promotion, corporation training films, and sound slide films.

Lindsley Parsons Productions, Inc.
3459 Cahuenga Blvd., Hollywood 28
Phone: HO 9-3641

President .....Lindsley Parsons
Prodn. Mgr.....Lindsley Parsons, Jr.

Services Offered—Filmed TV shows & commercials for network syndication.

The Pathescope Company of America, Inc.
10 Columbus Circle, N.Y.C. 19
Phone: PL 7-5200
Studio
21-29 45th Rd.
Long Island City, N. Y.
Phone: ST 4-3053

President.....Edward J. Lamm
Exec. Prodcr.....David H. Lion
Prodn. Mgr.....James Pierce
Studio Mgr.....John Ball

Services Offered—Complete planning, creation and production of industrial, educational and documentary motion pictures and TV commercials.

Ray Patin Productions
6650 Sunset Blvd., Los Angeles 28
Phone: HO 2-1147

President .....Ray Patin
Vice Pres.....Gus Jekel
Secy.-Treas.....Kay Himes

Services Offered—Complete facilities for producing animated commercials from story through camera.

Lloyd Pearson Associates
509 Madison Ave., N.Y.C. 22
Phone: EL 5-5430

President .....Lloyd Pearson
Creative Dir.....Larry Johnson
Pgm. Coordinator.....James Chapelle
Director .....Lamar Casselli

Services Offered—Create, produce and direct film and live commercials, including music and jingles, storyboards, copy and script, set designing, props.

Pelican Films, Inc.
46 W. 46th St., N.Y.C. 36
Phone: CI 6-1751

President.....T. J. Dunford
Vice Pres.....A. J. Zander
V.P. in Chg. Sales.....Eli Feldman

Services Offered—Complete TV, film animation staff and facilities; live action, slidefilms.

Tony Petri Studios
144 Westminster St., Providence 3, R. I.
Phone: GA 1-9242

President .....Tony Petri
Production Mgr.....Ernest Strauss

Services Offered—Complete TV commercial service from storyboard conference. Color and black & white. Double and single system sound. Complete lighting and sound stage facilities.

R. A. Pheelan Productions
113 W. 57th St., New York City 19
Phone: CI 6-1626

Producer .....R. Pheelan

Services Offered—Comm'ls; PR & educ. films.

Photo-Art Commercial Studios
420 SW Washington St., Portland 4, Ore.
Phone: CA 7-5411

President.....C. F. Palmer
Vice President.....S. Vernon

Services Offered—Comm'l prod. facilities; sound stage, single & double; 16/35 mm & slides.

Photo Arts Productions, Inc.
2330 Market St., Philadelphia 3, Pa.
Phone: RI 6-3696

Executive .....W. Dombrow

Services Offered—Commercials, spots, industrials.

Pilot Productions, Inc.
1819 Ridge Ave., Evanston, Ill.
Phone: AM 2-4141

President.....C. R. Isley
Production .....R. Dedrick
Secretary .....A. Borough

Services Offered—Slides; sound slidefilms; industrials; comm'ls.

Pintoff Productions, Inc.
64 E. 55th St., New York City 22
Phone: EL 5-1431

President .....E. Pintoff

Client Contact.....H. Knaup
Services Offered — Animated, live action comm'ls, theatricals, industrials.

Pix Enterprises
12148 Hillslope St., Studio City, Cal.
Phone: PO 2-9173
Production .....B. Grenville
Services Offered — Comm'ls, industrials, documentaries; 16/35 mm color, B & W, sound-silent.

Playhouse Pictures
1401 N. LaBrea Ave., Hollywood 28, Cal.
Phone: HOllywood 5-2193
360 N. Michigan Ave., Chicago 1, Ill.
Phone: STate 2-3686
President .....Adrian Woolery
Prod., Dir.....Bill Melendez
Business Mgr.....H. A. Halderson
Production Supvr.....Irene Wyman
Public Rel. Dir.....George W. Woolery
Creative Story Dir.....Chris Jenkyns
Layout, Design Dir.....Sterling Sturtevant
Secretary .....Mary Matthews
Chicago Rep.....Peter del Negro
Services Offered—Compl. studio facilities for the creation & production of animated films for business, entertainment & TV from story through camera, with exception of laboratory. Specialists in animated comm'ls.

Polaris Pictures, Inc.
5859 W. 3rd St., Los Angeles 36, Calif.
Phone: WEbster 8-2181
President .....Perry King
Vice President.....J. C. King
Account Exec.....Carl N. Brewster
Services Offered — Motion pictures for training, advertising, education, public relations, TV.

Lew Pollack Productions, Inc.
325 W. 44th St., N.Y.C. 36
Phone: JUdson 2-8082
President .....Lew Pollack
Services Offered—Sound recordings, documentaries, TV film commercials, industrials, complete 16 and 35 mm facilities.

Jules Power Productions, Inc.
228 N. LaSalle St., Chicago 1, Ill.
Phone: ANdover 3-1422
35 W. 53rd St., N.Y.C.
Phone: CI 5-3260
Office Mgr.....H. Rothbart
Services Offered—Production of live local and network TV programs and commercials.

Precision Film Labs
21 W. 46th St., N.Y.C.
Phone: JU 2-3970
President.....Daniel R. Ehrlich
Services Offered—Printing and processing of 16 and 35 mm film, color and black & white.

Premier Film & Recording Corp.
3033 Locust St., St. Louis 3, Mo.
Phone: JE 1-3555
Pres., Prod.....T. P. Desloge
V.P., Mgr.....W. Dalzell
Services Offered—Motion Pictures, commercials, sound recording production facilities. Scripts. Editing.

Preview Theatre, Inc.
1600 Broadway, N.Y.C.
Phone: CI 6-0865
President..... William B. Gullette
Services Offered—16 & 35 mm; magnetic or optical; all interlock combinations. Editing eqpt. & facilities. Film storage vaults. All facilities avail. 24 hrs./day.

Princeton Television Center, Inc.
252 Nassau St., Princeton, N. J.
(See TV Prod.-Dist.)

Productions for Television, Inc.
625 Madison Ave., New York City 22
Phone: TE 8-7100
TV Production.....D. Hillman
Exec. Film Prod.....J. Harrison
Producer, Dir.....S. Semel
Services Offered—Commercials.

Project-O-Fex, Inc.
535 5th Ave., N.Y.C. 17
Phone: MU 7-1881
President.....Paul F. Adler
Services Offered—Semi-animated filmed or live spots for individual station use.

Quartet Films, Inc.
5631 Hollywood Blvd., Los Angeles 28
Phone: HO 4-9225
President .....A. Babbitt
Vice President.....A. Gillespie
Production.....L. A. Goldman
Services Offered—Story, design, direction animation, recording, editing, live action for cartoons, comm'ls, films for industry, etc.

Q.E.D. Productions, Inc.
45 W. 45th St., N.Y.C. 36
Phone: JUdson 2-4291
Executive Producer.....Robt. Baron
Sales Manager.....Roy Lampe
Services Offered—Spot commercials, industrials, sales & tourist promotion films, open-end film commercials for TV.

Quintet Productions, Inc.
15 W. 44th St., New York City 36
Phone: MU 7-5011
Services Offered—TV film shows & commercials; live package shows for TV.

Radio Features of America
37 W. 46th St., New York City 36
Phone: JU 2-5130
Exec. Dir.....O. W. Nicoll
Services Offered—Film spots, live shows.

Radio Television Arts

3819 Wilshire Blvd., Los Angeles 5, Cal.
Phone: DU 8-1323

Owner .....D. Balli

Services Offered — TV film shows & live programs; comm'ls; industrials; animation; packages, live & film.

Rainbow Pictures, Inc.

1540 Levante Ave., Coral Gables 46, Fla.
Phone: MO 5-3524

President .....W. Resce
Production .....O. Barber

Services Offered — Industrials, features, comm'ls; studio facilities.

Rarig Film Productions

Div.: Rarig Motion Pictures Co.
5510 University Way, Seattle 5, Wash.
Phone: LA 2-0707

President.....M. H. Rarig
V.P., Treas.....E. A. Rarig
Production .....J. Lawless

Services Offered—16/35 mm color, B & W photography; sound recording, stage; editing, commercials; programs.

Reid H. Ray Film Industries, Inc.

2269 Ford Pkwy., St. Paul 16, Minn.
Phone: MIdway 9-1393
208 S. LaSalle St., Chicago, Ill.
422A Washington Bldg., Washington 5, D. C.
Davidson Bldg., 17th & Main, Kansas City

Comm'l Sls. Mgr.....R. V. Jeffrey (St. Paul)
Film Ad Sls. Mgr..Frank Havlicek (St. Paul)
Chicago Sales.....Frank Balkin
Washington Sales.....Robert Whitney
Kansas City Sls.....Ted Cauger
President.....Reid H. Ray
Controller.....T. J. Herman
Production Manager.....E. H. Polsfuss

Services Offered—Producers of TV commercials & entertainment synd. films for TV.

Redlin Productions, Inc.

10416 Canuga Ave., Chatsworth, Cal.
Phone: DI 8-7932

Services Offered — TV film shows, commercials; shorts; animation.

Roland Reed Productions Inc.

650 N. Bronson, Los Angeles 4
Phone: HO 9-1628

President.....Roland D. Reed
Vice Pres.....Arthur Pierson
Editorial Super.....Frank Doyle
N. Y. Rep.....Hamilton MacFadden

Services Offered — Preparation, scripting, story board, animation, live production, release prints for TV commercials.

Rembrandt Films, Inc.

15 E. 48th St., N.Y.C. 19
Phone: PL 8-1024

President.....W. L. Snyder

Services Offered — Puppet comm'ls; features.

Republic Television Features

64 E. Lake St., Chicago 1
Phone: ST 2-0460

President .....Capico Kapps
V.P., Chg. Sales.....Joseph Kapps

Services Offered—Producers, distributors and representatives of live, transcribed and syndicated radio-TV programs and commercials.

Robert Yarnall Richie Productions, Inc.

666 Fifth Ave., N.Y.C. 19
Phone: CI 6-0191

President.....Robert Yarnall Richie

Services Offered—Motion picture production and still photography for industry, public relations and advertising. Color specialists. Own Mitchell cameras, sound and lighting equipment. Full editing facilities. Company owned plane. Studio and location—domestic and foreign.

Marion Riddick Productions, Inc.

1102 Eberhard St., Houston 19, Texas
Phone: JA 4-9653

President .....M. Riddick
Secy., Treas.....C. Levingston
Bd. Chmn.....D. C. Pope

Services Offered—TV film & live comm'ls; teaching films; packages; talent; scripts; color.

Riviera Productions

29 Miraleste Plaza, San Pedro, California
Phone: TErminal 1-3131

Exec. Prod.....F W. Zens
Sales Director.....Bert Hunt
Assoc. Prods...A. W. Stephenson, Jack Kelly, Lionel Grover
Midwest Rep.....Robert Zens
Eastern Rep.....Pat Rancati

Services Offered — Producers of business, industr., sls. trng., public relations, advertising films & TV comm'ls in color and sound. Full production & studio facilities for all phases of motion picture work.

Walter A. Rivers & Assoc.

125 Hyde St., San Francisco, Cal.
Phone: SU 1-1284

Owner.....W. A. Rivers

Services Offered — Industrial producing; TV comm'ls.

Hal Roach Studios

8822 Washington Blvd.
Culver City, Calif.
(See TV Prod.-Dist.)

Louis De Rochemont Asociates, Inc.

380 Madison Avenue, N.Y.C. 17
Phone: OX 7-0350

Services Offered — TV comm'ls & film shows; shorts; animation.

Rocket Pictures Inc.
6108 Santa Monica Blvd., Hollywood 38
Phone: HO 7-7131

President .....D. Weston
Vice President.....H. Wilcox
Production .....D. Bartelli

Services Offered — Comm'ls, audio-visual aids; bus., industry.

Frederick K. Rockett Company
6063 Sunset Blvd., Hollywood 28, Cal
Phone: HO 4-3183

Manager.....Alfred H. Higgins
Cameraman.....Jay W. Adams
Editor.....P. H. Grelet
Stage Manager.....Jerome F. Lipari

Services Offered — Production facilities incl. lg. sound stage, Western Electric sound eqpt. & personnel for any type sponsored film production. Stage & sound eqpt. rented.

Rockhill Recordings
18 E. 50th St., N.Y.C. 22
Phone: PL 9-7979

President .....Janet Taylor
Manager..... Leo J. Launer
Sls. Mgr. (Recording).....Fred Freeman

Services Offered—Studio recordings; off-the-air and off-the-line recordings; masters; shellac and vinylite pressings; electrical transcriptions; TV-audio recordings; tape recordings; location recording, distribution to radio stations.

Richard H. Roffman Assoc.
675 West End Ave., New York City 25
Phone: RI 9-3647

Chairman .....S. Speiser
President.....R. H. Roffman
V.P.'s.....M. Roffman, Malvina Cohn

Services Offered—TV film comm'ls.

Roy Rogers-Frontiers, Inc.
357 N. Canon Dr., Beverly Hills, Cal.
Phone: CR 4-6841

President .....R. Rogers
Vice President.....W. A. Rush

Services Offered—TV film show, comm'ls; shorts; sound effects library.

Rolab Studios
Sandy Hook, Connecticut
Phone: GA 6-2466

Executive.....H. Roger

Services Offered—Commercials, spots.

Roquemore Films
44 Mt. Vernon Blvd., Hamburg, N. Y.
Phone: FR 3876

Director.....E. E. Roquemore

Services Offered — Comm'ls, live & film; shorts; newsreels; sound effects; music.

Leslie Roush Productions, Inc.
130 Herricks Rd., Mineola, L.I., N.Y.
Phone: PI 2-8130

Services Offered—Producers of industrial films, filmed commercials and film programs.

Danny Rouzer Studio
7022 Melrose Ave., Hollywood 38
Phone: WE 6-2494

President and Owner.....Danny Rouzer

Services Offered—Complete 16 mm production service, including Kinescopes, commercials, pilots, sales and industrial films, equipment and stage rentals.

R-TV Enterprises
(See R-TV Prog. Prod.)
225 W. 86th St., New York City 24

Hal Rumel
49 W. Broadway, Salt Lake City, Utah
Phone: PI 2-8130

Services Offered—Comm'ls, industrials.

Sande-Greene & Associates
Creative & Production Consultants
8400 Sunset Blvd., Hollywood
Phone: OL 6-0300

President.....Robert L. Sande
Exec. Vice Pres.....Larry Greene
Secy. .....Pat Carson

Services Offered—Creator-producers of radio-TV musical commercials. Musical production—aids for radio and TV stations. Producers of entertainment—public service—documentary and commercial films, records and transcriptions.

Sarra, Inc.
200 E. 56th St., N.Y.C. 22
Phone: MU 8-0085

President .....Valentino Sarra
Exec. V.P., Gen. Mgr.....Morris D. Behrend
TV Sales Mgr.....John Henderson, III
Head Creative Dept.....Rex Cox
Prod. Mgr., Chicago.....Marvin Bailey
16 E. Ontario St., Chicago, Ill.
Phone: WH 4-5151

Services Offered—Production of TV commercials, industrial and sales films, black & white and color.

Satisfiers Productions, The
200 West 57th St., New York 19
Phone: CIrcle 5-4149

Partner, Music Dir.....Art Lambert
Partner, Creat. Dir.....Bob Lange
Prod. Co-ordinator.....Loren Welch
Promotion Dir.....De Loris Randall
General Sales Mgr.....Robert Kirk

Services Offered—Facilities for producing musical commercials, jingles, spot announcements for radio and TV; musical sound tracks for industrial film and sales meetings; including sining, creating, casting, contracting and all production details.

Saturn Films Incorporated
1225 S. Hudson Ave., Los Angeles 19, Cal.
Phone: WE 5-2985

Pres., Prod.....C. Roth

Services Offered—Film comm'ls; no animation.

Scope, Inc.
146 Almeria, Coral Gables, Fla.
Phone: HI 4-7202

President.....Robert L. Perine
Exec. Vice Pres.....Michael Brown
Controller.....James A. Cromer
Dir. of Advtg.....Lillian Carpenter

Services Offered — Complete production facilities including air-conditioned studios, editing and sound facilities, equipment, production coordination service, remote facilities and truck, script and animation facilities.

Scott-Textor Productions
127 E. 47th St., N.Y.C. 17
Phone: PL 5-2789
Partners.....Alan & Marilyn Scott
Partners.....Keith & Sylvia Textor
General Mgr.....Victor Sack
Services Offered—Creation and production of music, lyrics, jingles, animation tracks and all forms of radio and TV commercials.

Screencraft Enterprises, Inc.
8470 Melrose Ave., Los Angeles, Cal.
Phone: OL 3-4463
Services Offered—Produces comm'ls & industr. films.

Screen Gems, Inc.
711 Fifth Ave., N.Y.C. 22
(See TV Prod.-Dist.)

Screen-Televideo Productions
333 S. Beverly Dr., Beverly Hills, Cal.
Phone: CR 1-6131
Exec. .....R. Lord
Services Offered—Comm'ls, synd. spots.

Jack Shafton's Puppet Masters
2368 Stanley Hills Dr., Hollywood 46, Cal.
Phone: OL 4-2350
Owner .....J. Shafton
Services Offered—Live & film TV shows, programs; comm'ls; shorts; animation; special effects; puppets.

Sharpe-Lewis Productions
832 N. Lillian Way, Los Angeles 38, Cal.
Phone: HO 9-5981
President.....D. W. Sharpe
Services Offered—TV film shows, comm'ls; packages.

Signal Productions, Inc.
6269 Selma Ave., Hollywood 28
Phone: HO 2-6471
Pres., Gen. Mgr.....Everett F. Tomlinson
V.P. Chg. Sales.....Edwin W. Buckalew
Services Offered—Producers of film commercials for TV.

Signature Music Inc.
240 E. 53rd St., N.Y.C. 22
Phone: MU 8-5068
Composer-Conductor-Arranger.Hank Sylvern
Business Mgr.....George H. Fried
Services Offered—Creation and arranging of music and words for production of spots and jingles for TV and radio; live, film, transcribed.

Al Simon Productions, Inc.
General Service Studios
1040 N. Las Palmas, Hollywood 38
Phone: HO 4-2141
President .....Al Simon
Controller .....John Nicolaides
Services Offered — Productions of filmed shows and commercials.

Sixteen Screen Service Co.
6710 Melrose Ave., Hollywood 38, Cal.
Phone: WE 9-4491
Owner .....H. O'Donnell
Services Offered—TV film shows, comm'ls; shorts; sound; laboratory; animation, color, B & W.

Sleeping Giant Films, Inc.
3019 Dixwell Ave., Hamden, Conn.
President.....D. K. Harris
V.P., Treas.....A. Guorino, Jr.
Services Offered — 16/35 mm production services; animated spots.

Fletcher Smith Studios, Inc.
319 E. 44th St., N.Y.C. 17
Phone: MU 5-9010
President .....Fletcher Smith
Secy.-Treas. .....Peter Caldera
Services Offered—Commercials, industrial films, animation, sound recording, editing rooms, projection rooms.

Walter Harrison Smith Productions, Inc.
40 E. 40th St., N.Y.C. 16, N. Y.
Phone: EL 5-7212
President.....W. H. Smith
Vice Pres., Treas.....E. T. Smith
Services Offered—Live and filmed TV commercials, programs, and syndicated shows; educational, industrial and editorial shorts. Distributors of TV films.

Snader-Cassyd Studio
1710 N. LaBrea, Hollywood 46, Cal.
Phone: WE 9-2345
President .....S. Cassyd
Services Offered—TV film shows, comm'ls; shorts; facilities rented.

Southwest Film Laboratory, Inc.
Southwest Film Center, Dallas 11, Tex.
Phone: WH 6-2184
Vice President.....J. A. Hopper
Direction.....M. Young, Jr.
Services Offered—Commercials, spots, industrials.

Southwest Film Productions, Inc.
5301 South Post Oak Rd., Houston, Tex.
Phone: MA 0681
President.....J. P. Goodwin
Services Offered — Comm'ls, industrial films.

S.O.S. Cinema Supply Corp.
602 W. 52nd St., N.Y.C. 19
Phone: PL 7-0440
President.....Joseph A. Tanney
Vice Pres.....Oscar Lightstone
Vice Pres.....Dom J. Capano

Services Offered—Furnish studio and professional equipment to producers, TV stations, sound stages, film labs, educational institutions, industrial projects, ad agencies and animation studios.

Soundac Productions, Inc.
2133 N. W. 11th Ave., Miami 37, Fla.
Phone: FR 4-2655
Pres.-Gen. Mgr.....Robert D. Buchanan
Prodn. Mgr.....Jack Schleh, Jr.
Technical Dir.....Robert G. Biddlecom
Art Dir.....Francis J. Noack
Services Offered—Complete film production, from storyboard to finished print, specializing in animation, black & white and color service. Live photography, original musical jingles, complete soundstage and studio.

Sound Masters, Inc.
165 W. 46th St., N.Y.C. 36
Phone: PL 7-6600
President.....F. C. Wood, Jr.
Chair. of the Bd.....W. French Githens
Vice Pres.....John H. Tobin
Secretary.....Marian L. Price
Treasurer.....Stella K. Beenders
Services Offered—Production of all types of motion pictures. TV commercials; recording services; dubbing; repeater projectors.

Spotlight News, Inc.
607 N. LaBrea Ave., Los Angeles 36, Cal
Phone: WE 8-2191
President .....J. Siegal
Exec. V.P.....A. G. Walker
Services Offered—TV comm'ls, newsreels; film, editorial facilities.

Standard Radio Transcription Services, Inc.
360 N. Michigan Ave., Chicago
Phone: ST 2-5322
President.....Milton M. Blink
Gen. Mgr.....Olga Blohm
Services Offered — Transcribed music library and sound effects.

Stanley-Marshall TV Productions
1454 Peerless Place, Los Angeles 35, Cal
Phone: CR 4-5279
Producer.....J. J. Franklin
Services Offered—TV comm'ls.

Stars Incorporated
123 N. Poplar St., Charlotte, N. C.
Phone: ED 3-6151
President.....T. Kemp, Jr.
Services Offered—TV film shows, live programs; packages.

Wayne Steffner Productions
6223 Selma Ave., Hollywood 28, Cal.
(See TV Prod.-Dist.)

Mark Stevens TV Company
9134 Sunset Blvd., Los Angeles 46, Cal.
Phone: CR 4-8321
Exec. Prod.....M. Stevens
Services Offered—TV live shows, film programs; commercials, shorts; animation.

Stockdale and Company
729 W. 6th St., Salt Lake City 4, Utah
Phone: EL 5-5511
President .....C. Stockdale
Services Offered—TV comm'ls, industrials; 16/35 mm.

Storyboard, Inc.
10 W. 74th St., New York City 23
Phone: TR 3-7207
President .....J. Hubley
Services Offered—Animation; live films.

John G. Stratford Film Corp.
113 W. 57th St., New York City 19
Phone: JU 6-7390
President.....J. G. Stratford
Services Offered—Package TV films, commercials; animation—color, B & W; educ. & industr. shorts.

Jack Strausberg Productions
919 N. Michigan Ave., Chicago 11, Ill.
Phone: WH 4-3941
President .....J. Strausberg
Services Offered—Comm'ls, spots.

Wilbur Streech Productions, Inc.
135 W. 52nd St., N.Y.C. 19
Phone: JU 2-3816
President.....Wilbur J. Streech
Vice Pres., Sales.....Edgar Kenner
Art Dir.....Paul K. Freeman
Assoc. Producr.....John Hazard
Services Offered—Creation and production of live action, stop motion, animated and musical TV film commercials; industrial and PR films; sound slide films and theatrical features.

Studio City TV Productions, Inc.
4020 Carpenter, N. Hollywood
Phone: PO 3-8807
N. Y. Phone: JU 6-1700
President.....Mort W. Scott
Secy.-Treas.....Lester J. Nelson
Services Offered—Production of commercials and half-hour series for TV.

Sturgis-Grant Productions, Inc.
322 E. 44th St., New York City 17
Phone: MU 9-4994
President .....W. Sturgis
V.P., Manager.....B. Magnes
Production Mgr.....S. Milstein
Services Offered — Storyboards, recording facilities; 16/35 mm cameras; special effects; art dept.

Bill Sturm Studios, Inc.
723 Seventh Ave., N.Y.C. 19
Phone: JU 6-1650
Chair. of Board.....Robert J. Hassard
Pres. & Tech. Dir.....William A. Sturm
Secy. & Cre. Head.....Orestes Calpini

Treas. & Exec. Prod.....Albert D. Hecht
Services Offered—Film production including live action, stop motion, animation, "Anikins" (animated stop motion puppets), TV commercials, educational, training, industrial films, etc.

Sun Dial Films, Inc.
43rd St., United Nations Plaza, N.Y.C. 17
Phone: MU 6-2046
President.....S. A. Datlowe
Services Offered — Comm'ls, spots, industrials.

John Sutherland Productions Inc.
201 N. Occidental Blvd., Los Angeles 26
Phone: DU 8-5121
N. Y. Phone: PL 5-1875
Pres., Gen. Mgr.....John Sutherland
Exec. V.P. (N.Y.).....Ross Sutherland
V.P.'s.....True Boardman, Chas. Boardman
Animation Dirs...Pete Burness, Carl Urbano
Services Offered — Fully-equipped live-action and animation studios for the production of industrial, documentary, public relations, TV commercials for industry. Also related services.

Suzari Marionettes
119 E. 17th St., New York City 3
Phone: GR 3-6699
Director .....D. Zaconick
Services Offered—TV film & live shows, programs; commercials, shorts, packages.

Robert Swanson Productions
689-5th Ave., New York City
Phone: MUrray Hill 8-4355
President .....Robert Swanson
Sales Mgr.....Rolf Johnson
Services Offered—Producers and creators of musical commercials for radio and TV.

Swanstrom Productions
7657 Melrose Ave., Hollywood 46, Cal.
Phone: WE 5-8680
Owner .....C. Swanstrom
Services Offered—Comm'ls, industrials.

Swift-Chaplin Productions, Inc.
1136 N. Highland Ave., Hollywood 38, Cal.
President .....C. Chaplin
V.P.'s.....H. Swift, M. Pike
Services Offered—Synd. spots; comm'ls.

Tantamount Pictures, Inc.
108 N. Jefferson St., Richmond 20, Va.
Phone: MI 8-5841
President.....D. T. Martin
Services Offered—Synd. spots; comm'ls.

TCF Television Productions, Inc.
1417 N. Western Ave., Hollywood 27, Cal.
Phone: HO 2-6231
(See TV Prod.-Dist.)
Production .....H. Swope
Services Offered — Film series, comm'ls; studio rentals.

Teaching Aids Service, Inc.
31 Union Sq., W., New York City 3
Phone: WA 9-3635
President .....G. Jacobs
Services Offered—TV film comm'ls; shorts; color, B & W animation; rentals; laboratory.

Technical Animations, Inc.
19 South St., Port Washington, N. Y.
Phone: PO 7-3153
President.....S. L. Schwartz
Services Offered—Custom film animations.

Technisonic Studios, Inc.
1201 Brentwood Blvd., St. Louis 17, Mo.
Phone: PA 7-1055
President.....C. E. Harrison
Services Offered—16/35 mm comm'l sound film studios.

Telamerica
527 Madison Ave., New York City 22
Phone: EL 5-1422
President .....J. Whitaker
Producer .....E. Tate
Services Offered — Industrials, comm'ls; print distribution.

Telecine Film Studios, Inc.
100 S. Northwest Hwy., Park Ridge, Ill.
Phone: TAlcot 3-1418
President.....Byron L. Friend
Secy., Treas.....June A. Friend
Services Offered—Motion pictures for TV in color or black & white, TV comm'ls, studio & location work, compl. packaging service, 35/16 mm editing & recording, animation, stop motion.

Telefilm, Inc.
6039 Hollywood Blvd., Hollywood 28, Cal.
Phone: HO 9-7205
President.....J. A. Thomas
Services Offered—TV film comm'ls; shorts (industrial); animation; studio rental.

Telemat
433 S. Fairfax Ave., Los Angeles 36
Phone: WE 3-5731
Partners.....A. Wise, D. Gertsman
Sales .....S. Freeman
Services Offered—Animated cartoon commercial library; live & animated custom film comm'ls.

Telemated Cartoons
70 E. 45th St., N.Y.C. 17
Phone: MU 6-8933
Prod.-Dir. .....Saul Taffet
Services Offered—Production of motion pictures; TV filmed commercials in animation or live action; animated and optical special effects in color or black & white, exclusive color control equipment, 35 mm and 16 mm production.

Telenews Film Corp.
630 9th Ave., N.Y.C. 36
Phone: JU 6-2450
Exec. .....N. Livingston
Services Offered—Synd. spots, comm'ls.

Telepix Corporation
1515 N. Western Ave., Hollywood 27
Phone: HO 4-7391
President.....Robert P. Newman
Vice Pres.....Martin Weiner
Services Offered — Complete production facilities, including sound stage, sound mixing and dubbing, editing, and screening. Full package or rental production arrangements; live action and animation, TV, industrial and commercials.

Telestudios, Inc.
1481 Broadway, New York City 36
Phone: LO 3-6333
President .....G. Gould
Services Offered—Comm'ls; shows.

Tel Ra Productions, Inc.
1518 Walnut St., Philadelphia 2
Phone: KI 6-4140
President.....W. Wallace Orr
V.P., Production.....Daniel M. Wise
V.P., Sales.....Bosh Pritchard
Secy., Treas.....Willard W. Hughes
Services Offered—Complete facilities for producing TV film shows and commercials.

Television Graphics, Inc.
369 Lexington Ave., N.Y.C.
Phone: MU 6-5255
President .....Bernard Rubin
Treasurer .....Lee Blair
Secretary .....Leon Levy
Production Manager.....Sid Greenhaus
Controller .....Stanley Turitz
Sales .....Howard Linkoff
Services Offered—TV film comm'ls; animation, optical effects; live sound stage equipped with 35 mm Mitchell rear screen process projector.

Television Screen Productions, Inc.
17 E. 45th St., N.Y.C. 17
Phone: MU 2-8877
President.....Charles J. Basch, Jr.
Vice Pres., Secy.....Frances Scott
Treasurer .....Clarence Schmidt
Services Offered—Film commercials, animated and live; film programs; industrial, training and fund-raising films.

Termini Video Tape Services, Inc.
1440 Broadway, New York 18, N. Y.
Phone: PEnnsylvania 6-6323
President .....Anthony Termini
Vice President.....Charles Termini
Ch. Mktg. Consul.....Walter Masters
Sales Manager.....Robert Schultz
Services Offered—Tape comm'l spots, pilot tapes, panel shows.

Terrytoons
Div.: CBS Films, Inc.
38 Centre Ave., New Rochelle, N. Y.
Phone: New Rochelle 2-3466
Vice President.....W. M. Weiss
Production .....F. Schudde
Services Offered—Theatrical shorts, animated; TV comm'ls & programs.

Theodore Productions, Inc.
730 Fifth Ave., New York City 19
Phone: JU 6-4312
President .....R. Marshall
Services Offered — Synd. spots; comm'ls; industrials.

Le Ora Thompson Associates, Inc.
733 N. LaBrea, Hollywood 38
Phone: WE 8-3764
N. Y. Phone: PLaza 9-2424
President.....Le Ora Thompson
Vice President.....George Gordon
Secretary .....Ericka Theuke
N. Y. Rep.....Pauline Marshall
Services Offered—Creative & production facilities for animated films for TV comm'ls & industrial, educational & entertainment uses.

Titra Film Labs, Inc.
1600 Broadway, N.Y.C.
Phone: PL 7-6681
President .....Abraham Rozenfeld
Vice Pres.....David Opochinsky
Services Offered—Film sub-titles in English and all foreign languages.

Titra Sound Corp.
1600 Broadway, N.Y.C.
Phone: PL 7-6681
President .....Abraham Rozenfeld
Vice Pres.....David Opochinsky
V.P., Gen. Mgr.....David D. Horne
Comptroller .....Jerome Sobel
Services Offered—Sound recording & mixing. English & foreign language dubbing. Transfers to 35 & 16 optical.

Toddy Pictures Company
148 Walton St., NW, Atlanta 1, Ga.
Phone: MU 8-3117
President .....T. Toddy
Services Offered—Commercials; industrials.

Tomlin Film Productions, Inc.
480 Lexington Ave., New York City 17
Phone: PL 8-3070
President.....F. A. Tomlin
Services Offered—Produces industrials & comm'ls.

L. S. Toogood Recording Co.
221 N. LaSalle St., Chicago 1
Phone: CE 6-5275
Owner.....L. S. Toogood
Services Offered — Transcription service and magnetic tape duplicating.

Totem Film Productions, Inc.
912A Pine St., Seattle 1, Wash
Phone: MU 3422
Owner.....F. Barrett, Jr.
Services Offered—TV film comm'ls; educ. shorts; newsreels; animation; scripts.

Town & Country Network, Inc.

1122 N. Irving St., Arlington, Va.
Phone: JA 5-5087

Bd. Chmn.....C. B. Gay

Services Offered—Country, western talent; film comm'ls.

Transfilm Incorporated

35 W. 45th St., N.Y.C. 36
Phone: JU 2-1400

President .....William Miesegaes
Exec. V.P.,-Treas.....Michael A. Palma
V.P. TV Div.....Robert Bergmann
V.P. Mot. Pic.....Thos. Whitesell
Vice Pres., Sales.....William Burnham
Vice Pres., Sales.....Karl P. Fischl
V.P. Slidefilms.....Pud Lane
Animation Prod.....John Cuddy
Supvr. Editor.....Michael Calamari
Technical Director.....Robt. Hart

Services Offered—16 mm and 35 mm photography, color and black & white, live action, animation and stop motion; 16 mm and 35 mm sound tape recording and sound transfers. Complete creative services from conception through execution.

Triangle Productions

1456 N. Bronson Ave., Hollywood 28, Cal.
Phone: HO 4-7119

President .....LeRoy Smith

Tri Art Color Corporation

245 W. 55th St., N.Y.C.
Phone: PL 7-4580

President .....Al Young
Exec. Vice Pres.....Irwin Young
Vice Pres., Sales.....Lou Feldman
Vice Pres., Prod.....Paul Kaufman

Services Offered—Processing of black & white and color motion picture film.

Trident Films, Inc.

510 Madison Ave., New York City 22
Phone: PL 9-3580

President.....C. F. Schwep

Services Offered—Spot comm'ls filmed; industrials, educationals.

TV Art Inc.

7 N. 7th St., St. Louis 1, Mo.
Phone: CEntral 1-4575

President .....D. Bishop
Production .....W. Hunn

Services Offered — TV film comm'ls & shows; package film; talent; scripts.

TV Cartoon Production

222 Kearny St., San Francisco 8, Cal.
Phone: YU 6-6075

President.....R. L. Hovorka
Production.....R. Mills, R. Muller

Services Offered—Specialize in animation; educationals; commercials; story through camera.

TV Dept. of Nat'l. Transit Adv.

120 E. 56th St., New York City 22
Phone: PL 1-5090

President .....C. Amory

TV & Motion Picture Productions, Inc.

117 E. Main St., Richmond 19, Va.
Phone: MI 3-4444

President.....John C. Wood

Services Offered—Producer of film commercials, slides & balops; newsreels & special events, incl. pub. relations newsclips. Laboratory facilities; complete film handling services, incl. editing, recording.

TV Spots, Inc.

1037 N. Cole Ave., Los Angeles 38, Cal.
Phone: HO 5-5171

President .....Shull Bonsall
V.P., Gen. Mgr.....Wm. M. Bauman
Crea. Dir.....Sam Nicholson
Prod. Coord.....Bob Ganon
Animation Dir.....Bob Bemiller
Film Editor.....Norm Vizents

Services Offered — Produce animation & live action for TV comm'ls, industrial & entertainment films.

Richard H. Ullman, Inc.

295 Delaware Ave., Buffalo 2, N. Y.
Phone: CL 2066
N. Y. Phone: YUkon 8-0370

President.....Richard H. Ullman
Exec. Vice Pres.....Marvin A. Kempner
Vice Pres.....Richard B. Ullman
Treasurer.....M. C. Thorn
Secretary.....Edward H. Kavinoky
Production Mgr.....R. D. Buchanan

Services Offered—Animated jingle weather reports; 10-second animated film clips for businesses; radio commercial lead-ins, live sequences.

Unifilms, Inc.

6 E. 46th St., New York City 17
Phone: YU 6-5720

President .....C. Gallagher

Services Offered—TV comm'ls, program inserts, news, feature coverage; programs, industrials (TV).

United Film & Recording Studios

301 E. Erie St., Chicago 11, Ill.
Phone: SUperior 7-9114
N. Y. Phone: OXford 7-0725

Pres., Exec. Prod.....Wm. L. Klein
Assoc. Dir.....Marilyn L. Friedel
Studio Administrator.....Frank Green
Creative Musical Dir.....Larry Wellington

Services Offered—Creation & prod. of motion pictures for TV, business, industry; filmed package shows; musical jingles, spot announcements for radio & TV. Compl. equipped sound stages & recording facilities.

United States Productions, Inc.

5 E. 57th St., New York 22, N. Y.
Phone: PLaza 1-1710
President.....Francis C. Thayer
V.P.'s.....Thos. H. Wolf, Rene Bras
Director.....Frank Telford
Production Mgr.....John L. Thayer
Services Offered—All phases motion picture production—script to screen—16/35mm, B & W or color. Slide films.

Universal Pictures Co., Inc., Television

445 Park Ave., N.Y.C. 22
Phone: PL 9-3000
Gen. Sales Mgr.....Norman Gluck
Service Mgr.....Errol Linderman
Universal City, Calif.
Phone: ST 7-1211
In Chg. of Prod.....George Bole
Services Offered—Production of TV commercials and industrials. Process prints, handle traffic and servicing. Film production primarily at U-I studios, Calif. Additional production in New York where required. Distribution of sponsored films and industrial through United World Films.

Universal Recording Corp.

46 E. Walton St., Chicago 13
Phone: MI 2-6465
President.....A. B. Clapper
V.P., Chief Eng.....M. B. Coppinger
V.P., Treas.....Frank Richter, Jr.
Secretary.....R. A. Weber
Services Offered — Recording (monaural and stereophonic) record sessions, spot, radio programs, TV-motion picture sound tracks, mastering (monaural & stereophonic), slide film, pressings, high speed duplicating, 16 and 35 mm screening & interlock magnetic re-recording.

UPA Pictures

4440 Lakeside Dr., Burbank, Calif.
Phone: TH 2-7171
N. Y. Phone: PL 8-1405
President.....Stephen Bosustow
Vice Pres., Treas.....Melvin Getzler
Vice Pres., TV
Comm'ls, Western Area....Herbert Klynn
Branch Offices
60 E. 56th St., N.Y.C.
Sales Manager.....Jack Silverman
360 N. Michigan Ave., Chicago
Phone: ANdover 3-7566
Sales Manager.....Jerry Abbott
Suite 6, 140 Park Lane, London W 1
Sales Manager.....Roy Letts
Services Offered — Produce animated and slide cartoons for commercial, industrial and theatrical accounts.

Thomas J. Valentino, Inc.

150 W. 46th St., N.Y.C. 36
Phone: CI 6-4675
President.....Thomas J. Valentino
Vice Pres.....Michael T. Valentino
Secretary.....Elsie F. Valentino
Services Offered—Mood music for TV, sound effects of all types, miscellaneous recordings.

Van Praag Productions

1600 Broadway, N.Y.C. 19
Phone: PL 7-2687
President.....William Van Praag
Exec. Vice Pres.....Marc S. Asch
Services Offered—Black & white and color motion pictures for commercial, industrial, educational, promotional, documentary and theatrical presentation; slidefilms; distribution.

Vavin, Inc.

134 E. 57th St., New York City 22
Phone: MU 8-5897
President.....R. DeRochemont
V.P.'s.....G. Weiler, J. Stultz
Services Offered—Produce filmed TV comm'ls; industrial & PR films.

Versatile Television Productions, Inc.

324 Broadway, Cape Girardeau, Missouri
Phone: ED 5-8816
President.....R. O. Hirsch
Manager.....B. Baker
Services Offered—Comm'ls, spots, industrials.

Vibar Productions, Inc.

1040 N. Las Palmas, Hollywood 38, Cal.
Phone: HO 3-5106
President.....J. Chertok
Services Offered—Comm'ls; programs.

Videart, Inc.

343 Lexington Ave., N.Y.C.
Phone: LE 2-7378
President.....Joe Zuckerman
Secretary.....Florence Hartman
Services Offered—Optical photography, art work, animation, titles, maps, charts, mattes, split screen, montage, 35 mm 16 mm color black & white.

Video Craft, Inc.

116 East 30th St., N. Y. 16
Phone: OR 9-6030
President.....Arthur Rankin, Jr.
Vice President.....Wendell Deland
Ex. Prod.....Larry Roener
Sales Mgr., TV.....Peter Turnguist
Sales Mgr., Indust.....Rene Mechin
Divisions: Videocraft Productions; Arthur Rankin, Jr. Assoc.; Videocraft International.
Branches
Washington—1240 27th St., N.W.
Phone: DuPont 7-6680
Tokyo—Higashi Ginza Tokyo
Services Offered—Projection for TV and industry including art and animation; motion pictures and stop motion puppets.

Video Films

1004 E. Jefferson Ave., Detroit 7
Phone: WO 2-3400

Sales Manager.....Clifford Hanna
Chg. of Creative Department.....William R. Witherell, Jr.
Production Mgr.....William E. Lane

Services Offered—Production of motion pictures for TV and industry. Editing and recording services for industrial clients. Facilities include sound stage, recording, camera, and studio equipment; animation and music library.

Video Pictures, Inc.

500 Fifth Ave., N.Y.C. 36
Phone: LA 4-2912
Studio
510 W. 57th St., N.Y.C.

President.....Paul A. Wagner
Vice Pres.....George Goman
Secy.-Treas.....Richard Goldman
Creative Dir.....Jette Sarkisian
Art Director.....Perry Watkins
Sales Director.....Matt McBride

Branch Office
736 N. Doheny Dr., Hollywood

Services Offered—Comm'l, indust., entertainment films prod. in mid-Manhattan studio.

Videotape Prod. of New York, Inc.

205 W. 58th St., New York City
Phone: JU 2-3300

President.....H. S. Meighan
Vice President.....John B. Lanigan
Mgr. Client Rel.....Fred Raphael
Production.....C. Holden

Services Offered—Development & use of magnetic recording tape in advertising, industrial, & educational fields. Videotape commercials.

Video-View, Inc.

5746 Sunset Blvd., Hollywood 28, Cal.
(See TV Prod.-Dist.)

Vidicam Pictures Corporation

210 E. 5th Street, N.Y.C. 3
Phone: AL 4-7102

President.....Al Justin
V.P., Exec. Prodcr.....Andrew Gold
Prodn. Mgr.....David B. Reisman
Art Dir.....William Shriner
Spvg. Editor.....James MacLean
Studio Mgr.....Joe Valenti

Services Offered—Complete film production activities; equipped studios, carpenter shops, property rooms, paint shops, make-up and dressing rooms, cutting rooms, theatre and offices.

Vision Films, Inc.

520 Royal St., New Orleans 16, La.
Phone: EX 1191

President.....D. B. Driscoll
Vice President.....R. W. Smith

Services Offered—Comm'ls; news films; industrials.

Volcano Productions, Inc.

1040 N. Las Palmas, Hollywood 38
Phone: HO 7-3111

President.....James A. Bank
Vice Pres.....H. H. Bank
Secy.-Treas.....William E. Hannam

Services Offered—Production of TV shows, commercials and industrial films.

Roger Wade Productions, Inc.

15 W. 46th St., N.Y.C. 36
Phone: CI 5-3040

President.....Roger Wade
Vice Pres.....Anne Koller
Prodn. Coordinator.....David Bigelow
Film Dir.....Bill Buckley
Animation, Art Dir.....Marvin Friedman

Services Offered—Complete facilities for the creation and production of TV commercials, live and animated, in color and black & white. Editing facilities, art department, animation camera, permanent staff, Oxberry stand.

Gene K. Walker Productions

465 California St., San Francisco 4, Cal.
Phone: YU 6-2891

President.....G. K. Walker
Production.....R. F. Scott

Services Offered—Industrials, educationals, & PR films for TV.

George Wallach Productions

14 Lawrence St., New Hyde Park, N. Y.
(See TV Prod.-Dist.)

Bob Warner Productions

440 East 56th St., New York 22, N. Y.
Phone: PLaza 9-1145

Services Offered—Creation and production of live and film programs and commercials.

Warner Brothers Television

666 Fifth Ave., New York City
Phone: CIrcle 6-1000
(See TV Prod-Dist.)

V.P.....Rodney Erickson
Mgr.....J. D. Lamneck
Prod. Head.....Will Cowan

Services Offered—Commercials; industrials; animation; color, B & W film lab; animation; publicity; library.

Washington Video Productions, Inc.

1536 Connecticut Ave., NW, Washington 6, D. C.
Phone: AD 4-5737

President.....G. F. Johnston

Services Offered—TV film shows, comm'ls; color, B & W animation; studios & facilities for rent.

Louis Weiss & Company

655 N. Fairfax Ave., Los Angeles 36, Cal.
(See TV Prod.-Dist.)

Welgot Trailer Service

630 Ninth Ave., New York City 36
Phone: CI 6-6450
Execs.....C. Welsh, M. Gottlieb

Services Offered—Commercials, spots, industrials.

Wesmor, Inc.

650 N. Bronson Ave., Los Angeles 4, Cal.
Phone: HO 2-7141
Prods.....B. B. Morgan, E. Solow

Services Offered—TV film shows & comm'ls; synd. film; features of full length.

Western Cine Productions

(Div. Western Cine Service, Inc.)
114 E. 8th Ave., Denver 3, Colo.
Phone: AM 6-3601
President.....H. Urschel
V.P., Prod.....J. Newell

Services Offered—16/35mm live action, animation TV comm'ls; motion pictures; 16mm lab; tape, disc & film sound recording.

Western Recorders

6000 Sunset Blvd., Hollywood 28
Phone: HO 3-6811
Partner.....Donald D. Blake
Partner.....William M. Kirkpatrick

Services Offered—Tape and disc. Recording-assembly and editing. Auditorium and studio rentals. Dukane automatic 30/50 signal for slide film production.

Ross Wetzel Studios, Inc.

615 N. Wabash Ave., Chicago 11
Phone: SU 7-2755
President.....Ross Wetzel
Prod. Mgr.....William L. Langdon
Sales Mgr.....Roger A. Sloan

Services Offered—TV commercials, spots, slide film, displays, animation, humorous illustration, comic strips. Special effect optical printer avail. to producers. Visual aids cellomatic presentations.

Wilding Picture Productions, Inc.
Wilding TV

405 Park Ave., N.Y.C. 22
Phone: PL 9-0854
1345 Argyle St., Chicago 40
Phone: LO 1-8410
Chairman of Bd.....C. H. Bradfield, Jr.
President.....H. William Hanmer
V.P., Gen. Mgr.....J. A. Kellock
V.P., Sales.....J. A. Rheinstrom
V.P., N. Y. Sales.....T. H. Westermann
Dir. of TV Div.....Russ Raycroft
V.P., Chg. of Prod.....Walter Tinkham
N. Y. Prod. Mgr.....Arthur Wright

Services Offered—Producers of TV commercials and creation and production of all audio-visual media—motion pictures, slidefilms, graphic materials, complete sales training programs, announcement shows, industrial shows, etc.

Willard Pictures, Inc.

45 W. 45th St., New York City 36
Phone: JU 2-0430
Exec. Prod.....J. Squiers, Jr.
Production.....S. A. Scribner

Services Offered—Comm'ls; spots; industrials.

Aubrey Williams Advertising, Inc.

923 Barracks St., New Orleans 16, La.
Phone: JA 5-2188
President.....A. Williams

Services Offered—TV film shows, live programs; comm'ls; packages; scripts.

Williams & Hill, Ltd.

4 Albert St., Toronto, Canada
Phone: EM 2-1931
Vice President.....R. H. Hill

Services Offered—TV comm'ls on film; slides; import film.

Williams & Meyer Company

Prudential Plaza, Chicago 1, Ill.
Phone: WA 2-3800

Services Offered—Slides, balops, slide comm'ls.

Winik Films Corp.

250 W. 57th St., New York City 19
Phone: CI 6-7360
President.....L. Winik
Vice President.....R. Winik

Services Offered—Filmed TV series prod. & distr.; industrials; documentaries.

John Wolfe & Company

345 Sutter St., San Francisco 8
Phone: YU 6-5040
Ptnr., Gen. Mgr.....John Wolfe
Ptnr., Ch. Sound Engr....Howard S. Riddell
Dir. MP Production.....Bob Gleason

Services Offered—Radio-TV spots (original music, lyrics); for industry: motion pictures, strip films, slide films; recording (disc & tape) & film prod. for entire audio-visual field.

Raphael G. Wolff Studios, Inc.

1714 N. Wilton Pl., Hollywood 28, Cal.
Phone: HO 7-6126

Services Offered—Commercials, spots, industrials.

Wonderland Productions

8907 Wonderland Ave., Hollywood 46, Cal.
Phone: OL 4-8342
Exec. Prod.....M. L. Bryan

Services Offered—Animated & live action TV comm'ls, film; industrial; govt.; shorts.

Wondsel, Carlisle & Dunphy, Inc.

1600 Broadway, N.Y.C. 19
Phone: CI 7-1600

President.....Harold E. Wondsel
V.P. & Dir. of TV.....Thomas Dunphy
V.P. in Chg. Prodn.....Robert Carlisle
Secy.-Treas.....Walter Kullberg

Services Offered—Motion picture production in all phases: documentary, training, sales promotion, public relations. TV commercials. All staff personnel, complete facilities including fully-equipped sound studio, editing department.

Carter Wright Enterprises

6533 Hollywood Blvd., Hollywood 28, Cal.
Phone: HO 9-0944

Owner.....C. Wright

Services Offered—TV live programs, film shows; commercials; music effects.

Wurtele Film Productions

P. O. Box 504, Orlando, Florida
Phone: 9755

Owner.....H. S. Wurtele

Services Offered—TV comm'ls on film; shorts; sound.

Wylde Studios, Inc.

41 W. 57th St., New York City
Phone: PL 1-6970

Vice President.....R. Bean
Vice President.....S. Levinson

Services Offered—Comm'l, industrial, educ. films produced.

Ziv Television Programs, Inc.

488 Madison Ave., N.Y.C.
(See TV Prod.-Dist.)

Maurice H. Zouary TV-Film Productions

333 W. 52nd St., N.Y.C. 19
Phone: JUdson 2-6185

Owner.....Maurice H. Zouary

Services Offered—Production of film shows and commercials, packager. Stock footage for rent.

N. J. Zubko Productions

10626 114 St., Edmonton, Alta, Canada
Phone: 4-4464

Services Offered—TV comm'ls filmed; shorts; newsreels; animation, color & B & W.

Seymour Zweibel Productions, Inc.

11 E. 44th St., New York City 17
Phone: MU 2-4450

Services Offered—Industrials; educationals; slide film comm'ls.

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...by **Sponsors** .. *because it insures a day-to-day association with quality.*

AP Preferred

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makes prints last longer."

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and saves irreplaceable originals.

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to printing tolerance and focus.

PEERLESS SERVICE FOR TV SHOWS

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film operational burdens. Assurance that
prints will always be in ready
condition for next air dates . . .
with commercials
properly cut-in.

PEERLESS

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959 SEWARD STREET, HOLLYWOOD 38, CALIF.

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MEMPHIS • NEW YORK • SAN FRANCISCO • ST. PAUL • WASHINGTON
Berne • Brussels • London & Denham • Madrid • Mexico City • Sydney • The Hague • Toronto

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1959

TV SERVICE FIRMS

(Also see Equipment Manufacturers)

Large Screen

Bodde Screen Co., 11541 Bradley Ave., San Fernando, Calif. .....EMpire 5-2551
General Precision Laboratory, Inc., 63 Bedford Rd., Pleasantville, N. Y.
Radio Corporation of America, Camden, N. J.
S.O.S. Cinema Supply Corp., 602 West 52nd St., New York, N. Y.....PLaza 7-0440

Lenses

Bausch & Lomb Optical Co., 739 St. Paul St., Rochester, N. Y.
Camera Equipment Co., 315 W. 43rd St., New York, N. Y.....JUdson 6-1420
Century Projector Corp., 729 7th Avenue, New York, N. Y.....CIrcle 5-7048
National Theatre Supply, 92 Gold St., New York, N. Y.....BEekman 3-4170
Projection Optics Co., Inc., 330 Lyell Avenue, Rochester, N. Y.
Raytone Screen Co., 165 Clermont Ave., Brooklyn 5, N. Y.....TRiangle 5-4152
S.O.S. Cinema Supply Corp., 602 West 52nd St., New York, N. Y.....PLaza 7-0440

Laboratories

LOS ANGELES, CALIF.

Acme Film Laboratories, Inc.
1161 N. Hghland Ave. (38) .HOllywood 4-7471
Ansco Processing Lab.
6424 Santa Monica Blvd.....OLdfield 4-0550
BRM Film Co.
5634 Melrose Ave.....HOllywood 9-6566
Cinema Research
7000 Romaine .....OLdfield 4-2438
Color Reproduction Co.
7936 Santa Monica Blvd. (46) OLdfield 4-8010
Consolidated Film Industries
959 Seward St. (38).....HOllywood 9-1441
DeLuxe Labs.
1418 N. Western.....HOllywood 9-3141
Dunn, Linwood G.
1153 N. Highland Ave.....HOllywood 9-5808
Eastman Kodak Research Laboratory
1017 N. Las Palmas Ave. (38) HOllywood 5-7151
Film Effects of Hollywood
1153 N. Highland (38).....HOllywood 9-5808
Film Service Laboratories
6327 Santa Monica Blvd....HOllywood 2-3237
Flora Color
1103 N. El Centro.....HOllywood 7-9559
General Film Labs Corp.
1546 N. Argyle Ave.....HOllywood 2-6171
Hollywood Film Enterprises Inc.
6060 Sunset Blvd. (28).....HOllywood 4-2181
Houston Color Film Labs.
230 W. Olive Ave., Burbank...VIctoria 9-4627

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Technicolor Motion Picture Corp.
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Ansco Division of General Aniline & Film Corp., Binghamton, N. Y.; 405 Lexington Ave., OXford 7-6161, New York 19, N. Y.; 6424 Santa Monica Blvd., HOllywood 9-2918, Hollywood, Calif.

DuPont
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Eastman
See W. J. German, Inc., Factories: Eastman Kodak Co., Rochester, N. Y.

German, W. J., Inc.
Distributor of Eastman motion picture film. John St., Fort Lee, N. J., WIndsor 8-5100; 6677 Santa Monica Blvd., Hollywood 4-6131 Hollywood 38, Calif.

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HOllywood 4-5186

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2400 W. Alameda, Burbank . . . VIctoria 9-3461

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861 Seward St. . . . . HOllywood 9-2907

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6350 DeLongpre, Hollywood (28)
HOllywood 9-3009

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HOllywood 4-5496

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POplar 6-5723

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NEW YORK, N. Y.

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40 W. 49th St.....JUdson 6-3800

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ABC-TV

ADAMS, EDIE
The Chevy Show
NBC-TV

AGRONSKY, MARTIN
Look Here
NBC-TV

ALAMPI, RUTH
Farm News
NBC

ALBERONI, SHERRY
The Ed Wynn Show
NBC-TV

ALBRIGHT, LOLA
Peter Gunn
NBC-TV

ALEXANDER, BEN
Dragnet
NBC-TV

ALLEN, CASEY
B. April 25, Minneapolis, Minn.; Kitty Foyle, NBC-TV; Studio One, Ma Perkins, CBS

ALLEN, STEVE
The Steve Allen Show
NBC-TV

AMECHE, DON
Don Ameche's Real Life Stories
NBC

AMES, TEAL
The Edge of Night
CBS-TV

ANDERSON, HERB OSCAR
The Herb Oscar Anderson Show
ABC

ANDERSON, WARNER
The Lineup
CBS-TV

ANDREWS, JOHNNY
B. April 1, Boston, Mass.; Johnny Andrews Radio Show, WRCA; Sunday Schedule, NBC-TV; Monitor (as Communicator) NBC; Hi-Mom, WRCA-TV; Arlene Francis Show, NBC

ARNAZ, DESI
Westinghouse Lucille Ball-Desi Arnaz Shows
CBS-TV

ARNESS, JAMES
Gunsmoke
CBS-TV

ASTAIRE, FRED
An Evening with Fred Astaire (Special)
NBC-TV

— B —

BACKUS, JIM
I Married Joan, NBC-TV; The Jim Backus Show, ABC

BAER, PARLEY
Gunsmoke
CBS

BAILEY, JACK
Queen for a Day
NBC-TV

BAILEY, ROBERT
Yours Truly, Johnny Dollar
CBS

BALL, LUCILLE
Westinghouse Lucille Ball-Desi Arnaz Shows; Westinghouse Desilu Playhouse
CBS-TV

BALLABIO, DENNIS
B. October 21, 1943; Perry Como Show, Milton Berle Show, NBC-TV; Whispering Streets, ABC-Radio; My True Story, NBC-Radio; U. S. Steel Hour, Vincent Lopez Show, Herb Shriner, Studio One, Hugo Winterhalter, Mitch Miller, Julius LaRosa; R.C.A. Victor & Coral Records; Frigidaire Commercials

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CBS

BARRY, GENE
Bat Masterson
NBC-TV

BARRY, JACK
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NBC-TV

BAXTER, ANN
The Same Christmas
ABC

BEAN, ORSON
Masquerade Party
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Leave It to Beaver
ABC-TV

BECK, JACKSON
B. July 23, 1912, New York City; Edge of Night, U. S. Steel Hour, CBS-TV; Commercials for Chesterfield, Ambassador Beer, Studebaker Lark, Scotkin

BECKER, SANDY
Young Doctor Malone
CBS

BENDIX, WILLIAM
Life of Riley
NBC-TV

BENNETT, JOAN
Five Star Matinee
NBC

BENNY, JACK
B. Feb. 14, 1894; The Jack Benny Show, CBS, CBS-TV

MIMI BENZELL

BENOIT, PATRICIA
Today Is Ours
NBC-TV

BERGEN, FRANCES
Yancy Derringer
CBS-TV

BERGEN, POLLY
To Tell The Truth (panelist)
CBS-TV

BERLE, MILTON
Milton Berle Show, NBC-TV

BERNARDI, HERSCHEL
Peter Gunn

BERNSTEIN, LEONARD
The New York Philharmonic, CBS; New York Philharmonic Young People's Concerts, CBS-TV; Lincoln Presents Leonard Bernstein and the New York Philharmonic, CBS-TV

BERRY, NOAH, Jr.
Circus Boy
NBC-TV

BETTGER, LYLE
Court of Last Resort
NBC-TV

BETZ, CARL
The Donna Reed Show
ABC-TV

BILLINGSLEY, BARBARA
Leave It to Beaver
ABC-TV

BLAINE, JIMMY

BLAIR, JANET
The Chevy Show
NBC-TV

BLAKE, AMANDA
Gunsmoke
CBS-TV

BLONDELL, GLORIA
Life of Riley
NBC-TV

BOB and RAY
Monitor
NBC

BOND, WARD
Wagon Train
NBC-TV

BONTEMPI, PINO & FEDORA
Continental Cookery with the Bontempis, WABC-TV; Continental Cookery, What's Cooking? At Home with Fedora Bontempi, Channel 8 Kitchen, For Ladies Only, WNHC-TV, New Haven, Conn.

BOONE, PAT
B. June 1, 1934, Jacksonville, Fla.; Pat Boone Chevy Showroom, ABC-TV

BOONE, RICHARD
Have Gun, Will Travel
CBS-TV

BORG, MARGE

BORGE, VICTOR
Victor Borge's Comedy and Music
CBS-TV

BOWMAN, LEE
Five Star Matinee
NBC

FRITZI MAX

SPOKESWOMAN

ACTRESS

NARRATOR

SU 7-5400

BRYNA
RAEBURN

•

RADIO REGISTRY

Howdy!

Bob
Smith

BOYER, CHARLES
The Alcoa Theatre
NBC-TV
BRADDOCK, MICKEY
Circus Boy
NBC-TV
BRANDS, X.
Yancy Derringer
CBS-TV
BRENNAN, WALTER
The Real McCoys
ABC-TV
BRESLIN, PAT
The People's Choice
NBC-TV
BRITTON, PAMELA
Blondie
NBC-TV
BRONSON, CHARLES
Man with a Camera
ABC-TV
BROPHY, SALLY
Buckskin
NBC-TV

BROTHERS, DR. JOYCE
The Dr. Joyce Brothers Program, WRCA-TV

BROWN, JIM L.
The Adventures of Rin Tin Tin
ABC-TV
BROWN, JOHN MASON
The Last Word
CBS
BROWN, PETER
Lawman
ABC-TV
BRYSON, LYMAN
Invitation to Learning
CBS

BUNCE, ALAN
The Couple Next Door, CBS

BURKE, PAUL
Noah's Ark
NBC-TV
BURNETT, DON
Northwest Passage
NBC-TV
BURNS, GEORGE
George Burns Show
NBC-TV

BURNS, STAN
Entertainment Press Conference, DuMont; NBC Monitor; Cerebral Palsy Telethon, WOR-TV; Stan Burns Show, WINS

BURR, ANNE
As the World Turns
CBS-TV
BURR, RAYMOND
Perry Mason
CBS-TV

BUTTONS, RED
Sayonara; The Big Circus

BUTTRAM, PAT
Just Entertainment
CBS

BYINGTON, SPRING
B. October 17, Colorado Springs, Colo.; December Bride, CBS-TV

BYRNES, EDWARD
77 Sunset Strip
ABC-TV

— C —

CAESAR, SID
Sid Caesar Invites You, ABC-TV; The Chevy Show, NBC-TV

CALHOUN, RORY
The Texan
CBS-TV
CALMER, NED
Ned Calmer and the News
CBS

CAMARGO, RALPH
U. S. Steel, Our Miss Brooks, William Bendix Show, Have Gun, Will Travel; CBS-TV

CAMPBELL, KAY
Ma Perkins
CBS
CAREY, MacDONALD
Five Star Matinee
NBC
CARLISLE, KITTY
To Tell the Truth (panelist)
CBS-TV

CARLON, FRAN

CARNEY, ART
Art Carney Meets 'Peter and the Wolf'
ABC-TV
CARROLL, MADELEINE
Affairs of Dr. Gentry
NBC

CARROLL, PAT

CASALS, PABLO
U. N. Day Concert
ABC
CAULFIELD, JOAN
Sally
NBC-TV
CERF, BENNETT
What's My Line (panelist)
CBS-TV
CHANDLER, GEORGE
Lassie
CBS-TV

DICK CLARK

ABC-TV NETWORK

"AMERICAN BANDSTAND" MONDAY THROUGH FRIDAYS
4:00-5:30 P.M., NYT

"DICK CLARK SHOW" SATURDAYS 7:30-8:00 P.M., NYT

SPRING BYINGTON

Star of

DECEMBER BRIDE

"Here's Looking At You"

RICHARD WILLIS

CHAPIN, LAUREN
Father Knows Best
NBC-TV
CHAPMAN, LONNIE
The Investigator
NBC-TV
CLARK, BLAIR
The World Tonight
CBS

CLARK, DICK
Dick Clark Show; American Bandstand, ABC-TV

COCA, IMOGENE
Sid Caesar Invites You
ABC-TV
COLLINGWOOD, CHARLES
Charles Collingwood and the News
CBS
COLLINS, DOROTHY
Your Hit Parade
CBS-TV
COLLYER, BUD
To Tell the Truth (host and emcee), CBS-TV; Beat the Clock, ABC-TV

COMO, PERRY
Perry Como Show, NBC-TV

CONNERS, CHUCK
The Rifleman
ABC-TV
CONRAD, WILLIAM
Gunsmoke
CBS
CONREID, HANS
The Jack Parr Show
NBC-TV

CONTE, JOHN
B. Sept. 15, Palmer, Mass.; Matinee Theatre, NBC; TV Hour of Stars, NTA-Film Net.

CONWAY, PAT
Tombstone Territory
ABC-TV
COOGAN, RICHARD
The Californians
NBC-TV
COOPER, JACKIE
The People's Choice
NBC-TV
CORCORAN, NOREEN
Bachelor Father
CBS-TV

CORDELL, CARL

CORRELL, CHARLES
Amos 'n Andy Music Hall
CBS
COTTEN, JOSEPH
The Joseph Cotten Show
NBC-TV
CRAWFORD, JOHNNY
The Rifleman
ABC-TV
CRENNA, RICHARD
The Real McCoys
ABC-TV

CROCKETT, JAN
For Love or Money, Jimmie Dean Show; CBS-TV

CROSBY, BING
Bing Crosby Show
ABC-TV
CROSBY, BOB
The Bob Crosby Show, NBC-TV; Hollywood "Y" Day, ABC
CROSS, MILTON
The Same Christmas
ABC
CULLEN, BILL
I've Got A Secret (panelist)
CBS-TV

CULP, ROBERT
Trackdown
CBS-TV
CUMMINGS, BOB
The Bob Cummings Show
NBC-TV

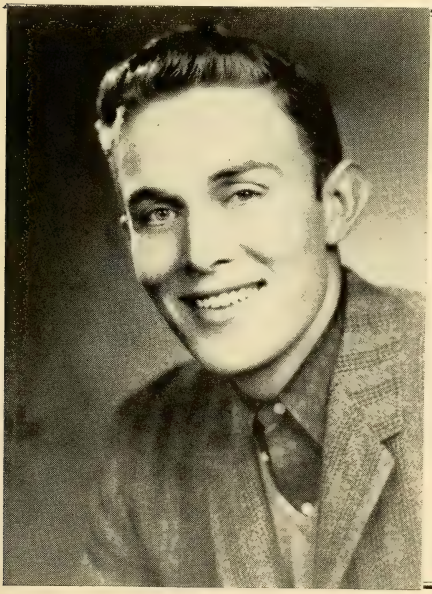
— D —

DALTON, ALENE
The Story Princess
ABC
DALY, JOHN
What's My Line (moderator)
CBS-TV
DAMON, JERRY
All Night in New York
NBC
D'ANDREA, TOM
Life of Riley
NBC-TV
DAVIS, ANN B.
The Bob Cummings Show
NBC-TV
DAVIS, JOAN
I Married Joan
NBC-TV
DAY, LARAINE
Masquerade Party
NBC-TV

DEAN, JIMMY
Jimmy Dean Show, CBS-TV

DeCAMP, ROSEMARY
The Bob Cummings Show
NBC-TV

DE CYR, ZEL
Do You Trust Your Wife, ABC-TV; Tic Tac Dough, NBC-TV; Voice Artist for Kiwi Polish; Rinso, Scott Paper, Cocoa Puffs, Mercury Cars, Telephone Co., Clearasil



Jimmy Dean

Star of his own

"Jimmy Dean Show"

(Daily, CBS-TV, 2-2:30 EST)

Personal Management
Tom Martin

GAC

Exclusively
Columbia Records

Press Relations
Mike Merrick Associates

26th Year

DON McNEILL'S Breakfast Club

PAUL WINCHELL

and

JERRY MAHONEY

Management-Counsel:

GOLDFARB, MIRENBURG & VALLON

Public Relations:

MARVIN KOHN

DEHNER, JOHN
Have Gun, Will Travel
CBS

DESMOND, JOHNNY

Johnny Desmond Show, CBS; Your Hit Parade, CBS-TV

DEVINE, ANDY
Andy's Gang
NBC-TV
DE WITT, GEORGE
Name That Tune
CBS-TV
DIAMOND, BOBBY
Fury
NBC-TV
DIETRICH, MARLENE
NBC
DISNEY, WALT
Walt Disney Presents
ABC-TV

DODD, JIMMIE

B. March 28, Cincinnati, Ohio; Mickey Mouse Club, ABC-TV

DONAHUE, ELINOR
Father Knows Best
NBC-TV

DONALD, PETER

DOUGLAS, JACK
Bold Journey
ABC-TV
DOW, TONY
Leave It to Beaver
ABC-TV
DOWNS, HUGH
Concentration, The Arlene Francis Show, The Jack Paar Show
ABC-TV

DRAKE, GALEN
The Galen Drake Show
CBS
DRAPER, RUSTY
Rusty Draper Show
CBS
DREW, WENDY
As the World Turns
CBS-TV
DRU, JOANNE
Five Star Matinee
NBC
DUMAS, HELENE
Romance of Helen Trent
CBS
DRAPER, RUSTY
Rusty Draper Show
CBS
DREW, WENDY
As the World Turns
CBS-TV
DRU, JOANNE
Five Star Matinee
NBC
DUMAS, HELENE
Romance of Helen Trent
CBS

— E —

EBSEN, BUDDY
Northwest Passage
NBC-TV

EDWARDS, RALPH

B. June 12, 1913, Merino, Colo.; This Is Your Life, NBC-TV

ELDRIDGE, FLORENCE
The Same Christmas
ABC
ELIZABETH, QUEEN II
Christmas Message (England)
ABC

ELLIS, GEORGIA
Gunsmoke
CBS
EMERSON, HOPE
Peter Gunn
NBC-TV

ERICKSON, CORYDON

TV Dramas, Dubbing, Slide Films, Transcriptions, Records, Stage, Industrials and Broadway, Stock, Radio, Commercials Live and Film, Screen, Paramount, Universal International, "The Naked City," Columbia, Phil Silvers, etc.

ERICKSON, HELENE

Currently V.O. "Dante's Dreamer," Paramount Pictures; Detective Story; New York Confidential; The Naked City, 3X Columbia Pictures; Singing—Leonard Bernstein Presents; Beethoven's Ninth Symphony Chorale; Town Hall, "Boystowns of Italy," etc.; Radio, TV, Opera, etc.

ERICKSON, LAUNCELOT

Screen "Hatful of Rain"—20th Century Fox; The Naked City, Columbia Pictures, Five Star Matinee, Transcriptions, Commercials Live and Film; Also Singing, TV Dramas, Studio One, Omnibus. U. S. Steel, etc.

EVANS, BERGEN
The Last Word
CBS

(Continued on Page 117)

FRAN CARLON

CASEY ALLEN

308 WEST 4th ST.
SU. 7-5400

THE COUPLE NEXT DOOR

starring

PEG LYNCH

and

ALAN BUNCE

written by

PEG LYNCH

produced by

WALTER HART

CBS RADIO NETWORK

Monday thru Friday

12:45-1 P.M.

Agency:

Ashley-Steiner, Inc.

Johnny Desmond

CORYDON ERICKSON

CURRENTLY V.O. "DANTE'S DREAMER"—DANTE PARAMOUNT PICTURES. THE NAKED CITY COLUMBIA PICTURES ETC.

LE 2-1100

LAUNCELOT ERICKSON

FIVE STAR MATINEE, DUBBING, TRANSCRIPTIONS, T.V. DRAMAS & COMMERCIALS LIVE & FILM, SCREEN "HATFUL OF RAIN" 20TH CENTURY FOX, "THE NAKED CITY" COLUMBIA PICTURES ETC.

LE 2-1100

DON'T HOLLA!

DON'T HOLLA!

DON'T HOLLA!

DON'T HOLLA!

DON'T HOLLA!

DON'T HOLLA!

DON'T HOLLA

THE RITZ BROTHERS

RED BUTTONS

THE BIG CIRCUS

JACKSON BECK

ANNOUNCER—ACTOR
NARRATOR

JU 2-8800

Represented By:
Marjorie Morrow

DENNIS BALLABIO

Teen-Age
Recording Vocalist and Actor

Television · Radio · Commercials

JU 2-8800

Jimmy

Blaine

(Continued from Page 1113)

EVANS, GENE
My Friend Flicka
NBC-TV

EVANS, MAURICE
Hallmark Hall of Fame
NBC-TV

— F —

FABARES, SHELLEY
The Donna Reed Show
ABC-TV

FASSETT, JIM
The New York Philharmonic
CBS

FIELDS, LINDA "LEE"

Studio One, Robert Montgomery Presents, My True Story, County Fair; Spokeswoman on "Price Is Right" and "Treasure Hunt"

FITZMAURICE, MICHAEL

FLOOD, ANN
From These Roots
NBC-TV

FOLEY, RED
The Red Foley Show
NBC

FORBES, MURRAY ..
Ma Perkins
CBS

FORBES, SCOTT
The Adventures of Jim Bowie
ABC-TV

FORD, PAUL
The Phil Silvers Show, "You'll Never Get Rich"
CBS-TV

FORD, TENNESSEE ERNIE

B. Feb. 13, 1919, Bristol, Tenn.; Tennessee Ernie Ford Show, The Ford Show, NBC-TV; Capitol Records

FORSYTHE, JOHN
Bachelor Father
CBS-TV

FOSTER, STUART
Galen Drake Show
CBS

FOUNTAIN, PETE
The Plymouth Show; Dodge Dancing Party
ABC-TV

FRANCIS, ARLENE

Home Show, Arlene Francis Show, NBC-TV; What's My Line? ABC-TV

FRANCISCUS, JAMES
Jim Halloran
ABC-TV

FRANKLIN, JOE

B. Mar. 9, 1926, New York, N. Y.; Joe Franklin's Memory Lane, WABC-TV

FRAWLEY, WILLIAM
Westinghouse Lucille Ball-Desi Arnaz Shows
CBS-TV

FREDERICKS, DEAN
Steve Canyon
NBC-TV

FREEMAN, FLORENCE

B. July 29, 1911, N. Y. C., N. Y.; Wendy Warren & the News, WCBS; From These Roots, NBC-TV; Young Widder Brown, Woman of America, Maxwell House Showboat, NBC; Valiant Lady, CBS

FROST, ALICE
Second Mrs. Burton
CBS

— G —

GARDNER, HY
To Tell the Truth (panelist)
CBS-TV

GARNER, JAMES
Hollywood "Y" Day, ABC; Maverick, ABC-TV

GARROWAY, DAVE
Today · Wide, Wide World
NBC-TV

GILBERT, JOHNNY

Music Bingo, NBC-TV

GLEASON, JACKIE

The Honeymooners, NBV-TV; The Jackie Gleason Show, CBS-TV

GOBEL, GEORGE
Monitor, NBC; The George Gobel Show, NBC-TV

GODFREY, ARTHUR
Arthur Godfrey Time; Arthur Godfrey Show, CBS, CBS-TV

(Continued on Page 1119)

JOHNNY ANDREWS

LYNN MERRILL

JU 2-8800

FEDORA BONTEMPI

WABC - TV
Saturday—12 Noon

WNHC - TV
Monday Thru Friday—11:30 A.M.

LINDA "LEE" FIELDS

TV — RADIO — STAGE

Commercials — Spokeswoman

Singer

GLORIA McGHEE

HELENE ERICKSON

CURRENTLY V. O. "DANTE'S DREAMER" PARAMOUNT PICTURES, ALSO RADIO, T.V. "BOYSTOWNS OF ITALY," TOWN HALL ETC. LEONARD BERNSTEIN PRESENTS THE N. Y. PHILHARMONIC, NEW YORK CONFIDENTIAL, THE NAKED CITY, COLUMBIA PICTURES, (3X) ETC.

LE 2-1100

(Continued from Page 1117)

GOODMAN, DODY
Bert Parks' Bandstand, NBC; The Jack Paar Show NBC-TV

GORDON, BRUCE
Behind Closed Doors NBC-TV

GOSDEN, FREEMAN
Amos 'n' Andy Music Hall CBS

GOSFIELD, MAURICE
The Phil Silvers Show, "You'll Never Get Rich CBS-TV

GOTHARD, DAVID
Romance of Helen Trent CBS

GRAHAM, BILLY
Hour of Decision, NBC; Billy Graham's Crusade, ABC-TV

GRANIK, ED
Youth Wants to Know NBC-TV

GRAVES, ERNEST
Today is Ours NBC-TV

GRAVES, PETER
Fury NBC-TV

GRAY, BILLY
Father Knows Best NBC-TV

GRAY, DONALD
Detective's Diary; Saber of London NBC-TV

GREAZA, WALTER, N.
Edge of Night, Jackie Gleason Show, Phil Silvers Show, CBS

GREENE, RICHARD
Robin Hood CBS-TV

GRIFFIN, MERV
Play Your Hunch, CBS-TV The Merv Griffin Show, ABC

— H —

HAGEN, KEVIN
Yancy Derringer CBS-TV

HALL, HELEN
Monitor NBC

HARDIN, TY
Cheyenne ABC-TV

HARRISON, REX
The Same Christmas ABC

HAYES, PETER LIND
Peter Lind Hayes Show ABC-TV

HEALY, MARY
Peter Lind Hayes Show ABC-TV

HEATHERTON, RAY
Celebrity Table NBC

HEFFNER, RICHARD D.
The Open Mind NBC-TV

HEFNER, KEITH E.
B. Jan. 5, 1929, Chicago Ill.; "Time For Fun." featured as Johnny Jellybean, WABC-TV

HENDERSON, MARCIA
Dear Phoebe NBC-TV

HERBERT, DON
Watch Mr. Wizard NBC-TV

HERLIHY, ED
My True Story Monitor NBC

HERMAN, GEORGE
George Herman and the News CBS

HICKMAN, DWAYNE
The Bob Cummings Show NBC-TV

HILL, EDWIN C.
The Nativity ABC

HITCHCOCK, ALFRED
Alfred Hitchcock Presents (host) CBS-TV

HOLM, CELESTE
Five Star Matinee NBC

HOPE, BOB
B. May 29, 1903, London, England; The Bob Hope Show, NBC, NBC-TV; Army of Stars (Christmas) ABC; Monitor, NBC

HORTON, ROBERT
Wagon Train NBC-TV

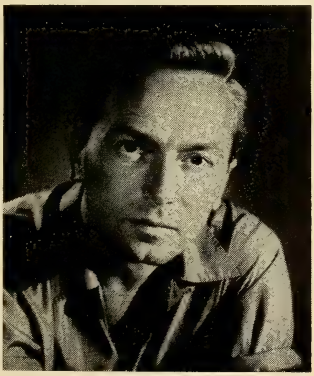
HUTCHINS, WILL
Sugarfoot ABC-TV

— J —

JACKSON, ALLAN
Allan Jackson and the News CBS

JAMES, DENNIS
Startime U. S. A. (Civil Defense) ABC

JEFFREYS, ANNE
Love That Jill ABC-TV



Johnny Johnston

JAN McART
actress—singer
William Morris Agency

HORACE McMAHON

BILL WENDELL

MCA

CARL CORDELL

Personal Representatives
Ashley - Steiner—MU 8-8330

JOHN CONTE

Wm. Morris Agency

JOHNSTON, JOHNNY C.

B. December 1, 1916, Kansas City, Mo.; Johnny Johnston Show, WMGM Radio; Patrice Munsel Show, ABC-TV; Masquerade Party, NBC-TV

JORDAN, JIM
Fibber McGee and Molly
NBC

JORDAN, MARIAN
Fibber McGee and Molly
NBC

— K —

KALTENBORN, H. V.
The Same Christmas
ABC

KAYE, SAMMY
Music from Manhattan
ABC-TV

KEESHAN, ROBERT
Captain Kangaroo
CBS-TV

KEITH, RICHARD
Westinghouse Lucille Ball-Desi Arnaz Shows, CBS-TV

KELLY, JACK
Maverick
ABC-TV

KENNEDY, ADAM
The Californians
NBC-TV

KILGALLEN, DOROTHY
What's My Line (panelist)
CBS-TV

KING, JOHN REED

B. October 25, 1914, Wilmington, Del.; For Love or Money, CBS-TV; Give & Take Missus Goes A-Shopping, CBS CBS-TV; Chance of a Lifetime, ABC-TV

KIRK, PHYLLIS
The Thin Man
NBC-TV

KNOTTS, DON
The Steve Allen Show
NBC-TV

— L —

LaGALLIENNE, EVA
The Same Christmas
ABC

LAINE, FRANKIE

B. March 30, Chicago, Ill.; Big Record, Perry Como, Garry Moore Show, Steve Allen, Milton Berle, Patti Page, Ed Sullivan Show, Danny Thomas (TV Appearances)

LAKE, ARTHUR
Blondie
NBC-TV

LARKIN, JOHN
The Edge of Night
CBS-TV

LARSEN, KEITH
Northwest Passage
NBC-TV

LASSIE
Lassie
CBS-TV

LAUGHTON, CHARLES
The Same Christmas
ABC

LAUTER, HARRY
Tales of the Texas Rangers
ABC-TV

LAVELLI, TONY

B. July 11, 1926, Somerville, Mass.; Ed Sullivan Show, Arthur Godfrey Show, CBS; Steve Allen Show, NBC

LAWFORD, PETER
Dear Phoebe; The Thin Man
NBC-TV

LEMBECK, HARVEY
The Phil Silvers Show "You'll Never Get Rich"
CBS-TV

LEMMON, JACK
The Alcoa Theatre
NBC-TV

LESCOULIE, JACK
Brains & Brawn; Today
NBC-TV

LeSUEUR, LARRY
Larry LeSueur and the News
CBS

LEWIS, JERRY

B. March 16, 1926, Newark, N. J.; The Jerry Lewis Show, NBC-TV

LEWIS, ROBERT Q.

B.April 5, 1924, New York, N. Y.; The Robert Q. Lewis Show.

LEWIS, SHARI
Hi, Mom!
NBC-TV

LIBERACE
The Liberace Show
ABC-TV

LINKLETTER, ART
House Party, CBS, CBS-TV; People Are Funny, NBC-TV; Hollywood "Y" Day, ABC

LOCKHART, JUNE
Lassie
CBS-TV

LOGGIA, ROBERT
Walt Disney Presents
ABC-TV

DUNCAN MacDONALD
Commentator
WNAC—Yankee Network
Boston

FLORENCE FREEMAN

PAT CARROLL

JOHNNY GILBERT

"MUSIC BINGO"
ABC-TV

Management
Directional Enterprises
CI 6-8431

Jerry Levy — Fred Amsel

Henny Youngman

Star of Everything

Represented By GAC—
Press Henry Dorman

JACKIE OBLINGER

Hostess-Emcee

WHIS-TV
Bluefield
West Virginia

LOPEZ, VINCENT
The Vincent Lopez Show
Shake the Maracas
ABC

LORNE, MARION
Sally NBC-TV; The Garry Moore Show, CBS-TV

LOUISE, ANITA
My Friend Flicka
NBC-TV

LOVEJOY, FRANK
Meet McGraw
NBC-TV

LOWE, JIM

LOWERY, ROBERT
Circus Boy
NBC-TV

LUDDEN, ALLEN
The G-E College Bowl
CBS-TV

LYNCH, PEG

The Couple Next Door, CBS

— Mc —

McART, JAN

Peter Lind Hayes Show, ABC-TV; La Boheme (opera) NBC-TV; Christmas Eve from San Francisco, CBS

McCARTHY, JOSIE
Hi, Mom!
NBC-TV

McCLORY, SEAN
The Californians
NBC-TV

McCORD, BILL
Sports Highlights
NBC

McCRARY, TEX & JINX
The Tex & Jinx Show, NBC-TV; N. Y. Closeup with Tex and Jinx, NBC

McGAVIN, DARREN
Mike Hammer
NBC-TV

McGHEE, GLORIA

B. Meadville, Miss.; Medic, Loretta Young Show, Ann Sothern, Meet McGraw, NBC-TV; Gunsmoke, Perry Mason

McINTIRE, JOHN
Naked City
ABC-TV

McKAY, JIM
The Verdict is Yours
CBS-TV

McMAHON, HORACE

Naked City, ABC-TV; General Electric Theatre, Phil Silvers Show, CBS-TV; Bob Crosby Show, NBC-TV; Damon Runyon Theatre

McNEAR, HOWARD
Gunsmoke
CBS

McNEILL, DON

The Breakfast Club, ABC

McQUEEN, STEVE
Wanted—Dead or Alive
CBS-TV

— M —

MACCONE, RONALD F.

B. October 26, 1932, Brooklyn, N. Y.; Studio One, Ed Sullivan Show, Phil Silvers Show, CBS; Kraft, Alcoa, Robert Montgomery Presents, NBC

MacDONALD, DUNCAN (MISS)

B. November 4, 1925, Beaumont, Tex.; Yankee Home & Food Show, WNAC, Boston

MACK, TED
The Original Amateur Hour
NBC-TV, CBS-TV

MacLAUGHLIN, DON
As the World Turns
CBS-TV

MADDOX, ALVIE (KOKOMO)

B. Sept. 22, 1933, Houston, Tex.; Super Circus, ABC-TV; Westinghouse Show, WAPA, San Juan; Boyd Bennett Show, WAVE-TV; Peppo Show, WEHT-TV; Aunt Jus, WTVW-TV; Tommy Wood Show, WMBR-TV

MAHONEY, JOCK
Yancy Derringer
CBS-TV

MARCH, FREDERICK
The Same Christmas
ABC

MARTIN, DEAN
The Dean Martin Show
NBC-TV

MARTINEZ, TONY
The Real McCoys
ABC-TV

MARVIN, LEE
M Squad
NBC-TV

MARVIN, TONY
Arthur Godfrey Time
CBS

MARX, GROUCHO
You Bet Your Life
NBC, NBC-TV

Voices for commercials by ZEL deCyr

LEXington 2-1100

JIMMY WELDON & WEBSTER WEBFOOT

WRCA-TV

"HI MOM" SHOW

PETER DONALD

MICHAEL FITZMAURICE

Exclusive Management
Carl Eastman
80 Park Ave. MU 2-4986

JIMMIE DODD

"Mickey Mouse Club"

KEITH HEFNER

"Johnny Jelly Bean"
WABC-TV

PL 1-0767

MATHERS, JERRY
Leave It to Beaver
ABC-TV

MAX, FRITZI

B. August 10, 1912, Brooklyn, N. Y. Commercials for: National Safety Council; Mutual of Omaha; Dash, Polident, New York Confidential; Documentaries for Radcliffe College; Sperry & Hutchinson Green Stamps

MAXWELL, ELSA
The Jack Paar Show
NBC-TV

MEADOWS, AUDREY
Masquerade Party
NBC-TV

MELVIN, ALLAN
The Phil Silvers Show "You'll Never Get Rich"
CBS-TV

MENUHIN, YEHUDI
U. N. Day Concert
ABC

MERCER, JOHNNY

B. Nov. 18, 1909, Savannah, Ga.

MERLIN, JAN
Rough Riders
ABC-TV

MERRILL, LYNN

Ben Hecht Show, Channel 7, WABC-TV

MILLER, GLENN, ORCHESTRA with Ray McKinley
Tribute to the Major
ABC

MILLER, HOWARD
NBC-TV, CBS

MILLER, MARVIN
The Millionaire
CBS-TV

MILLER, MITCH
Mitch Miller Show
CBS

MITCHELL, GUY
Guy Mitchell Show
ABC-TV

MONTGOMERY, GEORGE
Cimarron City
NBC-TV

MOORE, GARRY
I've Got A Secret (host and emcee), The Garry Moore Show, CBS-TV; Timex All-Star Jazz Show, CBS-TV

MOORE, MARY ALICE
From These Roots
NBC-TV

MORGAN, HENRY
I've Got A Secret (panelist)
CBS-TV

MUNSEL, PATRICE
Patrice Munsel Show
ABC-TV

MURRAY, ARTHUR
The Arthur Murray Party
NBC-TV

MURRAY, JAN

Treasure Hunt, NBC-TV

MURRAY, KATHLEEN
Kitty Foyle
NBC-TV

MURRAY, KATHRYN
The Arthur Murray Party
NBC-TV

MURROW, EDWARD R.
Edward R. Murrow with the News
CBS

MYERSON, BESS
The Big Payoff
CBS-TV

— N —

NADER, GEORGE
Ellery Queen
NBC-TV

NARZ, JACK
Top Dollar
CBS-TV

NELSON, DAVID

B. October 24, 1936, New York City, N. Y.; The Adventures of Ozzie and Harriet, ABC-TV

NELSON, HARRIET

B. July 18, Des Moines, Iowa; The Adventures of Ozzie and Harriet, ABC-TV

NELSON, LOU

Ed Sullivan Show, Frankie Laine Show, CBS-TV

NELSON, OZZIE

B. March 20, Jersey City, N. J.; The Adventures of Ozzie and Harriet, ABC-TV

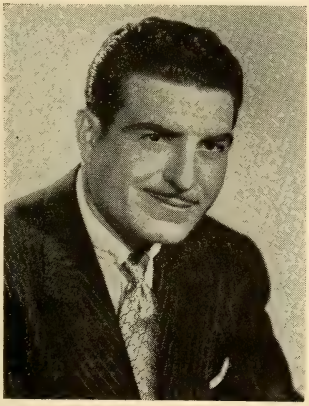
NELSON, RICKY

B. May 8, 1940, Teaneck, N. J.; The Adventures of Ozzie & Harriet, ABC-TV; Recording Imperial Records

NICHOLSON, NICK

NIMMO, BILL
For Love or Money
CBS-TV

NIVEN, DAVID
The Alcoa Theatre
NBC-TV



JACK STERLING

MIKE WALLACE

ROBERT PAIGE

LOU NELSON

MANAGEMENT

BERGER-ROSS-STEINMAN

PL 1-2156

JOHN CAMERON SWAYZE

"JOE FRANKLIN'S MEMORY LANE"

FIVE AFTERNOONS A WEEK;
FIFTH YEAR OVER

WABC-TV, N. Y.

OFFICE: WI 7-2517

NOLAN, KATHY
The Real McCoys
ABC-TV

NOLAN, TOMMY
Buckskin
NBC-TV

NORRIS, KATHI
True Story
NBC-TV

NOVINS, STUART
Face the Nation
CBS

NYE, LOUIS
The Steve Allen Show
NBC-TV

— O —

O'BRIAN, HUGH
Life and Legend of Wyatt Earp
ABC-TV

OBLINGER, JACKIE

B. Sept. 16, 1929; Wilkes-Barre, Pa.; It's a Woman's Whirl; Hostess; Sea Hunt, Cisco Kid, Target; Sunday Night Show, WHIS-TV

O'BRIEN, LOUISE
Galen Drake
CBS

O'DONNELL, JACKLYN
The Ed Wynn Show
NBC-TV

OISTRAKH, DAVID
U. N. Day Concert
ABC

O'KEEFE, WALTER
Nightline
NBC

OLSEN, JOHNNY
Name That Tune, CBS-TV; Olsen Rumpus Room, MBS, Radio

O'NEAL, PATRICK
Today Is Ours
NBC-TV

OWEN, ETHEL
Second Mrs. Burton
CBS

— P —

PAAR, JACK
The Jack Paar Show
NBC-TV

PAGE, PATTI
The Oldsmobile Show
ABC-TV

PAIGE, BOB

The Big Payoff, CBS-TV

PALMER, BETSY
I've Got A Secret (panelist) CBS-TV; Today, NBC-TV

PARKER, WILLARD
Tales of the Texas Rangers
ABC-TV

PAYNE, JOHN
The Restless Gun
NBC-TV

PAYNE, VIRGINIA
Ma Perkins
CBS

PEALE, DR. NORMAN VINCENT
NBC

PEARL, MINNIE
Grand Ole Opry
NBC

PEARSON, JOHNNY
The Johnny Pearson Show
ABC

PETERSEN, PAUL
The Donna Reed Show
ABC-TV

POSTON, TOM
The Steve Allen Show
NBC-TV

POWELL, DICK
Dick Powell's Zane Grey Theatre
CBS-TV

POWELL, JANE
The Alcoa Theatre
NBC-TV

PRESTON, WAYDE
Colt .45
ABC-TV

PROVOST, JON
Lassie
CBS-TV

— R —

RAEBURN, BRYNA

Don Ameche's Real Life Stories, Five Star Matinee, Pepper Young's Family, Affairs of Dr. Gentry, True Story, NBC; By the People, Mutual; Backstage Wife, Helen Trent, CBS

RANDELL, RON
O. S. S.
ABC-TV

RATHBONE, BASIL
The Same Christman
ABC

RAYBURN, GENE
The Steve Allen Show; Dough Re Mi
NBC-TV

REDFIELD, WILLIAM
As the World Turns
CBS-TV

REED, DONNA
The Donna Reed Show
ABC-TV

REED, LYDIA
The Real McCoys
ABC-TV

JOHN REED KING

JIM LOWE

WCBS RADIO DOT RECORDS

REEVES, GEORGE
Superman
ABC-TV

REEVES, JIM
The Jim Reeves Show
ABC

REILLY, HUGH
Lassie
CBS-TV

REIMERS, ED

B. October 26, Moline, Ill.; Playhouse 90, CBS-TV; Maverick, ABC-TV

REINER, CARL
Keep Talking
CBS-TV

REYNOLDS, MARJORIE
Life of Riley
NBC-TV

RICHARDS, JEFF
Jefferson Drum
NBC-TV

RITZ BROS.

RIZZUTO, PHIL
Sports Time
CBS

ROBERTSON, DALE
Tales of Wells Fargo
NBC-TV

RODMAN, VIC
Noah's Ark
NBC-TV

ROGERS, GINGER
Ginger Rogers Show (Pontiac Special)
CBS-TV

ROMERO, CESAR
Masquerade Party
NBC-TV

RUSSELL, JACK

Your Show of Shows, NBC-TV Opera, Max Liebman Specials, Producer's Showcase, WRCA-TV; Omnibus, WABC-TV; Woolworth Hour, WCBS

RUSSELL, JOHN
Lawman
ABC-TV

RUSSELL, ROSALIND
"Wonderful Town"
CBS-TV

RUTGERS UNIVERSITY GLEE CLUB and DOUGLASS COLLEGE CHOIR
Concert
ABC

RYAN, ROBERT
The Alcoa Theatre
NBC-TV

— S —

ST. JOHN, HOWARD
The Investigator
NBC-TV

SANDERS, HONEY

Off Broadway: "She Shall Have Music"; Summer Stock: "Carousel," "Plain & Fancy," High Button Shoes, Naughty Marietta; TV: Edge of Night, CBS

SAWYER, JOE
The Adventures of Rin Tin Tin
ABC-TV

SEVAREID, ERIC
News Analysis
CBS

SEYMOUR, ANNE
Whispering Streets
CBS

SHEEN, FULTON J.
Christmas Message
ABC

SHORE, DINAH
The Dinah Shore Chevy Show
NBC-TV

SILVERS, PHIL
The Phil Silvers Show "You'll Never Get Rich"
CBS-TV

SINATRA, FRANK
Frank Sinatra Show
ABC-TV

SMITH, BOB

Howdy Doody, NBC-TV

SMITH, HOWARD K.
Howard K. Smith and the News
CBS

SMITH, ROGER
77 Sunset Strip
ABC-TV

SOCKMAN, DR. RALPH W.
National Radio Pulpit
NBC

SOMERS, CAROL
Romance of Helen Trent
CBS

SOSNIK, HARRY
Startime U. S. A. (Civil Defense)
ABC

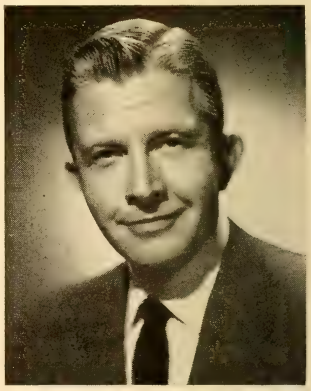
SOSS, WILMA
Pocketbook News
NBC

SOTHERN, ANN
The Ann Sothern Show
CBS-TV

SPIVAK, LAWRENCE
Meet the Press
NBC-TV

STAFFORD, MARIAN
Treasure Hunt
NBC-TV

RONALD MACCONE



ED REIMERS

Management
MCA

STANG, ARNOLD
Bert Parks' Bandstand
NBC

STERLING, JACK
B. June 24, 1915, Baltimore, Md.; Jack Sterling Show, WCBS, New York

STERLING, ROBERT
Love That Jill
ABC-TV
STEVENS, CRAIG
Peter Gunn
NBC-TV
STORM, GALE
The Gale Storm Show
CBS-TV
SWANSON, GLORIA
The Same Christmas
ABC

SWAYZE, JOHN CAMERON

SZELL, GEORGE
The Cleveland Orchestra
CBS

— T —

TAYLOR, KENT
Rough Riders
ABC-TV
TEMPLE, SHIRLEY
Shirley Temple's Storybook
NBC-TV

THOMAS, DANNY
B. January 6, 1914, Dearfield, Mich.; The Danny Thomas Show, CBS-TV

THOMAS, LOWELL
Lowell Thomas
CBS

— V —

VAN DOREN, CHARLES
Today: Wide, Wide World
NBC-TV
VAN VOORHIS, WESTBROOK
No Warning
NBC-TV

— W —

WALKER, CLINT
Cheyenne
ABC-TV

WALLACE, MIKE
Mike Wallace Interview, ABC-TV

WALLACE, ANDRE
Romance of Helen Trent
CBS
WASHBROOK, JOHNNY
My Friend Flicka
WEBB, JACK
Dragnet
NBC-TV

WEBB, (JOHN) RICHARD
B. September 9, 1920, Bloomington, Ill.; 77 Sunset Strip, NBC; Maverick, Cheyenne, Sugarfoot, ABC; Navy Log, U. S. Border Patrol (Series), CBS; Behind Closed Doors

WEIST, DWIGHT
Second Mrs. Burton
CBS

WELDON, JIMMY

WELK, LAWRENCE
The Lawrence Welk Show, The Lawrence Welk Army Show, New Year's Eve Program, ABC; Dodge Dancing Party, The Plymouth Show, ABC-TV

WENDELL, BILL

WHITE, BETTY
Betty White Show
ABC-TV
WILLIAMS, ROY
Mickey Mouse Club
ABC-TV

WILLIS, RICHARD

WINCHELL, PAUL
The Paul Winchell Show, ABC-TV; Monitor, NBC

WINCHELL, WALTER
Walter Winchell File
ABC-TV

WINTERS, JONATHAN
The Jonathan Winters Show, The Jack Paar Show, NBC-TV

WYATT, JANE
Father Knows Best
NBC-TV
WYMAN, JANE
The Jane Wyman Show
NBC-TV
WYNN, ED
The Ed Wynn Show
NBC-TV

— Y —

YOUNG, LORETTA
The Loretta Young Show
NBC-TV

YOUNG, ROBERT
B. Feb. 22, Chicago, Ill.; Father Knows Best, NBC-TV

YOUNGMAN, HENNY

NICK NICHOLSON
NBC-TV
HOWDY DOODY — RUFF & REDDY
CBS-TV
TOP DOLLAR

MARGE BORG
Girl Disc Jockey
Spokeswoman
Femcee
WDXI-TV — RADIO
Jackson, Tenn.

LILLIAN BRIGGS

PERSONAL MANAGER
JACK PETRILL
CO 5-5769

VOCAL ARTISTS

RADIO AND TELEVISION
—their work during 1958

— A —

ADAMS, DARLENE
WRMN, Elgin, Ill.

ADAMS, GRACE
WGAV, Amsterdam, N. Y.

AMES BROTHERS
Oasis Show, Steve Allen Show, Pat Boone, Julius LaRosa, NBC-TV; Big Record, Ed Sullivan, CBS-TV

AMOROSO, JOHNNY
Music from Manhattan
ABC-TV

ANDERSON, KEITH
Ohio Valley Boys
WETZ, New Martinsville, W. Va.

ANGELO, MICHAEL
Your Favorites
WMCK, McKeesport, Pa.

ARLAND, JEANIE
Good Neighbor Time
WCCO, Minneapolis, Minn.

ARO, BOBBY
WMFG, Hibbing, Minn.

AUSTIN, JO
KELO-TV, Sioux Falls, S. D.

— B —

BAILEY, SANDRA
Teen Tempos
WLBT, Jackson, Miss.

BAIN, BUDDY
WCMA, Corinth, Miss.

BENCE, DEAN & MARIE
WCON, Cornelia, Ga.

BENNETT, CAROLE
The Herb Oscar Anderson Show
ABC

BENNETT, DOTTYE
KMOX-TV, St. Louis, Mo.

BERGEN, POLLY
The Polly Bergen Show
NBC-TV

BISSELL, MAZIE
The Johnny Evans Show
WIS-TV, Columbia, S. C.

BOONE, DON
Vine Street Jamboree
WNOP, Newport, Ky.

BOONE, PAT
The Pat Boone Chevy Showroom
ABC-TV

BRAGA SISTERS
Cowtown Hoedown
KCUL, Ft. Worth, Tex.

BREWER, MARY LOU
B. November 12, 1931, Washington, D. C.; Arthur Godfrey Talent Scouts, Arthur Godfrey Morning Show, CBS-TV; Jack Paar Show, NBC-TV; Best in Music, Upbeat Saturday Night, CBS-Radio; Recording for Westminster Records

BRIGGS, LILLIAN
B. June 4, 1935, Allentown, Pa.; Alan Freed, Jack Paar, Dick Clark, Jimmy Dean, New York City Network; Howard Miller, NBC Chicago

BROCKMAN, ROY
WLBN, Lebanon, Ky.

BROWN, BETTY
WRMN, Elgin, Ill.

BROWN, KAY
The Johnny Pearson Show
ABC

BROWN, RED
KROD-TV, El Paso, Tex.

BRUNELL, REE
McElhatton's Matinee
KCBS, San Francisco, Calif.

BURNETT, RAMONA
This is Music
ABC-TV

A Great New
Singing Star

AL WARD

7 Weeks Roseland Dance City
5 Weeks GAC-Hamid Shows
Plus
Radio — TV — Records

Management GAC
or Contact Lew Heilbroner
Gen. Mgr.: WJQS
Jackson, Mississippi

JOHNNY MERCER

THE

MELLO-LARKS

- **JINGLES**
- **TV**
- **RADIO**

Recordings

Night Clubs

Industrial Shows

Creation of Commercials

★

DIRECTIONAL ENTERPRISES

200 W. 57th St.

New York 19, N. Y.

— C —

CAHILL, BOB
Joe Martin Calling
WOW, Omaha, Neb.
CALDWELL, LARRY
KCSJ, Pueblo, Colo.
CALLAHAN, BOB
McElhatton's Matinee
KCBS, San Francisco, Calif.
CAMPBELL, JUNE
Country Music
WAIN, Columbia, Ky.
CAREY, JOSIE
Storyland
KDKA-TV, Pittsburgh, Pa.
CARMACK, ARTHUR
Songs by Sunny South QT
WBMK, West Point, Ga.
CARROLL, BOB
Bert Parks' Bandstand
NBC
CARROLL, JUDY
Guest House
WJR, Detroit, Mich.
CARROLL, SHIRLEY
Requestfully Yours
WHSM, Hayward, Wis.
CARY, STAN
WMAZ-TV, Macon, Ga.
CHARLES, GLORIA
WGRO, Lake City, Fla.
CHARLES, RAY
The Johnny Pearson Show
ABC;
The Ray Charles Singers—
Perry Como Show
NBC-TV
CHASE, BUD
This is Music
ABC-TV
CLEMENTS, ZEKE
Hi Neighbor Time
WENO, Nashville, Tenn.
CLINE, ROBERT
Folk Songs
WSPN, Saratoga Springs, N. Y.
CLOONEY, ROSEMARY
The Lux Show starring Rosemary Clooney
NBC-TV
COCHRAN, SYLVIA
WAVU, Albertville, Ala.
CODY, WAYNE
WMAY, Springfield, Ill.
CONLEY, HENRI
Saturday Night Jamboree
WSAZ-TV, Huntington, W. Va.
COPELAND, ALAN
Your Hit Parade
NBC-TV
COREY, JILL
Your Hit Parade
NBC-TV

CROCKETT, JAN

CROSBY, BING
The Bing Crosby Show
ABC-TV
CURTIS, CHET
WTKO, Ithaca, N. Y.

— D —

DALEY, BARBARA
Guest Book
KLOR-TV, Provo, Utah
DALTON, DAVE
WABI, Bangor, Me.
DALY, LARRY
WENN, Birmingham, Ala.
DANIELS, BO
Twilite Time
WGAV, Amsterdam, N. Y.
DARNELL, MELISSA
Junior Time
WLBT, Jackson, Miss.
DAVIS, GARY
Disc Rock
WGNS, Murfreesboro, Tenn.
DEAL, JACK
WHCU, Ithaca, N. Y.
DEAN, LARRY
Smiling Time
WHLN, Harlan, Ky.
DEMARCO, RITA
KWKW Pasadena, Calif.
DEMARCO, TONY
KWKW, Pasadena, Calif.
DESPRADEL, CARMEN
Cocina del Hogar
WKAQ-TV, San Juan, P. R.
DIEBOLD, JOHN
WWL, New Orleans, La.
DILLARD, DOTTIE
Waking Crew
WSM, Nashville, Tenn.
DOBBS, BYRON
WCHK, Canton, Ga.
DOREY, RAY
New England Farm & Home Program
WHDH, WHDH-TV, Boston, Mass.
DRAKE, GEORGIA
Polka-Go-Round
WBKB, Chicago, Ill.
DUFRANE, AL
Buckaroos
WICY, Malone, N. Y.
DUNNIGAN, JACK & GERTRUDE
WJTN, Jamestown, N. Y.

— E —

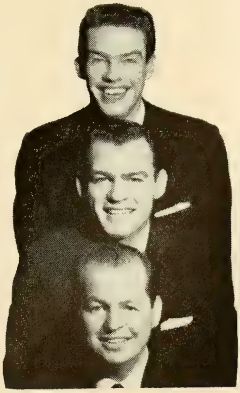
EAGER, CLAY
WMNI, Columbus, Ohio
EANES, JIM 'SMILING'
Shenandoah Valley Boys
WHEE, Martinsville, Va.
ELLIS, LARRY
Music from Manhattan
ABC-TV

JAYE P. MORGAN

MGM Records

Television

Personal Appearances



Pers. Mgt.
DURGOM-KATZ
Associates
40 West 55th St.
New York, N. Y.

the MORGAN BROS.

ERWAY, SHARI
KOLN-TV, Lincoln, Neb.
ESTES, DON
KPRC, Houston, Tex.
ESTRADE, LUIS
Casino del Aire
KIFN, Phoenix, Ariz.
EVANS, DEAN
KCLJ, Shreveport, La.

— F —

FAILE, TOMMY
Corner Store
WBT, Charlotte, N. C.
FAIRCHILD, DOUGLAS
Cactus Pryor Show
KTBC-TV, Austin, Tex.
FERNANDEZ, ROSITA
Caravan
KCOR, KCOR-TV,
San Antonio, Tex.

FIELDS, LINDA "LEE"
Studio One, Robert Montgomery Presents, My True Story, County Fair; Spokeswoman on "Price Is Right" and "Treasure Hunt"

FINECY, LEE
KCOW, Alliance, Neb.
FINGAL, NANCY
County Fair
KDKA-TV, Pittsburgh, Pa.
FISHER, CHIP
WDCR, Hanover, N. H.
FISHER, EDDIE
The Eddie Fisher Show
NBC-TV
FORTIER, ROSELLE COURY
Morning Toast
WCOU, Lewiston, Me.
FOSTER, STUART
Bert Parks' Bandstand
NBC
FRANKLIN, CHUCK
Sunny Valley Boys
WBAM, Montgomery, Ala.
FRANKLIN, JOE
WKMT, Kings Mountain, N. C.
FULLER, PHYLIS
WSLB, Ogdensburg, N. Y.

— G —

GEHRING, DON
WLFH, Little Falls, N. Y.
GIBSON, DON
Midday Merry-go-Round
WNOX, Knoxville, Tenn.
GIBSON, VIRGINIA
Your Hit Parade
NBC-TV
GILES, PERCY
Downbeat
WHMS, Charleston, W. Va.
GIPSON, JACK
Cedar Ridge Boys
WBAP, Fort Worth, Tex.
GORME, EYDIE
The Steve Allen Show
NBC-TV
GREENBIE, HELEN
WSPN, Saratoga Springs, N. Y.
GRIFFIN, MERV
The Merv Griffin Show
ABC

GROVE, BETTY ANN
The Jim Backus Show, ABC

GUYCE, RAY
Western Jamboree
WPCO, Mt. Vernon, Ind.

— H —

HALL, BUDDY
Waking Crew
WSM, Nashville, Tenn.
HAMILTON, PHYLLIS ANN
WBEX, Chillicothe, Ohio
HANAFIN, EARL
WHDH, Quincy, Mass.
HANSON, BURT
Good Neighbor Time
WCCO, Minneapolis, Minn.
HARMER, SHIRLEY
The Gobel-Fisher Show
NBC-TV
HARRIS, JIMMY
WEVA, Emporia, Va.
HARRIS, RAY
Gospel Crusaders
WFIW, Fairfield, Ill.
HASKELL, JACK
The Jim Backus Show
ABC
HAYES, RICHARD
The Johnny Pearson Show, ABC
Bert Parks' Bandstand, NBC
HEALY, MARY
The Peter Lind Hayes Show
ABC-TV
HENEGAR, TRIO
WZOB, Fort Payne, Ala.
HILBURN, W. H.
Western Interlude
KBOP, Pleasanton, Tex.
HILLMAN, JERRY
Jazz College
KNBA, Vallejo, Calif.
HOEBEE, RALPH
WJWL, Georgetown, Del.
HOLT, BETTY
The Merv Griffin Show
ABC
HOOPER, LARRY
Dodge Dancing Party; The Plymouth Show, ABC-TV

SINGER—ACTOR

HOUSER, RAY
Take It Easy Time
WTON, Staunton, Va.

HOUSTON, BOB
Do You Remember
KENN, KVBC, Farmington, N. M.

HUBER, AL
WTCO, Campbellsville, Ky.

HUGGINS, JUANITA
KTRE-TV, Lufkin, Tex.

HUNNICUT, CAROL
Corner Store
WBT, Charlotte, N. C.

HUNT, BILL
Feminine Fancies
WKZO-TV, Kalamazoo, Mich.

— J —

JOHNSON, GAIL
This Is Music
ABC-TV

JOHNSON, MARVIN
Mountain Music Time
WHLN, Harlan, Ky.

JOHNSON, POLLY
KOTA-TV, Rapid City, S. D.

JOHNSON, WARREN
Fran Ratteree Show
WSUN-TV, St. Petersburg, Fla.

JOHNSTON, JOHNNY C.
B. December 1, 1916, Kansas City, Mo.; Johnny Johnston Show, WMGM Radio; Patrice Munsel Show, ABC-TV; Masquerade Party, NBC-TV

JONES, DODY
Top Ten
WLOW, Norfolk, Va.

JONES, QUARTET
WZOB, Fort Payne, Ala.

— K —

KANUI, HANK
Music from Manhattan
ABC-TV

KELSEY, VIRGINIA
WGMA, Hollywood, Fla.

KENDALL, FRED
Guest House
WJR, Detroit, Mich.

KERR, ANITA, QUARTET
The Jim Reeves Show
ABC

KILGORE, MERLE
KCIJ, Shreveport, La.

KINGSLEY, NICK
WMOK, Metropolis, Ill.

KINNEY, BOB
Country Style
WCHN, Norwich, N. Y.

KNIGHT, TERESA
WAPI, Birmingham, Ala.

KNIPPERS, OTTIS J.
Your Gospel Singer
WDXE, Lawrenceburg, Tenn.

KOVAR, JOYCE
WMAM, Marinette, Wis.

KRIZAN, SUNNY
Entertainment Train
KATL, Miles City, Mont.

— L —

LANDFORD, BILL
WAAA, Winston-Salem, N. C.

LAINE, FRANKIE

LANE, RAE
Music with a Mood
WGNS, Murfreesboro, Tenn.

LATELY, MARY ANNE
KEPS, Eagle Pass, Tex.

LAWRENCE, STEVE
The Steve Allen Show
NBC-TV

LEE, ANNA
KROD-TV, El Paso, Tex.

LEE, BOBBY
WDOG, Marine City, Mich.

LEE, NANCY
The Hilltoppers
WOWO, Fort Wayne, Ind.

LEE, NORMA
Saturday Night Jamboree
WSAZ-TV, Huntington, W. Va.

LENNON SISTERS, THE
The Lawrence Welk Show, ABC;
Dodge Dancing Party; The Plymouth Show, ABC-TV

LENWAY, FRED
Jim Deline and the Gang
WSYR, WSYR-TV, Syracuse, N. Y.

LEONETTI, TOMMY
Your Hit Parade
NBC-TV

LIGHTSEY, ANN LEE
WHAB, Baxley, Ga.

LLAMAS, BEATRIZ
Mexican Music
KCOR, San Antonio, Tex.

LLOYD, TOMMY
WTOD, Toledo, Ohio

LOCKWOOD, ROBERT E.
WLEU, Erie, Pa.

JACK RUSSELL

RA 8-7655

LOUISE O'BRIEN

The Galen Drake Show
CBS Radio

— MCA —

LON, ALICE
Ladies Dancing Party; The Plymouth Show, ABC-TV; The Lawrence Welk Show, ABC

LOVELL, MARILYNN
The Liberace Show
ABC-TV

LUCAS, JIM
WAPI-TV, Birmingham, Ala.

— Mc —

McCOYS, THE
Cowtown Hoedown
KCUL, Ft. Worth, Tex.

— M —

MACKENZIE, GISELE
The Gisele MacKenzie Show
NBC-TV

MALE, COLIN
This Is Music
ABC-TV

MANNING, HOWARD
Breakfast at the Sheraton
WBEN, Buffalo, N. Y.

MARCH, CAROL
WGN, Chicago, Ill.

MARICH, MARIETTA
KPRC-TV, Houston, Tex.

MARTINEZ, HILDA
Romantic Moment
KCOR-TV, San Antonio, Tex.

MASSEY, CURT
KRCA, Los Angeles, Calif.

MEADOWS, JANE
Woman's Whirl
WHIS-TV, Bluefield, W. Va.

MELLO-LARKS

Howard Miller Show, Jerry Lewis Show, NBC-Color TV

MELTON, GLEN
Toast 'n Coffee
WGBF, Evansville, Ind.

MERCER, JOHNNY

MEREDITH, BUDDY
Musical Roundup
KOTA, KOTA-TV,
Rapid City, S. D.

MICHAELS, RAY
Music from Manhattan
ABC-TV

MIDDLETON, RAY
Voice of Firestone
ABC-TV

MILLER BROTHERS
KWFT, Wichita Falls, Tex.

MILLER, LOIS
WBRD, Bradenton, Fla.

MILLER, MAC
WCBI-TV, Columbus, Miss.

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— N —

NELSON, CLARE

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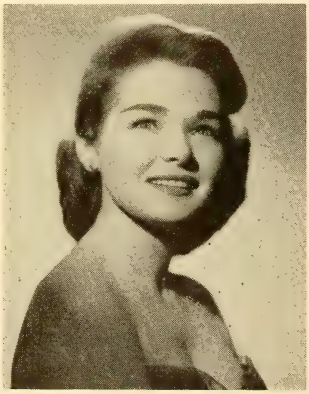

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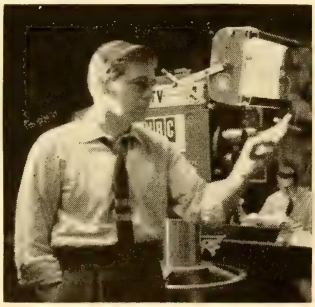
CHET GIERLACH

Producer—Director



BARRY SHEAR

PRODUCER DIRECTOR

NBC

Brussels World's Fair Award 1958
Sylvania Award 1957

MCA

New York - California

GARRY SIMPSON

Films and Live TV

PRODUCER-DIRECTOR

Agent: Goldstone-Tobias
Herb Tobias
Beverly Hills, Calif.
Crestview 6-1071
Or in New York, Call . . .
Greenwich, Conn.
Townsend 9-3940

— C —

CARR, THOMAS
Cheyenne, ABC-TV;
Wanted — Dead or Alive
CBS-TV

CASELLI, LaMAR
The Last Word, CBS;
The G-E College Bowl
CBS-TV

CATES, GILBERT

B. June 6, 1933, New York City, N. Y.; Haggis Baggis, NBC-TV; ABC-TV; CBS-TV

CLARK, JOHN
This Is Music
ABC-TV

COLLERAN, BILL
The Bing Crosby Show
ABC-TV

COOK, FIELDER
Playhouse 90
CBS-TV

CORDAY, TED
As the World Turns
CBS-TV

CORRIGAN, WILLIAM
Armstrong Circle Theatre,
"Little Women", CBS-TV

CROSLAND, ALAN
Cheyenne
ABC-TV

— D —

DANIELS, JACK
Woody Woodpecker
ABC-TV

DAVIS, EDDIE
Tombstone Territory, Rough Riders, Adventure at Scott Island ABC-TV

de CAPRIO, AL
The Phil Silvers Show
"You'll Never Get Rich"
CBS-TV

DeCORDOVA, FRED
December Bride
CBS-TV

Di BENEDETTO, JULIO
The Garry Moore Show
CBS-TV

DIETRICK, GARTH
The Dick Clark Show
ABC-TV

DINEHART, ALAN
Pantomime Quiz ABC-TV

DISKIN, MARSHALL
Campaign Roundup, Report Card 1958, John Daly and the News ABC-TV

DOLAN, JIM
Sports Time
CBS

DONEHUE, VINCENT J.
Playhouse 90
CBS-TV

DONOVAN, TOM
The United States Steel Hour, DuPont Show of the Month (The Hasty Heart), Playhouse 90 (Time of Your Life)
CBS-TV

DUBIN, CHARLES S.
Seven Lively Arts
CBS-TV

DUNLAP, RICHARD DONOVAN
Voice of Firestone
ABC-TV

DURAND, JOE

County Fair, NBC-TV

— E —

ENGLISH, JOHN
Dick Powell's Zane Grey Theatre CBS-TV

— F —

FASSETT, JIM
The New York Philharmonic
CBS

FELDMAN, DICK
Art Carney Meets "Peter and the Wolf" ABC-TV

FERBER, MEL
Wonderful Town, Seven Lively Arts
CBS-TV

FOSTER, NORMAN
Walt Disney Presents
ABC-TV

FRANKENHEIMER, JOHN
Playhouse 90
CBS-TV

FRISTOE, ALLEN
The Edge of Night
CBS-TV

FRYERS, ED
Johns Hopkins File 7,
ABC-TV

LEONARD VALENTA

TELEVISION DIRECTOR

TRafalgar 7-0962

Agent:
Ashley-Steiner, Inc.
579 Fifth Ave., N.Y.C.
MU 8-8330

JOE DURAND

DIRECTOR
OF
COUNTY FAIR
NBC-TV

Frank Satenstein

Director

Jackie Gleason Show

CBS-TV

JUSTUS ADDISS

Director

Television

"G.E. THEATER"
"ALFRED HITCHCOCK PRESENTS"
"WAGON TRAIN"
"RESTLESS GUN"

Features

"CRY BABY KILLER"
Allied Artists Release

H. WESLEY KENNEY

Producer-Director

LY 5-3764

— G —

GADETTE, FRED
You Asked For It
ABC-TV

GALLU, SAM
Navy Log
ABC-TV

GIERLACH, CHET

GEISEL, DAVID
The Oldsmobile Show
ABC-TV

GERSTAD, HARRY
Superman
ABC-TV

GIBBS, PARKER
Bert Parks' Bandstand, The Eternal Light, NBC

GOLTZ, SIDNEY
All-Star Golf
ABC-TV

GREENE, DAVIE
Pursuit
CBS-TV

GROSS, LLOYD
Play Your Hunch
CBS-TV

GUZMAN, CLAUDIO
Westinghouse Desilu Playhouse CBS-TV

— H —

HELLER, FRANKLIN
What's My Line, I've Got A Secret CBS-TV

HENDERSON, FREDERICK
Arthur Godfrey Time
CBS

HEYES, DOUGLAS
Colt .45, Maverick
ABC-TV

HILL, GEORGE ROY
Seven Lively Arts, Playhouse 90 CBS-TV

HILLER, ARTHUR
Westinghouse Desilu Playhouse, Playhouse 90 CBS-TV

HIRSCHMAN, HERBERT
Playhouse 90
CBS-TV

HOBIN, BILL

The Pat Boone Chevy Showroom, ABC-TV

HOBSON, JAMES
The Plymouth Show, Starring Lawrence Welk ABC-TV

HOPPER, JERRY
Naked City ABC-TV

HOWELL, BILL
As the World Turns CBS-TV

HOWELL, CLIFF
Amos 'n' Andy Music Hall
CBS

— J —

JACKMAN, FRED
Circus Boy
ABC-TV

JEWISON, NORMAN
Your Hit Parade CBS-TV

JONSON, KEVIN
The Guy Mitchell Show
ABC-TV

JOHNSTONE, JACK
Yours Truly, Johnny Dollar
CBS

JONES, CLARK
The Patrice Munsel Show
ABC-TV

— K —

KANE, MIKE
Art Linkletter's House Party
CBS, CBS-TV

KASPER, ED
Bowling Stars
ABC-TV

KAY, ROGER
Dick Powell's Zane Grey Theatre CBS-TV

KENNEY, H. WESLEY

B. Jan. 3, Dayton, Ohio; True Story, Modern Romances, NBC; Nightbeat, Art Ford's Greenwich Village Party, DuMont

KERN, JAMES V.
The Betty White Show
ABC-TV

KESLER, HENRY
West Point ABC-TV

KNOWLES, BERNARD
Robin Hood CBS-TV

KULIK, BUZZ
Pursuit, Playhouse 90 CBS-TV

— L —

LAFFERTY, PERRY
Name That Tune
CBS-TV

LANDIS, JOE
The Liberace Show
ABC-TV

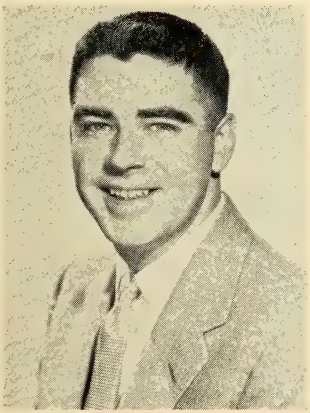
LAVEN, ARNOLD
The Rifleman ABC-TV

LEADER, ANTHONY
The Adventures of Jim Bowie
ABC-TV

LEFTWICH, ALEX
Mother's Day ABC-TV

LEONARD, RICHARD
Romance of Helen Trent
CBS

LEONARD, SHELDON
The Danny Thomas Show
CBS-TV

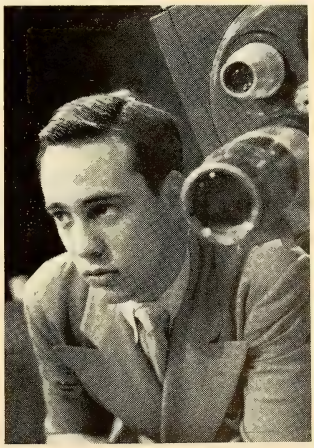


BILL HOBIN

Producer-Director

The Pat Boone Chevy Showroom

ABC-TV



TED NATHANSON

DIRECTOR

NBC-TV

LUMET, SIDNEY
The United States Steel Hour, Du Pont Show of the Month (Count of Monte Cristo) CBS-TV

— Mc —

McCULLOUGH, ANDREW
The Donna Reed Show ABC-TV

McDONALD, FRANK
The Life and Legend of Wyatt Earp ABC-TV

McDOUGALL, FRANK
Wanted — Dead or Alive CBS-TV

McLAGLEN, ANDREW V.
Have Gun, Will Travel CBS-TV

— M —

MacALLEN, JAMES
As the World Turns CBS-TV

MacDONNELL, NORMAN S.
Gunsmoke, Have Gun, Will Travel CBS

MacGREGOR, KEN
My True Story NBC

MacKENZIE, MURDO
Rusty Draper Show CBS

MacLAGLEN, ANDREW
Gunsmoke CBS-TV

MANN, DELBERT
Playhouse 90 CBS-TV

MARSHALL, WILLIAM
Metropolitan Opera CBS

MARTINSON, LESLIE H.
Sugarfoot ABC-TV

MAYER, GERALD
Man With a Camera ABC-TV

MILLER, SIDNEY
The Ann Sothern Show CBS-TV

MINER, ALLEN
Westinghouse Desilu Playhouse CBS-TV

MOORE, ED
Cowtown Rodeo ABC-TV

MULLIGAN, BOB
Du Pont Show of the Month (What Every Woman Knows) (The Human Comedy) (Bridge of San Luis Rey) (Member of the Wedding) (A Tale of Two Cities) Playhouse 90 CBS-TV

— N —

NADELL, EDMUND
The Peter Lind Hayes Show ABC-TV

NATHANSON, TED
NBC-TV

NELSON, OZZIE
The Adventures of Ozzie and Harriet ABC-TV

NELSON, RALPH
Du Pont Show of the Month (Aladdin) Playhouse 90 (Nutcracker) (Return of Ansel Gibbs)

NICKELL, PAUL
Pursuit CBS-TV

— O —

O'BRIEN, RAY
All-Star Golf ABC-TV

ORENSTEIN, LEO
Encounter ABC-TV

— P —

PAUL, BYRON
The Verdict Is Yours CBS-TV

PENN, ARTHUR
Playhouse 90 CBS-TV

PETERSON, CLIFF
The Breakfast Club ABC

PETRIE, DANIEL
Du Pont Show of the Month (Wuthering Heights) Playhouse 90 CBS-TV

PITTMAN, MONTGOMERY
Lawman, ABC-TV

POST, TED
Westinghouse Desilu Playhouse CBS-TV

— R —

REISNER, ALLEN
Playhouse 90, Westinghouse Desilu Playhouse CBS-TV

RICH, DAVID
Playhouse 90 CBS-TV

RICHARDSON, DON
Wonderful World of Little Julius; The United States Steel Hour, CBS-TV

ROBBIE, SEYMOUR
Music Bingo, ABC-TV; Top Dollar, CBS-TV

ROBERTS, PAUL
Ma Perkins, Whispering Streets, Happiness CBS

ROBERTSON, LARRY
Day in Court

DICK SCHNEIDER

DIRECTOR

NBC-TV

ROBSON, WILLIAM N.
Suspense CBS

RUBEN, AARON
The Phil Silvers Show 'You'll Never Get Rich' CBS-TV

RUSSELL, WILLIAM
Perry Mason
CBS-TV

— S —

SALE, RICHARD
Yancy Derringer
CBS-TV

SAMETH, JACK
Open Hearing ABC-TV

SANDWICK, RICHARD
The Edge of Night
CBS-TV

SATENSTEIN, FRANK

Jackie Gleason Show, CBS-TV

SCHAEFER, GEORGE
Gift of the Magi, Du Pont Show of the Month (Harvey)
CBS-TV

SCHAFFNER, FRANKLIN
Playhouse 90 CBS-TV

SHEAR, BARRY

SCHNEIDER, DICK N.

Wide Wide World, Emmy Awards, Academy Awards, Survival Street, Do Re Mi, NBC-TV; Salute to Eisenhower, Closed Circuit, Demo. & Rep. Conventions, NBC

SEGAL, ALEX
The United States Steel Hour, Du Pont Show of the Month (The Winslow Boy) CBS-TV

SEITER, WILLIAM
Love That Jill ABC-TV

SEABOURNE, PETER
Robin Hood, CBS-TV

SHELDON, JAMES
West Point ABC-TV

SIDARIS, WILLIAM
Confession ABC-TV

SIMPSON, GARRY

B. Feb. 16, 1919, United States; Wide Wide World, Armstrong Circle Theatre, Campbell Soundstage, The Jimmy Durante Show, Philco Television Playhouse, The Ed Wynn Show, NBC

SIODMAK, ROBERT
O. S. S. ABC-TV

SKUTCH, IRA
Beat the Clock ABC-TV

SMIGHT, JACK
Victor Borge's Comedy and Music
CBS-TV

SPOSA, LOU
ESP ABC-TV

STEARNS, JOHNNY
Make Me Laugh ABC-TV

STEEN, CORT

B. July 14, 1918, Pittsburgh, Pa.; Voice of Firestone, Sammy Kaye's Music from Manhattan, ABC-TV; $64,000 Question, $64,000 Challenge, Top Dollar, CBS-TV

STENTA, RICHARD
Couple Next Door CBS

SULLIVAN, JACK
Chance for Romance
ABC-TV

SWIFT, DAVID
Playhouse 90 CBS-TV

— T —

THORPE, JERRY
The Walter Winchell File, ABC-TV; Westinghouse Lucille Ball-Desi Arnaz Shows, CBS-TV

TOKAR, NORMAN
Leave it to Beaver
ABC-TV

TUBBS, CARL
The Baseball Corner
ABC-TV

TULLY, MONTGOMERY
Scotland Yard
ABC-TV

— V —

VALENTA, LEONARD F.

B. Nov. 22, 1923, Philadelphia, Pa.; Big Story, NBC-TV; Studio One, Tales of Tomorrow, Charlie Wild, CBS-TV

VINCENT, CHICK
Pepper Young's Family
NBC

VOUTSAS, GEORGE
Bert Parks' Bandstand; The Eternal Light, Pocketbook News
NBC

— W —

WALKER, ROBERT G.
Circus Boy
ABC-TV

WITNEY, WILLIAM
Zorro
ABC-TV

WEIS, DON
The Jack Benny Program
CBS-TV

WENDKOS, PAUL
Playhouse 90
CBS-TV

WEYMAN, RONALD
Stars of Jazz, Encounter
ABC-TV

WHELAN, KEN
For Love or Money
CBS-TV

WHORF, RICHARD
Gunsmoke
CBS-TV

WINSTON, RON
Playhouse 90
CBS-TV

— Y —

YATES, EDWARD J.
American Bandstand
ABC-TV

YURDIN, CLAY
Chance for Romance
ABC-TV

— Z —

ZIRATO, BRUNO
Galen Drake Show
CBS

HERBERT B. LEONARD

Producer

"THE NAKED CITY" — ABC-TV

"THE ADVENTURES OF RIN TIN TIN" — ABC-TV

"RESCUE 8" — Syndication

"CIRCUS BOY" — NBC-TV

Co-Producer

in association with Screen Gems

RADIO-TV PRODUCERS

RADIO AND TELEVISION
—their work during 1958

— A —

ABERT, PAUL
WTIC-TV, Hartford, Conn.
ACKERMAN, HARRY
Leave It to Beaver, Tales of the Texas Rangers
ABC-TV
ADAME, JULIAN
Dig This: Talent Search
KRGV-TV, Weslaco, Tex.
ADAMS, STAN
KELP-TV, El Paso, Tex.
ALLEN, CHUCK
Teen Tempos
WLBT, Jackson, Miss.
ALLEN, CLYDE
Bandstand
WTVM, Columbus, Ga.
ALLINGHAM, BOB
Easy Does It
KVAR, Phoenix-Mesa, Ariz.
ALMOND, PAUL
Encounter
ABC-TV
AMODEO, JOHN
KROD-TV, El Paso, Tex.
ANDERSON, WILLIAM H.
Zorro
ABC-TV
ANDREWS, CHARLES
Arthur Godfrey Time
CBS, CBS-TV

ANELIA, RITA
B. April 23, 1921, Brooklyn, N. Y.; The Intimate Side of Opera (New Series, 13 weeks)

ANNAND, FRANK
WCHS, Charleston, W. Va.
ANTHONY, JOHN
WITI-TV, Milwaukee, Wisc.
APPEL, DON
The Paul Winchell Show
ABC-TV
ARNAZ, DESI
Westinghouse Lucille Ball-Desi Arnaz Shows
CBS-TV
ASHLEY, IRA
Young Doctor Malone; Burton
CBS
ASTOL, LALO, Sr.
KCOR Theatre
KCOR-TV, San Antonio, Tex.
ATKINS, GLEN, Jr.
WLOS-TV, Ashville, N. C.
AUCHINCLOSS, GORDON
The Johnny Pearson Show
ABC
AUSTIN, BOB
Ranger Hal
WJXT, Jacksonville, Fla.
AYERS, TED
Face the Nation
CBS

— B —

BABBIN, JACQUELINE
Armstrong Circle Theatre
CBS-TV
BACH, BOB
What's My Line
CBS-TV
BAILEY, JAMES
Channel 3 Clubhouse
WKZO-TV, Kalamazoo, Mich.
BAKER, JERRY
KELP-TV, El Paso, Tex.
BAKER, JIMMIE
Rough Riders
ABC-TV
BANNER, BOB
The Garry Moore Show, Ginger Rogers Show (Pontiac Special)
CBS-TV
BENSON, LEON
West Point
ABC-TV
BERG, HAL
Hatchy Malatchy
WNEP-TV, Scranton, Pa.
BERGER, NORMAN
WKBN-TV, Youngstown, Ohio
BERGSTRUM, RALPH
The Breakfast Club
ABC
BERNAL, MANUEL
Home Sweet Home
KCOR-TV, San Antonio, Tex.
BIDUS, JOHN
WRCV-TV, Philadelphia, Pa.
BLACKBURN, NORMAN
Circus Boy
ABC-TV
BLACKWELL, BURT
WAVE-TV, Louisville, Ky.
BLAIR, JIM
WBOY-TV, Clarksburg, W. Va.
BLOOM, DAN
The World Tonight
CBS
BLUE, PAUL
KLZ-TV, Denver, Colo.
BORDEN, THOMAS
WTAE, Pittsburgh, Pa.
BOWE, GEORGE
WTIC-TV, Hartford, Conn.
BOWLES, KEN
KRGP-TV, Chattanooga, Tenn.
BOYD, MILTON
WHBF-TV, Rock Island, Ill.
BRADDOCK, ART
WJTV, Jackson, Miss.
BRADY, BEN
Perry Mason
CBS-TV
BREEN, MIKE
WSYR-TV, Syracuse, N. Y.
BRESLER, JERRY
The Merv Griffin Show
ABC
BRICKEN, JULES
Lux—Schlitz Playhouse
CBS-TV
BROCK, PARA LEE
4-H Hour
WAGA-TV, Atlanta, Ga.
BRODKIN, HERBERT
Playhouse 90
CBS-TV
BROOKS, BRUCE
KROD-TV, El Paso, Tex.
BROOKS, RAY
The 4 Sharps
WHIS-TV, Bluefield, W. Va.
BROWN, HI
The Affairs of Dr. Gentry, Five Star Matinee, Don Ameche's Real Life Stories
NBC
BROWN, ORVAL
TV News Digest
KSBY-TV, San Luis Obispo, Calif.
BROWN, PEN
KFBB-TV, Great Falls, Mont.
BRUESS, ROBERT
WSAU-TV, Wausau, Wisc.
BRYANT, JEANICE
WABI-TV, Bangor, Me.
BUCK, JULES
O. S. S.
ABC-TV
BURDICK, JERRY
Bob Brandy Time
WTVC, Chattanooga, Tenn.
BURNETT, MURRAY
Chance for Romance
ABC-TV
BURR, EUGENE
The Verdict Is Yours
CBS-TV

— C —

CAPSTAFF, AL
Monitor, Nightline, NBC Image Series
NBC
CARLIN, STEVE
Top Dollar
CBS-TV
CARLTON, CARL
Princess Mary's Castle
WEKB, Chicago, Ill.
CARNEY, JOSEPH
Jazz Party
KMSP-TV, Minneapolis, Minn.
CARR, PAUL
Bingo at Home
KLOR-TV, Provo, Utah
CARVER, JACK
KLZ-TV, Denver, Colo.

CATES, GILBERT
B. June 6, 1933, New York City; Haggis Baggis, NBC-TV; ABC-TV; CBS-TV

CHAMBERLAIN, CRAN
You Asked For It
ABC-TV
CHAMPION, BOB
Popeye
WSOC-TV, Charlotte, N. C.
CHARLES, GEORGE
The Oldsmobile Show
ABC-TV
CHERKEZIAN, NAZARET
Eye on New York
WCBS-TV, New York, N. Y.
CHRISTENSEN, JAMES A.
WBEN-TV, Buffalo, N. Y.
CHUMLEY, RAY
Circle 3 Ranch
WRGP-TV, Chattanooga, Tenn.
CHUN, CLARENCE
Televi Digest
KONA-TV, Honolulu, Hawaii
CLAVER, ROBERT E.
Captain Kangaroo
CBS-TV
CLAWSON, GRANT R.
KSL-TV, Salt Lake City, Utah
CLEARY, JOHN
"The G-E College Bowl"
CBS-TV
COBB, DENNIS
WXEX-TV, Petersburg-Richmond, Va.

ANN MARLOWE

Producer-Packager

Jaime del Valle

"THE LINEUP"

"SAN FRANCISCO BEAT"

COE, FRED
Playhouse 90
CBS-TV

COHAN, PHIL
The Guy Mitchell Show
ABC-TV

COHAN, ALBERT J.
The Ann Sothern Show
CBS-TV

COLE, SIDNEY
Robin Hood
CBS-TV

COLERAN, BILL
The Bing Crosby Show
ABC-TV

COLLIER, WALT
5 Star Final
KSYD-TV, Wichita Falls, Tex.

COLLIGAN, JIM
The Baseball Corner
ABC-TV

COLLYER, BUD
Beat the Clock
ABC-TV

COLVIN, JERRY
Refreshment Time
KTBS-TV, Shreveport, La.

CONGER, WILLIAM
KMSO-TV, Missoula, ont.

CONKLIN, HARTWELL
WLOF-TV, Orlando, Fla.

CONNELLY,JOE
Leave it to Beaver
ABC-TV

COOLEY, LEE

Perry Como Show, NBC-TV; "Big Record," CBS-TV

CORNER, MERLE
Pictorial News Review
WHIO-TV, Dayton, Ohio

COSTELLO, ROBERT
Armstrong Circle Theatre
CBS-TV

COUGHLIN, ALFRED
The Merv Griffin Show
ABC

CRAFT, JAMES
KNOE-TV, Monroe, La.

CROSS, PERRY

"County Fair," NBC-TV

CROTHERS, GEORGE
Invitation to Learning
CBS

— D —

DAUGHERTY, DUFF
Rainbow House
KONA-TV, Honolulu, Hawaii

DAUGHERTY, JEAN
Magic Toy Shop
WHEN-TV, Syracuse, N. Y.

DAVID, RUSS
Fun Fare
KSD-TV, St. Louis, Mo.

DAVIS, WALT
4:30 Hop
KTSM-TV, El Paso, Tex.

DEL VALLE, JAIME

B. Jan., 19, 1910, Los Angeles, Calif.; The Line Up, San Francisco Beat, CBS-TV; Film Sales

DeMET, PETER
All-Star Golf
ABC-TV

DESSART, GEORGE
WCAU-TV, Philadelphia, Pa.

DEVENDORF, DON
WSAV-TV, Savannah, Ga.

DIETRICH, GARTH
Timex All-Star Jazz Show,
CBS-TV

DISNEY, WALT
Walt Disney's Adventure Time; Zorro; Mickey Mouse Club
ABC-TV

DOLAN, JAMES M.
Sports Time
CBS

DOLMAS, GEORGE
The News Eye
KSYD-TV, Wichita Falls, Tex.

DONLON, ED
The Johnny Evans Show
WIS-TV, Columbia, S. C.

DUDDY, LYN
The Merv Griffin Show
ABC

DUFF, GORDON
Playhouse 90 (Time of Your Life); Du Pont Show of the Month (Hasty Heart)
CBS-TV

DUNHAM, WALLY
This is Music
ABC-TV

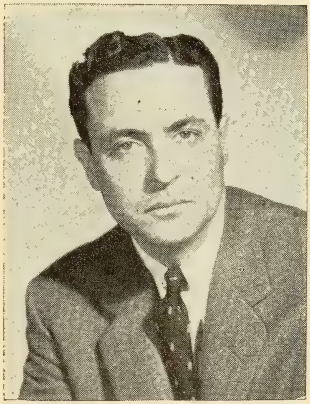
DUTCHER, BILL
WMT-TV, Cedar Rapids, Iowa

— E —

EDELMAN, LOUIS F.
The Adventures of Jim Bowie, The Life and Legend of Wyatt Earp, ABC-TV
The Danny Thomas Show, CBS-TV

CLARK JONES

PRODUCER — DIRECTOR



RICHARD D. HEFFNER

PRODUCER-MODERATOR

"OPEN MIND"

WRCA-TV

EDWARDS, RALPH
B. June 13, Merino, Colo.; This Is Your Life, NBC-TV

EDWARDS, SUE
Romper Room
WTVN-TV, Columbus, Ohio

ELLSWORTH, WHITNEY
Superman
ABC-TV

END, JACK
WROC-TV, Rochester, N. Y.

ENDICOTT, BILL
KTNT-TV, Tacoma, Wash.

ENGLANDER, ROGER
New York Philharmonic Young People's Concerts
CBS-TV

EPSTEIN, JON
Adventure at Scott Island
ABC-TV

EWING, ED
Wrestling
WDBJ-TV, Roanoke, Va.

— F —

FANNING, BILL
KOMO-TV, Seattle, Wash.

FARREN, JACK
Concentration, Bob Smith Show, NBC-TV; Windy Dink & You, CBS-TV

FASSETT, JIM
The New York Philharmonic; The Cleveland Orchestra CBS

FATES, GIL
What's My Line, I've Got A Secret, To Tell the Truth
CBS-TV

FEDDERSON, DON
The Betty White Show, ABC-TV, The Millionaire, CBS-TV

FELDMAN, CHESTER
I've Got A Secret
CBS-TV

FENNELLY, VINCENT M.
Trackdown
CBS-TV

FENNELLY, VINCENT M.
Trackdown
CBS-TV

FENTRESS, JACK
KNOE-TV, Monroe, La

FIELDS, RALPH
"Wonderful Town"
CBS-TV

FISHER, CHARLES
As the World Turns
CBS-TV

FITZPATRICK, TOM
WSYR-TV, Syracuse, N. Y.

FLACK, DON
WPTV, Palm Beach, Fla.

FLETCHER, VIC
WEEK-TV, Peoria, Ill.

FLETTRICH, TERRY
Cap'n Sam — Midday
WDSU-TV, New Orleans, La.

FOREHAND, JACK
Pepsi-Cola Merry-Go-Round
WECT, Wilmington, N. C.

FORREST, RAY
Children's Theatre, WRCA-TV

FOWLES, KEITH
WAGM-TV, Presque Isle, Me.

FRAMER, WALT
For Love or Money
CBS-TV

FREDERICKS, JACK
Good Living
WKTU, Utica, N. Y.

FREEMAN, DOUGLAS
WRVA-TV, Richmond, Va.

FREEMAN, EVERETT
Bachelor Father
CBS-TV

FREESE, JACK
WPTV, Palm Beach, Fla.

FRIENDLY, FRED W.
"Small World"
CBS-TV

FRIERSON, BOB
Talk Back
WIS-TV, Columbia, S. C.

FRYER, ROBERT
"Wonderful Town"
CBS-TV

— G —

GALLU, SAM
Navy Log
ABC-TV

GARDEN, WILLIAM A.
Notre Dame Football
WNDU-TV, South Bend, Ind.

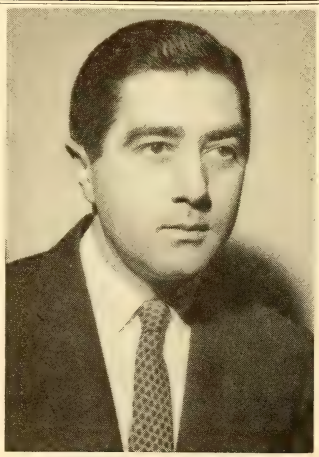
GARDNER, ARTHUR
The Rifleman
ABC-TV

GARNER, JAMES
WDEF-TV, Chattanooga, Tenn.

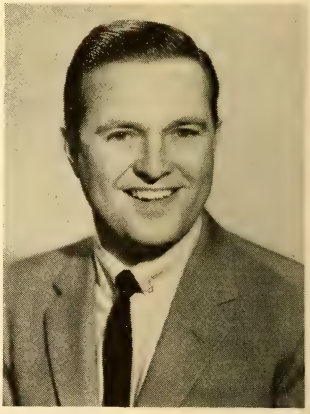
GASSETT, CHARLES
Major Mars
WTVM, Columbus, Ga.

GEORGE, DICK
News & Weather
WMAZ-TV, Macon, Ga.

GERECHT, MARIE
At Home with Kitty
WWLP, Springfield, Mass.



PERRY CROSS
Executive Producer
"COUNTY FAIR"
NBC-TV



RAY FORREST
PRODUCER-HOST
CHILDREN'S THEATRE
WRCA-TV

GINGELL, GEORGE
Chattahoochee RFD
WRBL-TV, Columbus, Ga.
GLIDDEN, EDITH
Especially For You
WOC-TV, Davenport, Iowa
GOLDEN, ROBERT
Lassie
CBS-TV
GOLDMAN, ROBERT
Seven Lively Arts
CBS-TV
GOLTZ, SIDNEY C.
All-Star Golf
ABC-TV
GOODELL, JOHN
People Are Funny
NBC
GOTTLIEB, ALEX
The Gale Storm Show, CBS-TV; Love That Jill, ABC-TV
GRAHAM, LEWIS
Ted Mack and the Original Amateur Hour
CBS-TV
GRANET, BERT
Westinghouse Lucille Ball — Desi Arnaz Shows, CBS-TV; The Walter Winchell File, ABC-TV
GRAVES, JIM
At Home with Rozell
WRBL-TV, Columbus, Ga.
GREEN, FRANK
WLVA-TV, Lynchburg, Va.
GREEN, JOHN B.
Art Carney Meets 'Peter and the Wolf'
ABC-TV

GRUENBERG, AXEL

"This Is Your Life," NBC-TV

GUEDEL, JOHN
Art Linkletter's House Party
CBS, CBS-TV; Anybody Can Play, ABC-TV
GUTIERREZ, HENRY H.
KGNS-TV, Laredo, Tex.

— H —

HALL, ALLEN
Moviehouse; Standout
WLW-I, Indianapolis, Ind.
HALL, CHARLES
Saturday Night Jamboree
WSAZ-TV, Huntington, W. Va.
HAMILTON, JOE
The Garry Moore Show
CBS-TV
HAMMERSTEIN, WILLIAM
Arthur Godfrey Show
CBS-TV
HANCE, WILEY
Small Explosion
ABC-TV
HANSCHMAN, NANCY
The Leading Question
CBS
HANSEN, LLOYD
KOVR-TV, Stockton, Calif.
HARMS, JOHN
WCSH-TV, Portland, Me.
HARPOLE, JIMMIE
WJTV, Jackson, Miss.
HARRISON, JOAN
Alfred Hitchcock Presents
CBS-TV
HART, WALTER
The Couple Next Door
CBS
HAYS, GENE
KTVU, San Francisco-Oakland, Calif.
HAZARD, STU
Flinty's Attic
WJIM TV, Lansing, Mich.
HEATTER, MERRILL
Top Dollar
CBS-TV

HEFFNER, RICHARD D.

B. Aug. 5, 1925, New York, N. Y.; The Open Mind, WRCA-TV, New York, N. Y.

HEIDER, FREDERICK
Voice of Firestone
ABC-TV
HENRY, FRED
The Liberace Show, The Betty White Show, ABC-TV
HENRY, JIM
Kids Korner
KVTV, Sioux City, Iowa
HERRIDGE, ROBERT
Seven Lively Arts
CBS-TV
HEYWARD, DEKE
The Dick Clark Show
ABC-TV
HILL, EARL
Cartoon Corners
KTBS-TV, Shreveport, La.
HOBIN, BILL
Timex All-Star Jazz Show, Phil Silvers on Broadway, CBS-TV; The Pat Boone Chevy Showroom
ABC-TV
HOLLANDER, JEAN
Beat the Clock
ABC-TV
HOLLENBECK, BILL
Nighthawk
XETV, San Dilego, Calif.

Jack Farren

Producer

CONCENTRATION

NBC-TV

AXEL GRUENBERG

PRODUCER

for

RALPH EDWARDS'

"THIS IS YOUR LIFE"

NBC-TV

HOOK, ARTHUR
News, Tam's Time, Club 21
WPTA, Fort Wayne, Ind.
HOREL, SAM
Teen Age Dancetime
KVIQ-TV, Eureka, Calif.
HORWICH, DR. FRANCES
Dim Dim School
WGN-TV, Chicago, Ill.
HORWITZ, HOWIE
77 Sunset Strip
ABC-TV
HOUGHTON, A. E. JR.
Man with a Camera
ABC-TV
HOUSEMAN, JOHN
Playhouse 90, Seven Lively Arts CBS-TV
HOWELL, CLIFF
Amos 'n' Andy Music Hall
CBS
HUDSON, HAL
Dick Powell's Zane Grey Theatre CBS-TV
HUGGINS, ROY
77 Sunset Strip, Maverick, Colt .45, ABC-TV
HUMMERT, ANN
Romance of Helen Trent CBS
HUMMERT, FRANK
Romance of Helen Trent
CBS
HUNTER, HARRY
Norman Ross and Facsimile
WBKB, Chicago, Ill.

— J —

JACKSON, GAIL PATRICK
Perry Mason
CBS-TV
JAMPEL, CARL
Mother's Day
ABC-TV
JANIS, HAL
Sid Caesar Invites You
ABC-TV
JENSEN, BYRON
Guest Book
KLOR-TV, Provo, Utah
JOHNSON, BOB
KELO-TV, Sioux Falls, S. D.
JOHNSON, JOHNNY
WAPI-TV, Birmingham, Ala.
JOHNSTONE, JACK
Yours Truly, Johnny Dollar
CBS

JONES, CLARK R.
B. April 10, 1920, Clearfield, Pa.; Perry Como Show, NBC-TV; The Patrice Munsel Show, ABC-TV

JONES, ED
Cap'n Ken's Showboat
WOC-TV, Davenport, Iowa
JOYCE, ROBERT M.
Commodore Bob Show
WMTW-TV, Poland Spring, Me.

— K —

KAISER, ROBERT
Downtown
WTRF-TV, Wheeling, W. Va.
KEMP, JAY
KOOL-TV, Phoenix, Ariz.
KILEY, JOSEPH
Forrest Willis Show
WTRI, Albany, N. Y.
KINBERG, JUD
Seven Lively Arts
CBS-TV
KLEIBACKER, F.R.
WIIC, Pittsburgh, Pa.
KLEIN, LEWIS
Cowtown Rodeo
ABC-TV
KNUDHOLT, EDWARD
WKNX-TV, Saginaw, Mich.
KONDOLF, GEORGE
The United States Steel Hour
CBS-TV
KOPLOW, GEORGE
WHBF-TV, Rock Island, Ill.
KORTNER, PETER
Pursuit
CBS-TV

— L —

LACKNER, ED
KOMO-TV, Seattle, Wash.
LAFFERTY, PERRY
Your Hit Parade
CBS-TV
LANTZ, WALTER
Woody Woodpecker
ABC-TV
LASSALLY, PETER
Nightline
NBC
LAYNE, GEORGE
WKRG-TV, Mobile, Ala.
LEARY, JOHN
WRCV-TV, Philadelphia, Pa.
LEHR, MILTON H.
Caribe Motors Shows
WKAQ-TV, San Juan, P. R.
LEICHTNER, FRITZ
Spinach Playhouse
WSAZ-TV, Huntington, W. Va.
LENOX, DON
Cinderella Weekend
WCAU-TV, Philadelphia, Pa.

EDGAR PETERSON

EXECUTIVE PRODUCER

CBS-TV

Lee Cooley

EXECUTIVE DIRECTOR OF PROGRAMS

PARAMOUNT TELEVISION PRODUCTIONS

HOLLYWOOD

LEONARD, HERBERT B.
The Adventures of Rin Tin Tin, NBC-TV; Naked City, ABC-TV

LESSER, JULIAN
Bold Journey
ABC-TV
LEVY, JULES
The Rifleman
ABC-TV
LEVY, PARKE
December Bride
CBS-TV
LEWINE, RICHARD
Du Pont Show of the Month (Aladdin) CBS-TV
LEWIS, BOB
WHBQ-TV, Memphis, Tenn.
LEWIS, RALPH
WFMY-TV, Greensboro, N. C.
LITTELL, BLAINE
The World Tonight
CBS
LJUNGH, ESSE W.
Encounter
ABC-TV
LLOYD, TED
My True Story
NBC
LOOS, MARY
Yancy Derringer
CBS-TV
LOUTHER, JOHN
Sunday
WVET-TV, Rochester, N. Y.
LUM, GEORGE
Ted Randal Show
KPIX, San Francisco, Calif.
LUSCHER, DICK
WJZ-TV, Baltimore, Md.
LUTZ, SAM
The Plymouth Show, starring Lawrence Welk

— Mc —

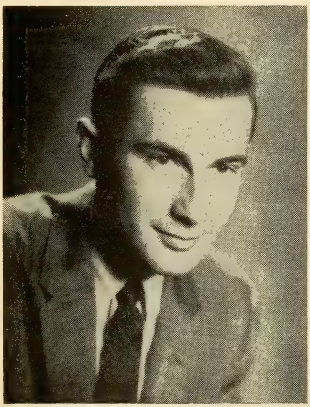
McCOURT, BOB
Kilgo's Kanteen
WSOC-TV, Charlotte, N. C.
McDONALD, AL
Fun Wagon
KOTA-TV, Rapid City S. D.
McDONNELL, NORMAN S.
Gunsmoke, Have Gun, Will Travel CBS
McGARRETT, GEORGE
The Jim Backus Show
ABC
McGAW, BILL
KDKA-TV, Pittsburgh, Pa.
McKAY, DOUGLAS
Howard Miller Program
CBS
McKENNA, JACK
WDSM-TV, Duluth, Minn.
McNULTY, JACK
WDSM-TV, Duluth, Minn.
McNULTY, GERARD
WSUN-TV, St. Petersburg, Fla.

— M —

MacDONNELL, NORMAN
Gunsmoke
CBS-TV
MacKENZIE, BLAIR
WVEC-TV, Hampton-Norfolk, Va.
MacKENZIE, MURDO
Rusty Draper Show
CBS
MacNEILL, JOHN
Pepsi-Cola Merry-Go-Round
WECT, Wilmington, N. C.
MAMMARELLA, TONY
American Bandstand
ABC-TV; WFIL-TV, Philadelphia, Pa.
MANNERS, SAM
Naked City
ABC-TV
MANULIS, MARTIN
Playhouse 90
CBS-TV
MARCUS, HELEN
Beat the Clock
ABC-TV
MARION, IRA
Disaster! The Noble Challenge
ABC
MARKS, HILLIARD
The Jack Benny Program
CBS-TV

MARLOWE, ANN
B. July, New York City, N. Y.

MARLOWE, MICHAEL
Capitol Cloakroom
CBS
MARRER, FR. ROBERT
The Greatest of These
WSTV-TV, Steubenville, Ohio
MARRINAN, PAT
Spotlight on Youth
KHJ-TV, Los Angeles, Calif.
MARTIN, DOUG
WCHS, Charleston, W. Va.
MAYS, HERSHEL
Big 10 Jamboree
KTUE, El Dorado, Ark.
MEYER, HARLAN
WREX-TV, Rockford, Ill.
MILLER, BILL
KONO-TV, San Antonio, Tex.
MILLER, CHARLES
KMOX-TV, St. Louis, Mo.
MILLS, TED
The Oldsmobile Show
ABC-TV
MITTLEMAN, RICK
You Asked for It
ABC-TV



GIL CATES

Producer — Director

MONROE, HOWARD
Party Time
WBTW, Florence, S. C.
MONTAGNE, EDWARD J.
The Phil Silvers Show
"You'll Never Get Rich"
CBS-TV
MORGAN, BOB
Studio Wrestling
WTVC, Chattanooga, Tenn.
MORGAN, LEO
ESP
ABC-TV
MORSE, CARLTON
The Woman in My House;
One Man's Family
NBC
MOSHER, BOB
Leave It to Beaver
ABC-TV
MULLIGAN, GENE
KTVU, San Francisco-Oakland, Calif.
MULVEY, WILLIAM
WFBG-TV, Altoona, Pa.
MURROW, EDWARD R.
"Small World"
CBS-TV
MUSIELLO, FRANK
The Peter Lind Hayes Show
ABC-TV

— N —

NAAR, JOSEPH T.
Lux — Schlitz Playhouse
CBS-TV
NAZE, STAN
WSAU-TV, Wausau, Wis.
NELSON, DOLPH
Anybody Can Play
ABC-TV
NELSON, LEE
WABI-TV, Bangor, Me.
NELSON, NOD
WAPI-TV, Birmingham, Ala.
NELSON, OZZIE
The Adventures of Ozzie and Harriet
ABC-TV
NELSON, RALPH
Du Pont Show of the Month (Hamlet)
CBS-TV
NEMSER, SANDRA
Answer, Please!
CBS
NEWMAN, JACK
WKNX-TV, Saginaw, Mich.
NEWSOME, LOUIS
WNCT, Greenville, N. C.
NICHOLS, BILL
The United States Steel Hour
CBS-TV
NICHOLSON, MAC
WNCT, Greenville, N. C.
NIESEN, MATT
Bowling Stars
ABC-TV
NOBLE, FRED
Ty Cobb Show
KRGV-TV, Weslaco, Tex.
NOEL, KEN
Ann Alden Show
KFJZ-TV, Fort Worth, Tex.

— O —

O'DELL, GENE
WLW-I, Indianapolis, Ind.
ORENSTEIN, LEO
Encounter
ABC-TV
ORR, WILLIAM T.
Colt .45, Cheyenne, Maverick, Sugarfoot, ABC-TV
OSBORN, BOB
WOW-TV, Omaha, Neb.
OSMAN, HARRY
WRCV-TV, Philadelphia, Pa.
OVERLANDER, BOB
WSAV-TV, Savannah, Ga.
OWEN, TONY
The Donna Reed Show
ABC-TV

— P —

PABON, MARIO
Show Libbys
WKAQ-TV, San Juan, P. R.
PACKER, PETER
Lux - Schlitz Playhouse
CBS-TV
PALMER, SI
KOA-TV, Denver, Colo.
PARKER, CLYDE
Little Rock Today
KARK-TV, Little Rock, Ark.
PARRIS, JACK
WJRT, Flint, Mich.
PATTON, DON
Oscar Levant Show
KHJ-TV, Los Angeles, Calif.
PEPIN, LEO
The Adventures of Ozzie and Harriet ABC-TV

PETERSON, EDGAR

B. Jan. 12, 1913, Mobile, Ala.; Executive Producer, CBS-TV, Hollywood

PETTYJOHN, JAMES M.
WRCV-TV, Philadelphia, Pa.
PINCUS, IRVING
The Real McCoys
ABC-TV
PINCUS, NORMAN
The Real McCoys
ABC-TV
PITTMAN, FRANK
Tombstone Territory
ABC-TV
POLLACHECK, CHARLES
The Edge of Night
CBS-TV
POOLE, BURNELL JR.
WCSH-TV, Portland, Me.
POOLE, JACK
Premiere Theatre
WEAT-TV, W. Palm Beach, Fla.
POOLE, LYNN
Johns Hopkins File 7
ABC-TV
PORTER, STAN
WHBQ-TV, Memphis, Tenn.
POSS, STANLEY
The Jackie Gleason Show
CBS-TV
PRATT, JAMES
Walt Disney Presents
ABC-TV
PRATT, PAUL
KTUL-TV, Tulsa, Okla.
PRYOR, WALLY
Now Dig This
KTBC-TV, Austin, Tex.

— Q —

QUENELLE, TOM
WFMY-TV, Greensboro, N. C.

— R —

RAINGER, DAN
KTVT, Salt Lake City, Utah
RAND, DICK
Kartoon Karnival
KENI-TV, Anchorage, Alaska
RASKY, HARRY
The Last Word
CBS
REEVES, CHUCK
The Dick Clark Show
ABC-TV
RICHARD, HARRY
Open House
WJXT, Jacksonville, Fla.
RICHARDS, ALDEN R.
KSL-TV, Salt Lake City, Utah
RICHTER, DICK
WBOY-TV, Clarksburg, W. Va.
ROACH, HAL JR.
Telephone Time, Love That Jill ABC-TV
ROBERTS, PAUL
Ma Perkins, Right to Happiness, Whispering Streets
CBS
ROBERTS, WILLIAM
The Donna Reed Show
ABC-TV
ROBINSON, EMMETT
WCSC-TV, Charleston, S. C.
ROBINSON, JOHN
Wanted — Dead or Alive
CBS-TV
ROBSON, WILLIAM N.
Suspense
CBS
ROBY, HOWARD
WTVN-TV, Columbus, Ohio
ROCKLAND, FRED
WLW-I, Indianapolis, Ind.
RODIN, GIL
The Liberace Show
ABC-TV
ROGERS, TOMMY
Off The Record
KTSM-TV, El Paso, Tex.
ROLFE, SAM
Have Gun, Will Travel
CBS-TV
ROMIG, JERRY
Saturday Session
WDSU-TV, New Orleans, La.
ROOT, JOE
Romper Room
WLBT, Jackson, Miss.
ROSENTHAL, MORT
WDAU-TV, Scranton, Pa.
ROWE, BOB
Play Your Hunch
CBS-TV
ROWELL, GLENN
Fun Wagon
KOTA-TV, Rapid City, S. D.
RUSSELL, CHARLES W.
Pursuit
CBS-TV

— S —

SADOFF, ROBERT
Bert Parks' Bandstand
NBC
SALE, RICHARD
Yancy Derringer
CBS-TV
SANDERS, MARLENE
WNEW-TV, New York, N. Y.
SANICOLA, HENRY W.
The Frank Sinatra Show
ABC-TV
SAWYER, JACK
WMBD-TV, Peoria, Ill.
SCHAEFER, GEORGE
Gift of the Magi
CBS-TV
SCHEERER, BOB
The Chevy Showroom
ABC-TV
SCHERMER, JULES
Lawman
ABC-TV
SCHMUTZ, FRED
Parents Should Know
KARK-TV, Little Rock, Ark.
SCHOUBIN, HARRY
Buddy Deane
WJZ-TV, Baltimore, Md.
SCHUFELT, ROBERT
KVAL-TV, Eugene, Ore.
Weekend

SCHWARZ, RAY
WJRT, Flint, Mich.
SCIOSCIA, MIKE
WXEX-TV, Petersburg-Richmond, Va.
SCOTT, ED
Sheriff Scotty
KBTV, Denver, Colo.
SCOTT, STU
Stu & George
KVIQ-TV, Eureka, Calif.
SCRUBY, BRIAN
WMBD-TV, Peoria, Ill.
SEARLES, NORM
WROC-TV, Rochester, N. Y.
SEINFELD, JONAL
Tales of the Texas Ranger
ABC-TV
SELDEN, ALBERT
"Little Women"
CBS-TV
SELF, WILLIAM
The Frank Sinatra Show
ABC-TV
SELIGMAN, SELIG J.
Day in Court
ABC-TV
SHERCK, PHIL
Peggy's Playhouse
WJIM-TV, Lansing, Mich.
SHERMAN, ALLAN
Victor Borge's Comedy and Music, Phil Silvers on Broadway
CBS-TV
SHEVELOVE, BURT
Art Carney Meets 'Peter and the Wolf'
ABC-TV
SHOOK, DEL
Top O' Mornin', Panorama,
WDBJ-TV, Roanoke, Va.
SIDDONS, HEYWARD
KOA-TV, Denver, Colo.
SILVER, ARTHUR W.
Cheyenne
ABC-TV
SIMON, GEORGE
Timex All-Star Jazz Show
CBS-TV; Sammy Kaye's Music from Manhattan, ABC-TV
SIMMONS, ED
Just Entertainment
CBS
SINGER, AL
Name That Tune
CBS-TV
SISK, ROBERT F.
The Life and Legend of Wyatt Earp
SLOCUM, KENT
Weather
KVTV, Sioux City, Iowa
SMART, DAVE
Jana Demas Show
WHIO-TV, Dayton, Ohio
SMIGHT, JACK
Victor Borge's Comedy and Music, CBS-TV
SMITH, SID
Teenage Downbeat
WBAP-TV, Fort Worth, Tex.
SNOWDEN, ALEC
Scotland Yard
ABC-TV
SOBOL, EDWARD
The Plymouth Show, starring Lawrence Welk ABC-TV
SOTHAM, JOHN
Country Junction
WLAC-TV, Nashville, Tenn.
SOUVAINE, GERALDINE
Metropolitan Opera
CBS
SPANOS, DICK
Wonders of Archery
KGUN-TV, Tucson, Ariz.
SPARKS, ROBERT
Bachelor Father, Have Gun, Will Travel
CBS-TV
SPIVEY, SAM
Auburn Football
WSFA-TV, Montgomery, Ala.
STAGG, JERRY
Telephone Time
ABC-TV
STAPP, JACK
The Jim Reeves Show
ABC
STEARNS, JOHNNY
Make Me Laugh, Music Bingo, ABC-TV; The Herb Oscar Anderson Show, ABC
STECK, RICHARD H
WLOF-TV, Orlando, Fla.
STEMBRIDGE, JIMMIE A.
Flatt & Scruggs
WTWV, Tupelo, Miss.
STENTA, RICHARD
Mitch Miller Show
CBS
STOKEY, MIKE
Pantomime Quiz
ABC-TV
STRAND, PETER
WXYZ-TV, Detroit, Mich.
SUSSKIND, DAVID
Du Pont Show of the Month
CBS-TV
SUTTON, T. J.
CKLW-TV, Detroit, Mich.

— T —

TAMBER, SID
The Big Payoff
CBS-TV
TARCHER, JEREMY
WNEW-TV, New York, N. Y.
TATELMAN, HARRY
Sugarfoot
ABC-TV
THOMAS, FRAZIER
Garfield Goose
WGN-TV, Chicago, Ill.
THOMAS, JERRY
The Adventures of Rin Tin Tin
ABC-TV
THORNTON, PHILIP J.
Charlie Dugdale Show
KPIX, San Francisco, Calif.
THRALL, DICK
KDKA-TV, Pittsburgh, Pa.
TIMMONS, DAVID
Curriculum Studies
WBAP-TV, Fort Worth, Tex.
TRENT, RAY
KDUB-TV, Lubbock, Tex.
TRIPP, PAUL
On the Carousel
WCBS-TV, New York, N. Y.
TROCAINE, FRANCES
What's My Line
CBS-TV
TURET, LARRY
WITI-TV, Milwaukee, Wis.
TURNER, CLAYTON
Nightmare
KFJZ-TV, Fort Worth, Tex.

— U —

UNGER, MAURICE
West Point Rough Riders
ABC-TV
UTLEY, JOHN
WOWL-TV, Florence, Ala.
UTTAL, WARREN
WLVA-TV, Lynchburg, Va.

— V —

VEST, DON
Religious programs
WRVA-TV, Richmond, Va.
VINCE, JOHN
WTAE, Pittsburgh, Pa.
VINCENT, CHICK
Pepper Young's Family
NBC

— W —

WADE, EDGAR
Space Ship C-8
WBTW, Florence, S. C.
WAGNER, JAMES
Stars of Tomorrow
WARD-TV, Johnstown, Pa.
WAKE, ARNOLD
KOOL-TV, Phoenix, Ariz.
WALD, BOB
For Love or Money
CBS-TV
WALSH, BILL
Walt Disney's Adventure Time
Mickey Mouse Club ABC-TV
WALTERS, BOBBY
Moonmist
WIS-TV, Columbia, S. C.
WARD, DEL
WMAZ-TV, Macon, Ga.
WATSON, PAUL
Party Line
WSFA-TV, Montgomery, Ala.
WEBB, BILL
You Asked for It ABC-TV
WEEDMAN, SID
Romper Room; Kindergarten College
WLW-I, Indianapolis, Ind.
WELLS, DOUG
KTHV, Little Rock, Ark.
WHITE, ANDY
Tombstone Territory
ABC-TV
WHITE, LAWRENCE
Sammy Kaye's Music from Manhattan, ABC-TV; Timex All-Star Jazz Shows, CBS-TV
WHITMAN, ROGER C.
"Man Around the House"
CBS
WILKISON, GORDON
Woman's World
KTBC-TV, Austin, Tex.
WILLIAMS, BILL
Popeye
WLAC-TV, Nashville, Tenn.
WILLIAMS, ROBERT
Fun Time
WCBI-TV, Columbus, Miss.
WILSON, GEORGE
Nine Teen Time
WSTV-TV, Steubenville, Ohio
WILSON, JOE
House Call
WVET-TV, Rochester, N. Y.
WOLAS, EVA
Pursuit
CBS-TV
WOLF, HERB
Keep Talking
CBS-TV
WRIGHT, JAY
Salt Lake City Tabernacle Choir and Organ Program
CBS
WYATT, JACK
Confession
ABC-TV
WYLIE, MARY LOU
KTUL-TV, Tulsa, Okla.

— Y —

YAWS, HOWARD
KONO-TV, San Antonio, Tex.

— Z —

ZIRATO, BRUNO JR.
Galen Drake
CBS

PAUL TAUBMAN

MUSICAL DIRECTOR

"TWENTY ONE"

"TIC TAC DOUGH"

"DOUGH RE MI"

"EDGE OF NIGHT"

"CONCENTRATION"

PAUL TAUBMAN'S

Penthouse club
30 Central Park South
NEW YORK CITY

Contact Thru
Radio Registry
MUrray Hill 8-6600

MUSICAL DIRECTORS

RADIO AND TELEVISION

—their work during 1958

— A —

ABBOTT, DONALD, V.
KWWL, Waterloo, Iowa
ADEMY, JOHN
WBIG, Greensboro, N. C.
AGA, ROGER
KXRA, Alexandria, Minn.
ALEMAN, JOE
KPRL, Paso Robles, Calif.
ALEXANDER, VAN
The Guy Mitchell Show
ABC-TV
ALLEN, BOB
KLPR, Oklahoma City, Okla.
ALLEN, DUANE
KRFO, Owatonna, Minn.
ALLEN, JAMES
WTUS, Jackson, Tenn.
ALLISON, BRETT
KRBC, Abilene, Tex.
ANDERSON, AL
KGOS, Torrington, Wyo.
ANDERSON, ALVIN
WTWR, Two Rivers, Wisc.
ANDREWS, BETTY
WJEJ, Hagerstown, Md.
ANTHONY, GEORGE
WOND, Pleasantville, N. J.
ANTONINI, ALFREDO
Seven Lively Arts
CBS-TV
ARNETTE, NADINE
WCLG, Morgantown, W. Va.
ATKINS, ROBERT
WTCB, Flomaton, Ala.
ATTAWAY, JOYCE C.
WCOH, Newnan, Ga.
AVILES, JUAN
WITA, San Juan, P. R.
AYRES, MITCHELL
The Perry Como Show
NBC-TV
AYRES, NORMAN
Mr. Music
WCSH-TV, Portland, Me.

— B —

BAILEY, BETTY
WNPT, Tuscaloosa, Ala.
BALLANTINE, EDDIE
Breakfast Club
ABC
BALZER, FRITZ
WRC, Washington, D. C.
BANCROFT, PIERSON
KTAR, Phoenix, Ariz.
BARKER, BETTY
KTUC, Tucson, Ariz.
BARR, FRED
WGLI, Babylon, N. Y.
WWRL, New York, N. Y.
BARRERA, HECTOR E.
KUNO, Corpus Christi, Tex.
BARTON, DICQUE
KWTX, Waco, Tex.
BAUM, BARBARA
WMET, Miami Beach, Fla.
BEALS, RAY H.
KVGB, Great Bend, Kan.
BEARD, NAOMI
WTCO, Campbellsville, Ky.
BELLAMY, VIC
WHBN, Harrodsburg, Ky.
BENSON, BROWNIE
Romper Room
WSAZ-TV, Huntington, W. Va.
BIERE, MARVIN
KROD, El Paso, Tex.
BLACK, JERRY
KOSA, Odessa, Tex.
BLANK, RALPH
WJJD, Chicago, Ill.
BLOCH, RAY
The Jackie Gleason Show
CBS-TV
BORTEL, CLAUDE
Jim Deline and the Gang
WSYR-TV, Syracuse, N. Y.
BOTT, SHIRLEY
KDON, Salinas, Calif.
BOUDREAU, HAL
KHVH, Honolulu, Hawaii
BOUTILIER, GRACE
WPTV, Palm Beach, Fla.
BOWMAN, LLOYD J.
KATL, Miles City, Mont.
BRADLEY, OWEN
The Jim Reeves Show
ABC
BRADY, WILLIAM P.
WEDC, Chicago, Ill.

SAMMY KAYE

ABC-TV

Exclusively
Columbia Records

Management—JACK PHILBIN

Direction—
JOE GLASER
Associated Booking Corp.

BRAGG, PAUL
KPRK, Livingston, Mont.
BREGMAN, BUDDY
The Eddie Fisher Show
NBC-TV
BRENEMAN, TOM JR.
KNEZ, Lompoc, Calif.
BRENNER, SHIRLEY
WITZ, Jasper, Ind.
BRESSLER, JERRY
The Merv Griffin Show
ABC
BRIDGES, ROBBY
WKMT, Kings Mountain, N. C.
BRIGHT, WELDON
KGNC, KGNC-TV,
Amarillo, Tex.
BROSCHE, BRYANT
Open House
WJXT, Jacksonville, Fla.
BROWN, VERA
KRVN, Lexington, Neb.
BULLARD, CAROLE
KSIS, Sedalia, Mo.
BULLEN, MARY ANN
KVNU, Logan, Utah
BURLEY, RICHARD
KBTK, Missoula, Mont.
BURTON, ARLENE
KGST, Fresno, Calif.
BUTLER, JOSEPH F.
WKLZ, Kalamazoo, Mich.
BUTTOLPH, DAVID
Maverick
ABC-TV
BYCROFT, HOWARD
WOTR, Corry, Pa.
BYRD, VIRGINIA
WISH, WISH-TV,
Indianapolis, Ind.

— C —

CADE, PATSY
WULA, Eufaula, Ala.
CAIRO, MARIA ELENA
KEPS, Eagle Pass, Tex.
CALABRESE, RAY
WHLM, Bloomsburg, Pa.
CALDO, JACK
WHAW, Weston, W. Va.
CAMARGO, MATEO
KCOR, KCOR-TV,
San Antonio, Tex.
CAMPBELL, DICK
WDVA, Danville, Va.
CAMPERSON, BILL
WHOL, Allentown, Pa.
CARLEY, JAMES
WPIN, St. Petersburg, Fla.
CARLISLE, ROBERT
Lassie
CBS-TV
CARPENTER, ROBERT E.
KPIG, Cedar Rapids, Iowa
CARTER, KAY
WGBI, Scranton, Pa.
CASTLE, JAY
WLAG, La Grange, Ga.
CHADWICK, EVELYN
WICA, Ashtabula, Ohio
CHAMBERS, KEITH
Keys to Music
WBOY-TV, Clarksburg, W. Va.
CHASINS, ABRAM
WQXR, New York, N. Y.
CHESNEY, RUSSELL
KCLB, Minot, N. D.
CLARK, ALLAN
WKY-TV, Oklahoma City, Okla.
CLARK, BILL
WMAM, Marinette, Wis.
CLARK, GEORGE
KJIM, Fort Worth, Tex.
CLARK, JAMES
WJR, Detroit, Mich.
CLARY, ROBERT
WSOY, Decatur, Ill.
CLAUSER, AL
KTUL-TV, Tulsa, Okla.
CLAYTON, EARL JR.
KSOK, Arkansas City, Kan.
CLOSE, DEAN L.
WLEM, Emporium, Pa.
COE, BARBARA
KLRA, Little Rock, Ark.
COFFEEN, DICK
WMBD, Peoria, Ill.
COLE, BUDDY
The Bing Crosby Show
ABC-TV
COLEMAN, HARRY
KCEE, Tucson, Ariz.
COLLINS, JERRY
WNOX, Knoxville, Tenn.
COLVARD, LORENE
WMFS, Chattanooga, Tenn.
COMNILLO, CLYDE
KOA, Denver, Colo.
COOPER, ADRIAN R.
WHKK, Akron, Ohio
COOPER, HARRY
WHOM, New York, N. Y.
CORLIS, ANDY
KUDU, Ventura, Calif.
COSTA, JOHN
Jeff Jordan Show, Josie's Storyland
KDKA-TV, Pittsburgh, Pa.
COTE, BERT
Ladies' Fair
WMTW-TV, Poland Spring, Me.
COY, CINDY
WPDX, Clarksburg, W. Va.
CRAFT, CHRIS
WCOS, Columbia, S. C.
CRAHAN, BETTY
KOEL, Oelwein, Iowa

— D —

DANIELS, TIM
WDSG, Dyersburg, Tenn.
DARR, GENE
KFXD, Nampa, Ida.

JERRY JEROME

Creator of
Jingles
and
Musical Backgrounds
for
Radio and Television
Commercials

1 Snapdragon Lane
Roslyn Heights, L. I.
MAyfair 1-4567
SU 7-5400

DAVENPORT, DON
WEKZ, Monroe, Wisc.
DAVIS, ART
WBAP, Fort Worth, Tex.
DAVIS, BILL
WLOW, Norfolk, Va.
DAVIS, JAY
KBUC, Corona, Calif.
DAVIS, BILL
WLOW, Norfolk, Va.
DAVIS, JAY
KBUC, Corona, Calif.
DAVIS, PAT
WHIE, Griffin, Ga.
DAVIS, ROZANN
KMBC, Kansas City, Mo.
DAWSON, JACK
WWIN, Baltimore, Md.
DEARTH, EARLE
Dick Powell's Zane Grey Theatre CBS-TV
DE BYLE, DON
WSAU, Wausau, Wis.
DECK, PAUL
WCMR, Elkhart, Ind.
De COORLEY, LLOYD
KDEX, Dexter, Mo.
DEEGAN, MICHAEL
WJMJ, Philadelphia, Pa.
DeMATTOS, JEANNE (MRS.)
WNBZ, Saranac Lake, N. Y.
DE VOL, FRANK
The Betty White Show ABC-TV
DEWING, CAROL
WCVS, Springfield, Ill.
DE WITT, JOHN
WWHG, Hornell, N. Y.
DIEHL, GEORGE
WFLN, Philadelphia, Pa.
DiSALI, NINO
WPAW, Pawtucket-Providence, R. I.
DIXON, JOHN
WALA, Mobile, Ala.
DOEHLEMAN, MARILYN
WING, Dayton, Ohio
DOERR, ALAN W.
WGMS, Washington, D. C.
DONZE, ELMO
KSGM, Ste. Genevieve, Mo.
DOOLEY, CHARLES 'PETE'
WEOA, Evansville, Ind.
DOUGLAS, BOB
WHAV, Haverhill, Mass.
DOW, ROBERT
WGUY, Bangor, Me.
DOWNING, DON
KENE, Toppenish, Wash.
DRAPER, KEN
KSTT, Davenport, Iowa
DRIVER, TED
KUKI, Ukiah, Calif.
DRUMHEILLER, PHIL
WBZY, Torrington, Conn.
DUNBAR, JIM
WDSU, New Orleans, La.
DUNKELBERGER, THOMAS
WHIO, Dayton, Ohio
DUNNING, OWEN
Hi Neighbor KOIN-TV, Portland, Ore.
DUPRE, MITCH
WCMP, Pine City, Minn.
DYER, WILLARD
KTBC, KTBC-TV, Austin, Tex.

— E —

ECK, LAWRENCE
KLTR, Blackwell, Okla.
EELS, MARY ANN
WMT, Cedar Rapids, Iowa
ELDRIDGE, G. V.
KOB, Albuquerque, N. M.

ELGART, LARRY
RCA-Victor

ELLISON, PAUL
WHAR, Clarksburg, W. Va.
ENGEL, LEHMAN
"Wonderful Town" CBS-TV
ENIS, BILL
KXOL, Fort Worth, Tex.
ERBE, GALE
KHEP, Phoenix, Ariz.
ERICKSEN, ALICE
KIT, Yakima, Wash.
ERWAY, GUY S.
WAYE, Baltimore, Md.
ETTERS, CLARENCE
WBT, Charlotte, N. C.
EUSTACE, JOHN H.
WPDM, Potsdam, N. Y.

— F —

FAIRCHILD, PAUL
WDOC, Prestonsburg, Ky.
FENNELL, GEORGE
WHYE, Roanoke, Va.
FIELDS, BUDDY
WRHI, Rock Hill, S. C.
FINLAY, FRED
KVBC, Farmington, N. M.
FLANAGHAN, PAUL
WPTR, Albany, N. Y.
FLOURNOY, ROSE
WRBL, Columbus, Ga.
FOSTER, JAMES L.
WTAY, Robinson, Ill.
FOUTS, DIANA
KSFA, Nacogdoches, Tex.
FRAISER, TOBY
WLSD, Big Stone Gap, Va.
FRENCH, DON
KFMB, San Diego, Calif.
FROST, DON
KMNS, Sioux City, Iowa
FRYE, J. ALLEN
KSIX, Corpus Christie, Tex.
FULLER, JERRY
KSST, Sulphur Springs, Tex.

CHARLES SANFORD

MUSICAL DIRECTOR

CO 5-1068

— G —

GABROURY, JOHN
KYCA, Prescott, Ariz.
GALLICCHIO, JOSEPH
The Howard Miller Show, NBC-TV; WMAQ, WNBQ, Chicago, Ill.
GALLUP, SUE
KGFL, Roswell, N. M.
GARBISCH, EVELYN
WCCN, Neilsville, Wisc.
GARRETT, SNUFF
KSYD, Wichita Falls, Tex.
GARRETT, VIOLA
WEUP, Huntsville, Ala.

GART, JOHN

GEARING, JOE
WTIV, Titusville, Pa.
GIBBON, JIM
WLAU, Laurel, Miss.
GIBSON, JERRY
KBRC, Mount Vernon, Wash.
GILBERT, HERSCHEL BURKE
The Loretta Young Show NBC-TV
GILROY, GERALD
WPTS, Pittston, Pa.
GITZ, JEAN
WLCX, La Crosse, Wis.
GLASSMEYER, GLORIA
WZIP, Cincinnati, Ohio
GOLDSMITH, JERRY
Pursuit
CBS-TV
GORDON, HAL
WXYZ, WXYZ-TV, Detroit, Mich.
GOSDIN, REVIN
WBAM, Montgomery, Ala.
GOW, ART
KLZ-TV, Denver, Colo.
GRAHAM, FRANCIS
WAIN, Columbia, Ky.
GRAHAM, JERRY
KVNC, Winslow, Ariz.
GREEN, BERNARD
Sid Caesar Invites You
ABC-TV
GREENER, BILL
WBEL, Beloit, Wis.
GREENSTEN, NORMA
WLIB, New York, N. Y.
GRIFFITHS, TOM
WCMW, Canton, Ohio
GRIGGS, CHARLES
WINE, Buffalo, N. Y.
GROSS, JACK JR.
KSON, San Diego, Calif.

— H —

HAEBERLE, CARL B.
WPLH, Huntington, W. Va.
HAINES, FRANK
KVEN, Ventura, Calif.
HALEY, PAT
WMCK, McKeesport, Pa.
HALSEMA, EVELYN
WASK, Lafayette, Ind.
HAMANN, GLORIA
WDOK, Cleveland, Ohio
HANCOCK, DENNIS JR.
WBOP, Pensacola, Fla.
HARPER, MARY
WDSP, DeFuniak Springs, Fla.
HARWOOD, BRIAN
WDEV, Waterbury, Vt.
HASTINGS, HAL
Phil Silvers on Broadway, Gift of the Magi, Little Women CBS-TV
HATCH, WILBUR
Lucille Ball—Desi Arnaz Shows
CBS-TV
HAUPT, JAMES
WQXQ, Ormond Beach, Fla.
HAYES, DOLORES
KBKC, Kansas City, Mo.
HAYMAN, RICHARD
ESP
ABC-TV
HAYS, REX D.
WNAX, Yankton, S. D.
HEATH, SHEILA
WEIC, Charleston, Ill.

HEFTI, NEAL

GAC, Coral Records
HENDERSON, LUTHER JR.
Victor Borge's Comedy and Music, CBS-TV

HENDERSON, SKITCH

B. Jan. 27; Steve Allen Show, NBC-TV; Bandstand, NBC
HERMAN, FRED
WSSV, Petersburg, Va.
HERMANN, RALPH
The Herb Oscar Anderson Show ABC
HICKS, DORIS
WTIK, Durham, N. C.
HODGE, TED
WENY, Elmira, N. Y.
HOFF, CARL
The Bob Crosby Show
NBC-TV
HOFMANN, CHARLES
WNEB, Daytona Beach, Fla.
HOGAN, HARLAN
WSBT, South Bend, Ind.
HOGAN, JAMES
Jim Deline and the Gang
WSYR-TV, Syracuse, N. Y.
HOHENGARTEN, CARL
KMOX-TV, St. Louis, Mo.
HOLLIDAY, BOB
KBUZ, Phoenix, Ariz.
HOLMES, RICHARD B.
WILM, Wilmington, Del.
HOOGENHOUS, MARY
WCOW, Sparta, Wis.
HOOPER, SHIRLEY
WRKH, Rockwood, Tenn.

BERNIE WAYNE

MUSICAL

CONDUCTOR

1619 Broadway PL 7-4960 New York, N. Y.

HORN, LE ANN
KIXL, Dallas, Tex.
HOVER, FREEMAN
KCSR, Chadron, Neb.
HOVIS, AL
WWOK, Charlotte, N. C.
HOWARD, BILL
KAVI, Rocky Ford, Colo.
HOYT, DON
WACK, Newark, N. Y.
HUBBARD, JOAN
WETZ, New Hartinsville, W. Va.
HUBBS, BILL
KIUN, Pecos, Tex.
HULTS, ARLO
For Love or Money
CBS-TV
HUNT, GEORGE
Party Line
KAKE-TV, Wichita, Kan.
HUNT, WEBB
KNUZ, Houston, Tex.
HUNTER, ALFRED
KSDO, San Diego, Calif.
HURLEY, BOB
WGAY, Silver Spring, Md.
HYDE, MARY
WBBC, Flint, Mich.
HYDEN, STUART
KBCL, Shreveport, La.
HYER, IVAN
WCHN, Norwich, N. Y.

— I —

IHRKE, ELMER
WEMP, Milwaukee, Wis.
IMBROGULIO, JOSEPH
WFBR, Baltimore, Md.
IRELAND, DICK
WJDY, Salisbury, Md.

— J —

JACKSON, GRAHAM
WERD, Atlanta, Ga.
JACOBSON, PAUL V.
KXGN, Glendive, Mont.
JARRETT, LEAH
WRGA, Rome, Ga.

JEROME, JERRY

B. June 19, 1912, New York; Sylvania Awards, New York Heart Fund; RCA Camden Records, MGM Records; ABC Paramount Records

JESSEN, DICK
WCVI, Connellsville, Pa.
JETER, LEE
KFLJ, Walsenburg, Colo.
JEWELL, JIM
KNBX, Kirkland, Wash.
JONES, JAMES D.
KGVL, Greenville, Tex.
JONES, SHIRLEY
WDOS, Oneonta, N. Y.
JOHNSON, GERALD D.
WFST, Caribou, Me.
JOHNSON, LEWIS F.
WMGR, Bainbridge, Ga.
JOHNSON, SHERMAN
WQIC, Meridian, Miss.
JOHNS, BILL
WSAC, Radcliff, Ky.
JONES, EDWARD
WINX, Rockville, Md.
JONES, MARGARET
WBPD, Orangeburg, S. C.

— K —

KABITZKE, GUS
WMIL, Milwaukee, Wis.
KALER, RANDALL
WFAS, White Plains, N. Y.
KAMONT, RICHARD S.
WIMS, Michigan City, Ind.

KAYE, SAMMY

Serenade Room, Sunday Serenade, ABC; So You Want to Lead a Band, ABC-TV; Columbia Records, RCA, Thesaurus

KEELY, MELVIN F.
KAYE, Puyallup, Wash.
KELLEY, CHAUNCEY
WFRP, Savannah, Ga.
KEMP, ED
KDYL, Salt Lake City, Utah
KENNEDY, BEN
KCOK, Tulare, Calif.
KENNEDY, TOM
WJJL, Niagara Falls, N. Y.
KILGORE, WILLIAM S.
WCYB, Bristol, Va.
KIRSCHBAUM, HARRIET (MRS.)
WLYC, Williamsport, Pa.
KIRWAN, DENNIS
KWIP, Merced, Calif.
KISSEE, KEITH
KIMO, Independence, Mo.
KNIGHT, JOHN
WAZP, Yazoo City, Miss.
KNIGHT, MORRIS
WRFC, Athens, Ga.
KNIGHT, WAYNE
WAGM, Presque Isle, Me.
KNORR, JOHN
WBLF, Bellefonte, Pa.
KOSTAL, IRWIN
The Garry Moore Show
CBS-TV
KOTTLER, MISCHA
WWJ, WWJ-TV, Detroit, Mich.
KOURY, REX
KVNI, Coeur D'Alene, Ida.
KOZIOL, PATRICIA
WARE, Ware, Mass.
KRONBERG, BONNIE
WOOD, Grand Rapids, Mich.
KUNKEL, JERRY
KUSH, Cushing, Okla.
KYLER, SID
WSAU-TV, Wausau, Wis.

— L —

LACKENBAUER, WILLIAM
WILI, Willimantic, Conn.

EDDY MANSON
COMPOSER — CONDUCTOR
ARRANGER
Personal Rep — Dell Peters
MU 7-1750

SKITCH HENDERSON

LAFAVOUR, DAVE
KRPL, Moscow, Ida.
LAMBERT, NORM
WABI, WABI-TV, Bangor, Me.
LAMM, AL
WOW, WOW-TV, Omaha, Neb.
LANE, RICHARD D.
WSBC, Chicago, Ill.
LARSON, WAYNE
WJAG, Norfolk, Neb.
LAUDEMAN, PETE
WDSU-TV, New Orleans, La.
LAVA, WILLIAM
Zorro
ABC-TV
LAWRENCE, BILL
KRXK, Rexburg, Ida.
LAWRENCE, ELLIOT
The Jim Backus Show
ABC
LAWRENCE, MILTON
WAPI, WAPI-TV, Birmingham, Ala.
L'ECUYER, JOHN J.
WTSL, Hanover, N. H.
LEE, MARION
KLX, Oakland, Calif.
LEIGH, LEONARD
KSTP, St. Paul — Minneapolis, Minn.
LENNING, DEN
KDMA, Montevideo, Minn.
LEREPP, HERB
KBOM, Bismarck, N. D.
LEVINS, ROBERT
WHCY, Malone, N. Y.
LEWIS, EARL
WHIT, New Bern, N. C.
LEWIS, WELDON
KBBB, Borger, Tex.
LINDSAY, COSTIN
WPAQ, Mt. Airy, N. C.
LINDSEY, JOHN
WESY, Leland-Grenville, Miss.
LINDSEY, MORT
The Pat Boone-Chevy Showroom ABC-TV
LINN, HARRY
WKVA, Lewistown, Pa.
LOCKHART, HARRY
WAVE, WAVE-TV, Louisville, Ky.

LOMBARDO, GUY

B. June 2, 1901, London, Ont., Canada; Lombardoland, U.S.A., Mutual; Guy Lombardo Show, Transcribed Syndicated; Rheingold Summer Serenade, NBC-TV

LORENZ, DON
WJUN, Mexico, Pa.
LUCKHURST, BILL
KBRO, Bremerton, Wash.
LYNCH, FRANK J. III
KMAM, Tularosa, N. M.
LYNN, KAY
KFAL, Fulton, Mo.
LYONS, PATRICIA
WHB, Kansas City, Mo.

— Mc —

McADOO, DICK
KFDM, Beaumont, Tex.
McCAMMON, GEORGE
KBVM, Lancaster, Calif.
McCARTY, LARRY
KDDD, Dumas, Tex.
McCOY, MARLYS
WMOD, Moundsville, W. Va.
McDOUGAL, DOUG
KDJI, Holbrook, Ariz.
McFOLIN, JOE
KCHJ, Delane, Calif.
McGANN, ROSEMARY
WJBK, Detroit, Mich.
McGINNIS, PAT
KHBM, Monticello, Ark.
McKINNEY, A. J.
KHUZ, Borger, Tex.
McKINNEY, ALENE
KBIG, Avalon, Calif.
McLAUGHLIN, BOB
KDEO, San Diego, Calif.
McRITCHIE, GREG
You Asked For It
ABC-TV

— M —

MacDONALD, HOWARD
KFBB, Great Falls, Mont.
MACKEY, BRUCE
WKRT, Cortland, N. Y.
MACKEY, MARTHA
WEYE, Sanford, N. C.
MacKINNON, DON
WPON, Pontiac, Mich.
MacTAVISH, BOB
KARM, Fresno, Calif.
MAHIN, GRAHAM
Bold Journey
ABC-TV

MANSON, EDDY

MAPLES, GRADY FRANKLIN
KBYG, Big Spring, Tex.
MARCELLINO, MUZZY
Art Linkletter's House Party
CBS-TV
MARKHAM, JAMES
WAPL, Appleton, Wis.
MARKS, FRANKLYN
Walt Disney Presents
ABC-TV
MARSTON, KEN
WDXE, Lawrenceburg, Tenn.
MARX, LLOYD
Ted Mack and the Original Amateur Hour
CBS-TV
MASSEY, CURT
KRCA, Los Angeles, Calif.
MAUPIN, REX
WBKB, Chicago, Ill.
MAUPIN, ROBERT
WZOB, Fort Payne, Ala.

MURRAY ROSS

LARRY ELGART
and his orchestra
are now with
RCA-VICTOR

MAY, BILLY
Kraft Music Hall, starring Milton Berle
NBC-TV
MELIS, JOSE
The Jack Paar Show
NBC-TV
MELLETTE, DAN
WSSC, Sumter, S. C.
MENDOZA, CANDY
Spanish Program
KASK, Ontario, Calif.
MERCER, KENNY
WMFJ, Daytona Beach, Fla.
MERRICK, MAHLON
The Jack Benny Program
CBS-TV
MERTZ, CHARLES
WMRM, Marion, Ohio
METCALFE, ROBERT E.
WOHI, East Liverpool, Ohio
METCHNEK, BILL
WCCO-TV, Minneapolis-St. Paul, Minn.
METTLER, WILLIAM R.
KRIG, Odessa, Tex.
MIKUL, BEN
WJHO, Opelika, Ala.
MILLER, BILL
WHMS, Charleston, W. Va.
MILLER, HERMAN
WFPR, Hammond, Ind.
MONTGOMERY, PAUL
WRAL-TV, Raleigh, N. C.
MOREY, HENRI
WDVL, Vineland, N. J.
MORGAN, HARV
WMNI, Columbus, Ohio
MOSLEY, ED
KREM, Spokane, Wash.
MOULDER, IRMA
WDMF, Buford, Ga.
MULVANEY, DON
KROX, Crookston, Minn.
MURRAY, HAL
WVKO, Columbus, Ohio
MURRAY, JOE
WLEE, Richmond, Va.

— N —

NAGY, MARY ELIZABETH
WLAC, Nashville, Tenn.
NALLE, BILLY
TV; Radio; Commercials; RCA Victor Records, I Remember Mama; Arthur Godfrey; Ed Sullivan; duPont; Jazz Spectaculars
NASH, RUBY
KPST, Preston, Idaho
NEAL, PAUL
WBNS, Columbus, Ohio
NEAL, SAM
WJEH, Gallipolis, Ohio
NEDIN, RICHARD
WEOK, Poughkeepsie, N. Y.
NELSON, ART
KLIF, Dallas, Tex.
NEWCOMB, GENEVIEVE
WFAX, Falls Church, Va.
NEWSOM, ELMER
WGNS, Murfreesboro, Tenn.
NICHOLS, TERRY
WPLA, Plant City, Fla.

NICHOLSON, NICK
Top Dollar, CBS; Howdy Doody, Ruff and Reddy, NBC

NILSON, ROY
WHOO, Orlando, Fla.
NININGER, EVELYN H.
WDBJ, Roanoke, Va.
NUNN, R. DOUG
WNOP, Newport, Ky.

— O —

OLENDEN, BEN
WRMN, Elgin, Ill.
OLSON, RICHARD
WEZY, Cocoa, Fla.
OLSON, WALLACE
WCCO, Minneapolis, Minn.
O'NEILL, JOE
WWDC, Washington, D. C.
ORTIZ, ROBERTO
WTIL, Mayaguez, P. R.
OSBORN, JO ANN
WMIX, Mt. Vernon, Ill.
OTTERSON, LOUISE
WJVA, South Bend, Ind.

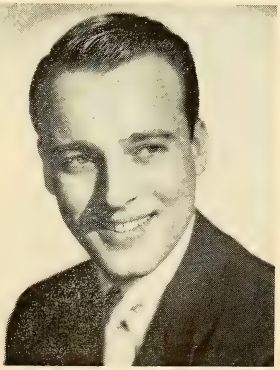
— P —

PAGE, DOROTHY
WPAY, Portsmouth, Ohio
PALEN, EILEEN
WOKZ, Alton, Ill.
PALMER, BILL
Casper Capers
WTVN-TV, Columbus, Ohio
PALMER, COY
KPDN, Pampa, Tex.
PALMER, SHIRLEY
WKNB, West Hartford, Conn.
PATTERSON, LOUISE
WFAU, Augusta, Me.
PAUL, CHARLES
As the World Turns
CBS-TV
PAYNE, LLOYD
WDXB, Chattanooga, Tenn.
PENDLETON, C. F.
KJBS, San Francisco, Calif.
PERSON, ROD
KANO, Anoka, Minn.
PETERS, JAMES
WAVZ, New Haven, Conn.
PETERSON, JIM A.
KDSN, Denison, Iowa
PETERSON, SANDRA
KLMS, Lincoln, Neb.
PFLEEGER, GEORGE
WJTN, Jamestown, N. Y.
PHABY, LAWSON
WIBV, Belleville, Ill.
PHELPS, HAL
KBMN, Bozeman, Mont.

HANK SYLVERN

Composer — Conductor — Arranger

JU 2-8800



NEAL HEFTI
and his
"Band With a Sweet Beat"

GAC
Coral Records
Promotion: BUDDY BASCH

PHELPS, JONATHAN
WGKA, Atlanta, Ga.
PILDNER, HENRY
WGAR, Cleveland, Ohio
PINCKNEY, LLOYD C.
WSPN, Saratoga Springs, N. Y.
PRENSHAW, RICHARD
Teen Tempos
WLBT, Jackson, Miss.
PRICE, WILLIAM
WVPO, Stroudsburg, Pa.
PRITCHARD, BARBARA
WNOG, Naples, Fla.
PUDNEY, EARLE
WRGB, Schenectady, N. Y.
PUTT, CHARLES
KVOE, Emporia, Kan.

— Q —

QUAYE, EDWARD D.
WPMP, Pascagoula, Miss.

— R —

RALSTON, HARLAN E.
WHBF, Rock Island, Ill.
RASKIN, JUNE
WGNY, Newburgh, N. Y.
RATLIFF, DANNY
WHAB, Baxley, Ga.
RAY, GENE
WBMK, West Point, Ga.
REDMOND, DICK
WHP, Harrisburg, Pa.
REEDER, CHARLES
WPFB, Middletown, Ohio
REILLY, ALICE
WTVR, Richmond, Va.
REPINE, BURT
WRVA, Richmond, Va.
RICHARDS, DONALD
WAUX, Waukesha, Wis.
RICHARDS, HORACE
WPPA, Pottsville, Pa.
RICHARDS, JACK
WEIM, Fitchburg, Mass.
RICHARDS, NEIL
KSEM, Moses Lake, Wash.
RICHARDS, STAN
WORL, Boston, Mass.
RICHARDSON, KAY
KRSN Los Alamos, N. M.
RIDDLE, NELSON
The Frank Sinatra Show, ABC TV; Ginger Rogers Show (Pontiac Special) CBS-TV
RILEY, RALPH
Open House
WHIZ-TV, Zanesville, Ohio

RIO, ROSA

My True Story, NBC; Bert & Harry Piel Commercials; Director of Hammond Organ School

RIPOSO, TONY
One For The Show
WHEN-TV, Syracuse, N. Y.
RISNER, ELLAMAE
KRMS, Osage Beach, Mo.
RIVETTE, KERNY
KTRM, Beaumont, Tex.
ROWELL, ROBERT
KDTH, Dubuque, Iowa
ROBARDS, CARY
WSIV, Pekin, Ill.
ROBERTS, EARL
KOSE, Osceola, Ark.
ROBERTSON, KENNETH
WCST, Berkeley Springs, W. Va.
ROBINSON, GORDON
The Liberace Show
ABC-TV
ROGERS, HAROLD
WFSC, Franklin, N. C.
ROPER, PAT (MRS.)
WGBF, Evansville, Ind.
ROSAMOND, ROBERT
WTBO, Cumberland, Md.

ROSS, MURRAY

ROSS, ROY
WMGM, New York, N. Y.
ROTHMAN, LEE
WRIT, Milwaukee, Wis.
RUDOLPH, JOE
WAIT, Chicago, Ill.
RUIZ, JULIAN
KOWN, Escondido, Calif.
RUMMINGER, BARBARA
WMUU, Greenville, S. C.

— S —

SAFFORD, TED
WINF, Manchester, Conn.

SANFORD, CHARLES

B. June 17, 1905, New York City, N. Y.; Patrice Munsel Show, ABC-TV; Your Show of Shows, Bob Hope Show, Jerry Lewis Show, Ray Bolger Show, May Liebman Presents, NBC-TV

SCHLEIF, DAVID
WBKV, West Bend, Wisc.
SCHLICHTING, JOAN
KCRS, Midland, Tex.
SCHMITT, PAUL
KPRC-TV, Houston, Tex.
SCHORR, J. ARNOLD
WRVM, Rochester, N. Y.
SCHUETT, PAUL
KPUG, Bellingham, Wash.
SCHULZ, MARVIN L.
KRSI, Minneapolis, Minn.
SCHWARCK, RUTH M.
KICD, Spencer, Iowa
SCHWARTZ, IRA
WLOF-TV, Orlando, Fla.
SEESE, LUCILLE
Saturday Night Jamboree
WSAZ-TV, Huntington, W. Va.

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Musical Direction

CINERAMA — TODD-AO

CINEMIRACLE

SEGREST, CHARLES
KPAC, Port Arthur, Tex.

SHAINDLIN, JACK

20th Century-Fox, Columbia; Louis deRochemont Prods.; Coral, Mercury Records

SHIPLEY, JIM
WJER, Dover, Ohio
SHORN, VIC
The Oldsmobile Show
ABC-TV
SHORE, PETE
WEAM, Washington, D. C.
SIMPSON, JOHN
KOTA, Rapid City, S. D.
SIMS, BILL
WTSP, St. Petersburg, Fla.
SINGER, JOE
WHOW, Clinton, Ill.
SKINNER, THOMAS
WIEL, Elizabethtown, Ky.
SLACK, DR. PETER
KGER, Long Beach, Calif.
SLATTON, PAT
WJBB, Haleyville, Ala.
SMITH, BOB
WRAL, Fayetteville, N. C.
SMITH, PAUL
Walt Disney's Adventure Time ABC-TV
SMITH, SMITTY
The 4 Sharps
WHIS-TV, Bluefield, W. Va.
SNYDER, DICK
KCHA, Charles City, Iowa
SOMOHANO, ARTURO
WKAQ-TV, San Juan, P. R.
SONTAG, GEORGE O.
WOC-TV, Davenport, Iowa
SOSNIK, HARRY
Your Hit Parade
CBS-TV
SPENCER, HARRY W.
WBTM, Danville, Va.
SPIEGEL, DIANE
KCUL, Ft. Worth, Tex.
STAGG, JOHN
WDCL, Clearwater, Fla.
STALBERG, HERMAN
KIDD, Monterey, Calif.
STANLEY, JIM
WGH, Newport News-Norfolk, Va.
STANZIOLA, JOHN
WAZL, Hazleton, Pa.
STEPHENS, DAVE
Cinderella Weekend
WCAU- WCAU-TV, Philadelphia, Pa.
STEPHENS, JONATHAN
WABB, Mobile, Ala.
STEVENS, KEITH
The Ann Sothern Show
CBS-TV
STEWART, BECKY ANN
WPBC, Minneapolis, Minn.
STEWART, CHUCK
WRBC, Jackson, Miss.
STEWART, DAVE
WKBL, Covington, Tenn.
STEWART, NORMA JEAN
WJPF, Herrin, Ill.
STOCKTON, EFFIE
WWL, New Orleans, La.
STOGNER, EARL
WILA, Danville, Va.
STONE, WILL
WEVA, Emporia, Va.
STORDAHL, AXEL
Victor Borge's Comedy and Music, CBS-TV
STORIE, ED
WGGA, Gainesville, Ga.
STOUT, CARL
WCEC, Rocky Mount, N. C.
STOUT, DR. WILLIAM H.
WHAP, Hopewell, Va.
STROPE, ARNIE
WFHR, Wisconsin Rapids, Wis.
STUART, EARL
WWJ-TV, Detroit, Mich.
SULLINS, JESSIE G.
WTOE, Spruce Pine, N. C.
SWAIN, BOBBY
KMOX, St. Louis, Mo.
SWANSON, LOU
KNOE, Monroe, La.

SYLVERN, HENRY (HANK)

B. March 26th, N. Y. C., N. Y.; Man of the Hour, Dotto, CBS-TV; Upbeat, Best in Music, Keyboard Concert, CBS; Dotto, NBC-TV; Chance for Romance, ABC-TV

SYMONS, JIM
WLDS, Jacksonville, Ill.

— T —

TAUBMAN, PAUL

The Edge of Night, CBS-TV; Twenty One, Tic Tac Dough, You're On Your Own, Winky Dink and You, Bride and Groom

TEFFETELLER, TEDDIE BOB
WEAG, Alcoa, Tenn.
TEMPLEMAN, MARION
KWPC, Muscatine, Iowa
THOMPSON, ELWOOD
WPVL, Painesville, Ohio
THOMPSON, MAURICE
WJDX, WLBT, Jackson, Miss.
TICE, FRANCES M.
WCAY, Cayce-West Columbia, S. C.
TORRES, PEPITO
Show Libbys
WKAQ-TV, San Juan, P. R.
TOWNE, JOHNNY
WLYN, Lynn, Mass.
TOWNES, MILOW
KLIK, Jefferson City, Mo.
TOWNSEND, WALLY
CKLW, CKLW-TV, Detroit, Mich.
TRAVIS, VICTOR
WMID, Atlantic City, N. J.
TRENDLER, ROBERT
WGN-TV, Chicago, Ill.
TROTTER, JOHN SCOTT
The George Gobel Show
NBC-TV
TROUP, BOBBY
Stars of Jazz
ABC-TV
TURNER, DORICE
WEBQ, Harrisburg, Ill.
TURNER, RON
WKMI, Kalamazoo, Mich.
TURRENTINE, BOB
KLVT, Levelland, Tex.

— U —

UNDERHILL, G. D.
WMEN, Tallahassee, Fla.
UNDERWOOD, LIZ
WRNL, Richmond, Va.

— V —

VALENTINE, DAN
WCKR, Miami, Fla.
VAN, JOHNNY
WGES, Chicago, Ill.
VAN HORNE, DR. ARTHUR
WCHK, Canton, Ga.
VAN PELT, PAULINE
KFJB, Marshalltown, Iowa
VAN STEENBURGH, SHIRLEY
WABY, Albany, N. Y.
VOGEL, C. P. JR.
WWNR, Beckley, W. Va.
VOORHEES, DONALD
The Telephone Hour
NBC

— W —

WADE, PEGGY
WCEH, Hawkinsville, Ga.
WAGNER, JACK
KNBC, San Francisco, Calif.
WAGONER, RICHARD
WRIC, Richlands, Va.
WALKER, CLARA S.
WJWL, Georgetown, Del.
WALKER, DON
Your Hit Parade
NBC-TV
WALKER, DUSTY
WILS, Lansing, Mich.
WALKER, EDWARD C.
WFLA, Tampa, Fla.
WALKER, HENRY
WEDO, McKeesport, Pa.
WALSH, JOHNNY
KEDO, Longview, Wash.
WALTER, ROD
KFRB, Redmond, Ore.
WALTERS, CLARENCE
WJBL, Holland, Mich.
WALTON, GEORGE
KJAY, Topeka, Kan.
WARD, FRANK
WAKR, Akron, Ohio
WATSON, BARBARA
WOWO, Fort Wayne, Ind.
WATSON, HOWARD
KPBA, Pine Bluff, Ark.
WATTLES, BUD
WERE, Cleveland, Ohio

WAYNE, BERNIE

ABC Paramount Records; Industrial Shows, Buick, General Motors, Philco; Miss America Pageant, Paramount Pictures, NBC-TV

WAYNE, ROGER
WHLI, Hempstead, N. Y.
WEBB, ELIZABETH
WCHV, Charlottesville, Va.
WEED, BUDDY
The Merv Griffin Show; The Johnny Pearson Show ABC
WEEKLEY, EARLE
WSVA, WSVA-TV, Harrisonburg, Va.
WELK, LAWRENCE
The Plymouth Show, starring Lawrence Welk
WESTERFIELD, VIRGINIA
KMED, Medford, Ore.
WESTON, PAUL
Art Carney Meets 'Peter and the Wolf', ABC-TV The Sid Caesar Chevy Show, NBC-TV
WHEELER, WENDY
KTAT, Frederick, Okla.
WHITE, ALBERT
KCBS, San Francisco, Calif.
WHITE, ROBERT
WMCA, New York, N. Y.
WIETHAN, DICK
KTCB, Malden, Mo.
WILKINSON, RALPH NORMAN
The United States Steel Hour
CBS-TV
WILSON, GRANT
WJW-TV, Cleveland, Ohio
WILSON, KENNETH H.
WHDH, Boston, Mass.
WILSON, STANLEY
Bachelor Father CBS-TV
WITHAM, NATHAN B.
WDCR, Hanover, N. H.
WOLFORD, DON
WKBN-TV, Youngstown, Ohio

— Y —

YORK, BILL
KFSB, Joplin, Mo.
YOUNG, VERN
KSOP, Salt Lake City, Utah
YOUNGBLOOD, JIM
WPAD, Paducah, Ky.

— Z —

ZELKOWITZ, STEPHEN W.
WMVO, Mount Vernon, Ohio
ZIMMERMAN, HARRY
The Dinah Shore Chevy Show
NBC-TV

BEN GRAUER

NBC

Radio TV

GABE PRESSMAN

WRCA/WRCA-TV
NEWS

NEWS COMMENTATORS

RADIO AND TELEVISION
—their work during 1958

— A —

ABRAMS, AL JR.
WEDO, McKeesport, Pa.
ACKER, TOM
KROC, Rochester, Minn.
ADAIR, DOUG
WJW-TV, Cleveland, Ohio
ADAMS, MARK
KYA, San Francisco, Calif.
ADAMS, ROBERT
WPAG, Ann Arbor, Mich.
ADAMS, W. CLARENCE
The Morning Herald
KBTM, Jonesboro, Ark.
ADAMS, WES
WKRT, Cortland, N. Y.
AGRONSKY, MARTIN
News on the Hour
NBC
AGUILAR, JUAN
KABQ, Albuquerque, N. M.
AHLSTROM, JAMES
WPVL, Painesville, Ohio
AKER, DICK
KVOL, Lafayette, La.
AKERS, CARL
Channel 7 Reporting
KLZ-TV, Denver, Colo.
ALCOTT, CARROLL
KNX, Los Angeles, Calif.
ALLEN, CLARE
WEBR, Buffalo, N. Y.
ALLEN, FRANK
KCOW, Alliance, Neb.
ALLEN, FRED
KSRO, Santa Rosa, Calif.
ALLEN, GEORGE
WBVP, Beaver Falls, Pa.
ALLEN, SPENCER
KMOX-TV, St. Louis, Mo.
AMOLE, GENE
KDEN, Denver, Colo.
ANDERSEN, ANDY
WGBB, Freeport, N. Y.
ANDERSON, BILL
Mobile News
WXLW, Indianapolis, Ind.
ANDERSON, ED
WTIC-TV, Hartford, Conn.
ANDERSON, FRED
WHYE, Roanoke, Va
ANDERSON, KIRK
WFGM, Fitchburg, Mass.
ANDERSON, OMER
News Around the World
(Frankfurt)
ABC
ANDERSON, R. L.
WCHO, Washington, Ohio
ANDERSON, RALPH
KNOG, Nogales, Ariz.
ANTHONY, FRANK
World Happenings
KGFL, Roswell, N. M.
ANTHONY, JOE
KHHH, Pampa, Tex.
ARCHER, BILL
WPTV, Palm Beach, Fla.
ARCIGA, JOSEPH
KALI, Pasadena, Calif.
ARDREY, ROBERT
WHAT, Philadelphia, Pa.
ARGUMEDO, OSCAR
KCOR, San Antonio, Tex.
ARLINGTON, CHARLES
KFWB, Hollywood, Calif.
ARMSTRONG, STU
WITI-TV, Milwaukee, Wis.
ARNOT, CHARLES (CAIRO)
John Daly and the News; ABC News with Don Goddard; Prologue 1959 ABC-TV; News Around the World, ABC
ARTHUR, BOB
WEEK-TV, Peoria, Ill.
ARTHURS, BILL
WRFD, Worthington, Ohio
ASHLEY, CHARLES J.
WSUN, WSUN-TV,
St. Petersburg, Fla.
ATKINS, TOM
WPTA, Fort Wayne, Ind.
AUSLEY, WALLY
WTIK, Durham, N. C.
AVERY, CURT
KCMC-TV, Texarkana, Tex.

— B —

BABCOCK, DICK
WMBL, Morehead City, N. C.
BABCOCK, JOHN
KFWB, Hollywood, Calif.
BACK, GUNNAR
WFIL-TV, Philadelphia, Pa.
BACKMON, LON
WCMS, Norfolk, Va.
BADER, HUGH
WHB, Kansas City, Mo.

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WATH, Athens, Ohio
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Youth Forum
WWRL, New York, N. Y.
BAILEY, GEORGE
News Around the World (Vienna) ABC
BAILEY, NORM
Smile Awhile
WFEA, Manchester, N. H.
BAIR, PAUL
WIL, St. Louis, Mo.
BAKER, DR. ALONZO
KOYR-TV, Stockton, Calif.
BALMERT, FRANK
Schaefer's News
WPAY, Portsmouth, Ohio
BANFIELD, BOB
Sohio Reporter
WHIZ-TV, Zanesville, Ohio

BANGHART, KENNETH
Sunday Eleventh Hour News, WRCA-TV; The Ken Banghart Show 4:05-6:00 P. M., WRCA-Radio; 6 PM News, NBC

BARBONE, TED
WTOD, Toledo, Ohio
BARCLAY, PAUL
WHUM, Reading, Pa.
BARENTS, BARRY
News on the Air
WKNB, West Hartford, Conn.
BARKER, BOB
Hi Neighbor
KDLM, Detroit Lakes, Minn.
BARR, BOB
WKMI, Kalamazoo, Mich.
BARRETT, GEORGE
WIRL, Peoria, Ill.
BARRON, BOB
WING, Dayton, Ohio
BARRON, KARL
KTIM, San Rafael, Calif.
BARRY, JACK
WAMS, Wilmington, Del.
BARRY, ROBERT
WMNS, Ocean, N. Y.
BARTHOLOMEW, JOHN
KBTV, Denver, Colo.
BARTON, SEAN
KMAQ, Maquoketa, Iowa
BARWICK, LEW
WINI, Murphysboro, Ill.
BASSO, NICK
WSAZ, WSAZ-TV, Huntington, W. Va.
BATES, KARL
WLEC, Sandusky, Ohio
BATTEN, JIM
WFAI, Fayetteville, N. C.
BEATTY, MORGAN
News of the World; Life and the World, NBC
BEKAS, TONY
WNAR, Norristown, Pa.
BELCHER, ROD
KTNT-TV, Tacoma, Wash.
BELL, FINIS
KGER, Long Beach, Calif.
BELL, JOHN S.
WDOG, Marine City, Mich.
BELL, RIDLEY
WRBL-TV, Columbus, Ga.
BENESH, FRANK
WJRT, Flint, Mich.
BENNETT, FRED
KDRO, Sedalia, Mo.
BENTLEY, GARY
Shell News
KSBY-TV, San Luis Obispo, Calif.
BERK, PHIL
Regional News
KOMU-TV, Columbia, Mo.
BERKELEY, GEORGE
WILD, Boston, Mass.
BERNSTEIN, ETHAN
KBIF, Fresno, Calif.
BERRILL, LARRY
KBIG, Avalon, Calif.
BEST, VICTOR
WBZ-TV, Boston, Mass.
BEVINS, S. C.
WMLF, Pineville, Ky.
BIDLE, JERRY
WMBD, Peoria, Ill.
BIGLER, TOM
WILK, Wilkes-Barre, Pa.
BILLMAN, BOB
KVTV, Sioux City, Iowa
BISHOFF, WALTER
WTUX, Wilmington, Del.
BISHOP, NORMAN
WDAK, Columbus, Ga.
BISHOP, PAT
Feature Wire
KFI, Los Angeles, Calif.
BISSEY, JAMES W.
WBLY, Springfield, Ohio
BLACKBURN, BILL
WJXT, Jacksonville, Fla.
BLACKWELL, LEE
WSBC, Chicago, Ill.
BLAIR, FRANK
Monitor, NBC Radio; Today, NBC-TV
BLALACK, BOB
KYOS, Merced, Calif.
BLISS, JOCK
WLAV, Grand Rapids, Mich.
BOAL, ALAN
KQV, Pittsburgh, Pa.
BOARDMAN, EARL
WLAP, Lexington, Ky.
BODDEN, ROBERT
WSWW, Platteville, Wis.
BODKIN, LARRY
WZOK, Jacksonville, Fla.
BOGGS, NEIL
WKAZ, Charleston, W. Va.
BOISSEAU, PAT
WKRC, Cincinnati, Ohio

BOB WILSON

NBC — New York

KENNETH BANGHART

NBC — WRCA - WRCA-TV

CI 7-8300

BOLEN, BILL
WSGN, Birmingham, Ala.
BOLTON, PAUL
KTBC, KTBC-TV, Austin, Tex.
BORMANN, JIM
Editorial Roundup
WCCO, Minneapolis, Minn.
BOSLEY, LYLE
The World Tonight
WKTV, Utica, N. Y.
BOSMAN, JOHN
WABI, Bangor, Me.
BOWER, RICHARD
WCBG, Chambersburg, Pa.
BOWLES, JOHN
WNEM-TV, Bay City, Mich.
BOYD, FOREST
Deadline News
WLW-I, Indianapolis, Ind.
BOYES, HARRY
WION, Ionia, Mich.
BOYLE, JAMES
Late News Reporter
WTVR, Richmond, Va.
BRADFORD, BOB
WRFC, Athens, Ga.
BRADFORD, WILLIAM
KSST, Sulphur Springs, Tex.
BRADLEY, DON
WMBV-TV, Marinette, Wis.
BRAMHALL, BILL
WRIT, Milwaukee, Wis.
BRANCH, TAYLOR
KFJZ-TV, Fort Worth, Tex.
BRANDT, JACK
WITZ, Jasper, Ind.
BRANUM, CHARLES
WEBQ, Harrisburg, Ill.
BRANUM, LARRY
KNEL, Brady, Tex.
BREEDIN, J. K.
Spectator
WFIG, Sumter, S. C.
BREEN, ED
KQTV, Fort Dodge, Iowa
BRELAND, ED
WAML, Laurel, Miss.
BRESCIA, ROWLAND
WGLI, Babylon, N. Y.
BRIGHT, R. L.
WRMF, Titusville, Fla.
BRINKLEY, DAVID
News
NBC, NBC-TV
BRITT, JIM
WHDH-TV, Boston, Mass.
BROKAW, FORREST
KVOO, Tulsa, Okla.
BROOKS, CLIFF
Our Town
WGBF, Evansville, Ind.
BROOKS, NED
Three Star Extra, NBC; Meet the Press, NBC-TV
BROUGHMAN, GLEN
WRBL, WRBL-TV, Columbus, Ga.
BROWN, A. B.
Behind the Headlines
WGWR, Asheboro, N. C.
BROWN, BEV. E.
KGAS, Carthage, Tex.
BROWN, CECIL
News, NBC
BROWN, DONN
The Local Picture
KCLS, Flagstaff, Ariz.
BROWN, HOWARD
WCKT, Miami, Fla.
BROWN, JERRY
WGNS, Murfreesboro, Tenn.
BROWN, ROBERT
WMAY, Springfield, Ill.
BROWN, TED
KBOX, Dallas, Tex.
BROWN, WARD
WSAL, Logansport, Ind.
BROWNING, GUS
WBPD, Orangeburg, S. C.
BROWNING, ROBERT
WSKN, Saugerties, N. Y.
BRUCE, R. M.
KNBA, Vallejo, Calif.
BRUNER, BOB
WMT, WMT-TV, Cedar Rapids, Iowa
BRYANT, BUD
WGBA, Columbus, Ga.
BRYANT, TED
The World Today
KING-TV, Seattle, Wash.
BRYSON, CONREY
Close Up
KTSM, KTSM-TV, El Paso, Tex.
BUCKLE, DAVE
WJET, Erie, Pa.
BULLEN, REED
KVNU, Logan, Utah
BUNDLIE, CHARLES K.
KNOX, Grand Forks, N. D.
BUNN, BILL
WGTM, Wilson, N. C.
BURGOYNE, TED
WTSP, St. Petersburg, Fla.
BURKE, DR. ALBERT E.
WKNB, West Hartford, Conn.
BURKE, J. FRANK, SR.
KPOP, Los Angeles, Calif.
BURKE, MERLE
Highlights from Headlines
WLPO, LaSalle, Ill.
BURKE, TODD
WEOL, Elyria-Lorain, Ohio
BURNES, JIM
WDRC, Hartford, Conn.
BURNS, ALLAN
WHBQ, WHBQ-TV, Memphis, Tenn.
BURNS, BILL
KDKA-TV, Pittsburgh, Pa.
BUSH, RAY
KLTR, Blackwell, Okla.
BUTTER, CLYDE
KCNY, San Marcos, Tex.
BUTTS, RAY
Dateline: Dixie
WULA, Eufaula, Ala.
BUTZ, BOB
KLZ-TV, Denver, Colo.
BYRD, EARL E.
WTRX, Bellaire, Ohio
BYRD, HERBIE
KVLC, Little Rock, Ark.
BYRNES, SYDNEY E.
WADS, Ansonia, Conn.
BYRON, JAMES A.
WBAP, Fort Worth, Tex.

— C —

CADDELL, RAYMOND
WHSC, Hartsville, S. C.
CAIN, BOB
WHK, Cleveland, Ohio
CAINE, BEN
City Heartbeat
KDEF, Albuquerque, N. M.
CALDWELL, DURHAM
WSPR, Springfield, Mass.
CALDWELL, HOWARD
WTHI, Terre Haute, Ind.
CALHOUN, JOHN C.
WJWL, Georgetown, Del.
CAMERON, FRANK
WHOP, Hopkinsville, Ky.
CAMMERON, DON
KSIR, Wichita, Kan.
CAMPBELL, JACK
KDZA, Pueblo, Colo.
CAMPBELL, JIM
WHLM, Bloomsburg, Pa.
CANHAM, ERWIN D.
Commentary, ABC; Election Coverage, ABC-TV
CANTELON, JOHN
WBBC, Flint, Mich.
CAPUTO, EDWARD
WNHC, New Haven, Conn.
CARDWELL, LEIGH
KRGV, KRGV-TV, Weslaco, Tex.
CAREY, JOHN
WMID, Atlantic City, N. J.
CAREY, MAX
WJOL, Joliet, Ill.
CARLIN, BOB
WANE, Fort Wayne, Ind.
CARLSON, W. R.
WLYC, Williamsport, Pa.
CARNAY, RAY
Mobile News Director
KIOA, Des Moines, Iowa
CARR, DICK
Texoma Newslite
KTXO, Sherman, Tex.
CARROLL, ALAN
WEBO, Owego, N. Y.
CARROLL, BILL
KJAY, Topeka, Kan.
CARTER, ED
WSFA-TV, Montgomery, Ala.
CASEY, CHARLES
KSLV, Monte Vista, Colo.
CASTLE, BILLY
WMIL, Milwaukee, Wis.
CATTERTON, A. V.
WMEG, Eau Gallie, Fla.
CAWLEY, TOM
WINR, WINR-TV, Binghamton, N. Y.
CAYWOOD, D. T.
Capital Comments
WFKY, Frankfort, Ky.
CEDERBERG, CARL
WWJ, Detroit, Mich.
CESSNA, HAL
WOWO, Fort Wayne, Ind.
CHAMBERLAIN, STEWART E.
KZUM, Farmington, N. M.
CHAMBERLIN, MIKE
WBCM, Bay City, Mich.
CHANEY, DICK
KWHI, Brenham, Tex.
CHAPA, JOSE E.
WSBC, Chicago, Ill.
CHAPEL, JOHN K.
KLX, Oakland, Calif.
CHAPMAN, FRED
KFXD, Nampa, Ida.
CHAPMAN, JOHN
WMIX, Mt. Vernon, Ill.
CHARLES, BRUCE
WHK, Cleveland, Ohio
CHASE, GENE
WIL, St. Louis, Mo.
CHASSE, ROBERT
WFBF, Fernandina Beach, Fla.
CHATFIELD, CHARLES
Letter to the Editor
WHCU, Ithaca, N. Y.
CHEVERTON, DICK
WOOD, WOOD-TV, Grand Rapids, Mich.
CHILSEN, WALTER JOHN
WSAU, WSAU-TV, Wausau, Wis.
CHRISTENSEN, HARRY
KNBX, Kirkland, Wash.
CHRISTIE, GEORGE
Open Mike
WTSP, St. Petersburg, Fla.
CIPOLLA, CHIP
WHLI, Hempstead, N. Y.
CLARK, AL
KWRY, Winner, S. D.
CLARK, BILL
News Analysis
WHOO, Orlando, Fla.
CLARK, BUD
WIL, St. Louis, Mo.
CLARK, KEN
KTHE, Thermopolis, Wyo.
CLARK, RAY
WOW, WOW-TV, Omaha, Neb.
CLAUSSEN, GENE
KXIC, Iowa City, Iowa
CLAYTON, BOB
KXLT, Helena, Mont.
CLEARY, J. M.
WESB, Bradford, Pa.

CLEMENTS, JACK
WRVA, Richmond, Va.
CLIFFORD, KEN
KCOK, Tulare, Calif.
CLINE, CLAY
WDBM, Statesville, N. C.
CLYDE, BOB
WREX-TV, Rockford, Ill.
COCHRAN, RON
WCBS-TV, New York, N. Y.
COCHRUM, GLEN
WKYB, Paducah, Ky.
COGGINS, JIMMIE
WKDK, Newberry, S. C.
COLE, CHARLES
KOLD, Tucson, Ariz.
COLE, GRADY
WBT, Charlotte, N. C.
COLEMAN, J. D.
KBTK, Missoula, Mont.
COLEY, HAL
KMCO, Conroe, Tex.
COLLINS, DAVE
WRFD, Worthington, Ohio
COLLINS, DON
KDRO-TV, Sedalia, Mo.
COLLINS, LARRY
News Around the World (Beirut)
ABC
COMER, WILLIAM B.
KBCH, Oceanlake, Ore.
COMPTON, DICK
KVTV, Sioux City, Iowa
CONNELLY, ROBERT
WWNH, Rochester, N. H.
CONNOR, RALPH
KCMS, Manitou Springs, Colo.
CONNOR, TOM
WEEK-TV, Peoria, Ill.
CONNORS, DAVID A., JR.
WNLC, New London, Conn.
CONOHAN, CLIFF
WISC, Madison, Wis.
CONRAD, CHARLES
WPBC, Minneapolis, Minn.
CONRAD, STEVE
WDEF-TV, Chattanooga, Tenn.
CONSIDINE, BOB
On the Line with Bob Considine
NBC
CONWAY, ED
WIIC, Pittsburgh, Pa.
COOPER, GEORGE
KVOU, Uvalde, Tex.
CORBETT, JIM
WGTO, Cypress Gardens, Fla.
CORBIN, LOU
Issues in the Air
WFBR, Baltimore, Md.
CORDRAY, BOB
WPFB, Middletown, Ohio
CORNELL, CAMERON
WSGA, Savannah, Ga.
CORPORON, JOHN
Dateline Washington
WDSU-TV, New Orleans, La.
COSTELLO, ED
KOSA-TV, Odessa, Tex.
COTTAM, RICHARD
KFRU, Columbia, Mo.
COURTNEY, ALAN
WQAM, Miami, Fla.
COVINGTON, FRED
WTVM, Columbus, Ga.
COWAN, COLEY
WJBD, Salem, Ill.
COY, KEN
KCKT-TV, KGLD-TV
Great Bend, Kan.
CRABILL, VON
WAVI, Dayton, Ohio
CRAGER, JOEL
Weekday News
ABC
CRAGO, BILL
KFWB, Hollywood, Calif.
CRAIG, BILL
WHAP, Hopewell, Va.
CRAIG, CHARLES
WDVA, Danville, Va.
CRAIG, ED
WLAG, LaGrange, Ga.
CRAIG, JACK
KERG, Eugene, Ore.
CRANDALL, JERRY
Morning in Michigan
WTVB, Coldwater, Mich.
CRANDELL, VIC
Around Your Town
KGOS, Torrington, Wyo.
CRANE, DAVE
WDEV, Waterbury, Vt.
CRAWFORD, JOHN H.
KTFS, Texarkana, Tex.
CREMER, CHUCK
WREX-TV, Rockford, Ill.
CRISSY, DONALD E.
WINE, Buffalo, N. Y.
CRISWELL, BILL
WTRF-TV, Wheeling, W. Va.
CROCKER, LEON H.
KDMO, Carthage, Mo.
CROCKETT, WALTER C.
WCYB, WCYB-TV, Bristol, Va.
CROFT, MIKE
WKVA, Lewistown, Pa.
CROSS, CHARLES
KPDN, Pampa, Tex.
CROSS, MILTON
Weekend :55 News
ABC
CROUCH, AL
K-NUZ, Houston, Tex.
CROUCH, PAUL
Reporters Notebook
WMSC, Columbia, S. C.
CROWLEY, FRANK
KANA, Anaconda, Mont.
CRYSTAL, LES
WFBG, WFBG-TV, Altoona, Pa.
CULLEN, JANE
KWIP Merced, Calif.
CULLIN, RAY
KGNC, KGNC-TV, Amarillo, Tex.
CUMMINGS, BOB
KGY, Olympia, Wash.
CUMMISKEY, JOE
WHEN, Syracuse, N. Y.
CURRY, BUD
KAKC, Tulsa, Okla.
CURTIS, HENRY, JR.
Newsreel
KBOI-TV, Boise, Ida.
CURTIS, JIM
WSBA-TV, York, Pa.
CURTIS, RAY
WDAM-TV, Hattiesburg-Laurel, Miss.

— D —

D'ACCARDO, GENE
KFIV, Modesto, Calif.
DALE, ALLAN
KEYS, Corpus Christi, Tex.
DALTON, JIM
Reporters Notebook
WHIS-TV, Bluefield, W. Va.
DALTON, KEN
WBET, Brockton, Mass.
DALY, JOHN
John Daly and the News; Report Card; Election Coverage; Prologue 1959; ABC, ABC-TV
DANAHER, TOM
KWMT, Fort Dodge, Iowa
DANES, SPENCER
WMET, Miami Beach, Fla.
DANIELS, BO
WLFH, Little Falls, N. Y.
D'ARCY, MICHAEL
KOIL, Omaha, Neb.
DARDANO, NICK
WTLB, Utica, N. Y.
DARY, DAVE
KWFT, Wichita Falls, Tex.
DASHER, WYLENA
WNER, Live Oak, Fla.
DAVIDSON, BRYAN
WJBD, Salem, Ill.
DAVIDSON, FRANK
KONP, Port Angeles, Wash.
DAVIS, ALVIN
WCRT, Birmingham, Ala.
DAVIS, CHARLES
WAPI, WAPI-TV, Birmingham, Ala.
DAVIS, ED
WFPG, Atlantic City, N. J.
DAVIS, JIM
Today's Headlines
WRDW-TV, Augusta, Ga.
DAVIS, LOU
WPAC, Patchogue, N. Y.
DAVIS, MADISON
WOWL, WOWL-TV, Florence, Ala.
DAVIS, MELTON
News Around the World (Rome) ABC
DAVIS, REX
KMOX, St. Louis, Mo.
DAVIS, SID
WKBN, WKBN-TV, Youngstown, Ohio
DAVIS, WAYNE
WFIS, Fountain Inn, S. C.
DAVIS, ZONA B.
WCRA, Effingham, Ill.
DAWSON, DALE
WGHN, Grand Haven, Mich.
DAY, BILL
WAPL, Appleton, Wis.
DAY, CHARLES
WGAR, Cleveland, Ohio
DAY, JOHN
WHDH, WHDH-TV, Boston, Mass.
DAYE, ROLAND
La. Nat'l. Bank News
WAFB-TV, Baton Rouge, La.
DEANE, JERRY
WISC-TV, Madison, Wis.
DEBNAM, W. E.
WNCT, Greenville, N. C.
DECKER, TOM
City Edition
WVET-TV, Rochester, N. Y.
DEER, JIMMY
WDAK, Columbus, Ga.
DEICH, DAVE
WAXX, Chippewa Falls, Wis.
DELANEY, JACK
WNBH, New Bedford, Mass.
DeMOULPIED, DAVE
WBRK, Pittsfield, Mass.
DENMARK, E. T.
Florida News
WOOF, Dothan, Ala.
de ORTEGA, GIL
WKAQ, Santurce, P. R.
de SLOOVRE, FRED
WIBG, Philadelphia, Pa.
DEVERELL, ED
KFSD, San Diego, Calif.
DEVINE, ROBERT
KDES, Palm Springs, Calif.
DIEDERICH, AL
KRVN, Lexington, Neb.
DIEHL, BILL
WLOW, Norfolk, Va.
DIXON, RANDY
The Negro World
WDAS, Philadelphia, Pa.
DIXON, ROY
KTRM, Beaumont, Tex.
DOBBINS, JOSEPH
WLNH, Laconia, N. H.
DOCKERY, DON
WGRO, Lake City, Fla.
DODD, FRANK S.
WPAR, Parkersburg, W. Va.

DODGE, ED S.
WTYN, Tryon, N. C.
DOEDEN, JERI
KAGR, Yuba City, Calif.
DOOLITTLE, LEW
Capital Comment
WCMB, Harrisburg, Pa.
DOREMUS, WARREN
WHEC, WHEC-TV,
Rochester, N. Y.
DORSEY, CLAUDE
KMBC, Kansas City, Mo.
DOTY, DICK
WTRL, Bradenton, Fla.
DOUGLAS, LES
WILI, Willimantic, Conn.
DOWNEY, PAT
WCVS, Springfield, Ill.
DOYLE, GEORGE
KFH, Wichita, Kan.
DRAGIN, TED
Rush-hour Roundup
WSAV, Savannah, Ga.
DRAKE, FRED
WDON, Wheaton, Md.
DRAKE, MYRON
KTAR, Phoenix, Ariz.
DRAKE, RICHARD
WGLI, Babylon, N. Y.
DREIER, ALEX
News on the Hour; Man on the Go
NBC
DRUSKY, ROY
KEVE, Minneapolis, Minn.
DRYFOOS, LEON
WLEU, Erie, Pa.
DUBARD, VASSAR
WRBC, Jackson, Miss.
DUDLEY, DAVE
KEVE, Minneapolis, Minn.
DU MOND, JOE, JR.
KAIR, Tucson, Ariz.
DUNBAR, WILLIS
WKZO, WKZO-TV,
Kalamazoo, Mich.
DUNCAN, JAMES H.
KSIL, Silver City, N. M.
DUNLAP, WALLACE
WTAO, Boston, Mass.
DUNLEVEY, JIM
WQUB, Galesburg, Ill.
DUNNAGAN, KEN
KROD, El Paso, Tex.
DUNNE, JIMMY
KNAF, Fredericksburg, Tex.
DUNSTER, GEORGE
WTTH, Port Huron, Mich.
DURKIN, JAY
WDEW, Westfield, Mass.

— E —

EADIE, DEANE
WSNJ, Bridgeton, N. J.
EAKINS, PHIL
KOAT-TV, Albuquerque,
N. M.
EAMES, WILLIAM A.
KSL-TV, Salt Lake City,
Utah
EARLE, BILL
WIEL, Elizabethtown, Ky.
EATON, RICHARD
WINX, Rockville, Md.
EATON, RICHARD
WJMO, Cleveland, Ohio
EATON, ROY
KXOL, Fort Worth, Tex.
EBEL, WALTER M.
KBLO, Hot Springs, Ark.
ECKERT, ED
WRGB, Schenectady, N. Y.
EDMONDSON, AUSTIN
WAOV, Vincennes, Ind.
EDWARDS, BOB
KNCM, Moberly, Mo.
EDWARDS, CHARLES
WRAM, Monmouth, Ill.
EDWARDS, DARRELL
WTIV, Titusville, Pa.
EDWARDS, DON
KROC-TV, Rochester, Minn.
EDWARDS, FRANK
WTTV, Bloomington, Ind.
EDWARDS, JOHN
News Around the World; Eisenhower Press Conferences, ABC; John Daly and the News; ABC News with Don Goddard, ABC-TV
EID, LEIF
News
NBC
EINHAUS, ROBERT
KJAN, Atlantic, Iowa
ELLERIN, NORBERT
WDLC, Port Jervis, N. Y.
ELLIOT, KEN
KRMD, Shreveport, La.
ELLIOTT, DOYCE
KOSA-TV, Odessa, Tex.
ELLIOTT, JIM
WNAB, Bridgeport, Conn.
ELLIS, KEN
WMNI, Columbus, Ohio
ELLISON, DUNCAN
KDUB-TV, Lubbock, Tex.
ELLISON, WILLIAM G.
WHBF, Rock Island, Ill.
ELSTON, E. G.
World News Roundup
KCUE, Red Wing, Minn.
EMMERSON, BYRON
WMIX, Mt. Vernon, Ill.
ENGLE, HOLLAND
WGN, Chicago, Ill.
ERICKSON, EDWARD
WKRZ, Oil City, Pa.
ERICKSON, LLOYD
KLWN, Lawrence, Kan.
ERLICH, M. D.
WWNH, Rochester, N. H.
ESCHEN, FRANK
KSD, St. Louis, Mo.
EUGENE, LES
KCMC-TV, Texarkana, Tex.
EVANS, JIM
WHLM, Bloomsburg, Pa.
EVANS, WALT
KTBB, Tyler, Tex.
EVERSOLE, JACK
WKCT, Bowling Green, Ky.

— F —

FACENDA, JOHN
WCAU-TV, Philadelphia, Pa.
FAIRCLOTH, JACK
WEAT-TV, West Palm
Beach, Fla.
FAIRWEATHER, JACK
KVOC, Casper, Wyo.
FALK, RAY
News Around the World
(Tokyo) ABC
FALLON, JOHN S.
WSME, Sanford, Me.
FANG, IRV
KWKW, Pasadena, Calif.
FARISS, WAYNE
WCKT, Miami, Fla.
FEMMEL, DICK
John Daly and the News;
ABC News with Don
Goddard
ABC-TV, WXYZ-TV (Detroit)
FENNER, LYLE
KXL, Portland, Ore.
FENTRESS, STEVE
WGN, Chicago, Ill.
FIEDLER, LOU
WFOB, Fostoria, Ohio
FIELD, FRANK
KMA, Shenandoah, Iowa
FIELDS, BILL
WKDK, Newberry, S. C.
FINNEY, E. DEAN
Periscope
WTWN, St. Johnsbury, Vt.
FINNEY, FREDERIC N.
KTUC, Tucson, Ariz.
FINNING, FRANK
WKNE, Keene, N. H.
FIORANI, ROSE
WPTS, Pittston, Pa.
FIRMIN, JAMES H.
WMOK, Metropolis, Ill.
FISHER, BOB
WRMN, Elgin, Ill.
FISHER, ELDER A.
WHKK, Akron, Ohio
FISHER, JERRY
KEYS, Corpus Christi, Tex.
FISHER, LEWIS
WINS, New York, N. Y.
FITCH, JERRY
Sunday Commentary
KGLN, Glenwood Springs,
Colo.
FITZ, C. W.
WABL, Amite, La.
FITZGIBBONS, JACK
WAKR, WAKR-TV, Akron,
Ohio
FLAHERTY, PAT
KPRC, KPRC-TV, Houston,
Tex.
FLANNERY, HARRY
KMOX, St. Louis, Mo.
FLANNERY, JACK
WCAP, Lowell, Mass.
FLAXINGTON, REV. WARD B.
Plain Thoughts of a Plain
Citizen
WWHG, Hornell, N. Y.
FLEMING, ED
KNXT, Los Angeles, Calif.
FLEMING, ROBERT
John Daly and the News; ABC News with Don Goddard; Report Card; Election Coverage; ABC, ABC-TV
FLEMMING, AL
KELO, KELO-TV
Sioux Falls, S. D.
FLETCHER, NORMAN A.
KNOC, Natchitoches, La.
FLOURNOY, BOB
WKY, Oklahoma City, Okla.
FLUEGEL, CRES
WEEK, Peoria, Ill.
FLYNN, ARTHUR
WHAV, Haverhill, Mass.
FOARD, A. G., JR.
WJRI, Lenoir, N. C.
FOGARTY, JACK
WCPO, Cincinnati, Ohio
FOLDMAN, BOB
WCAP, Lowell, Mass.
FONTAINE, HERBERT
WJDA, Quincy, Mass.
FORBES, GILBERT
WFBM, Indianapolis, Ind.
FORD, DICK
WPTZ, Plattsburgh, N. Y.
FORD, MARK
KDAY, Hollywood, Calif.
FORESTER, DOROTHY
KVBC, Farmington, N. M.
FORREST, WILLIAM
Foot Notes on the Headlines
WGNY, Newburgh, N. Y.
FORRESTER, ROY
KLYR, Clarksville, Ark.
FOSTER, CHUCK
KOIN-TV, Portland, Ore.
FOSTER, WALTON
KWER, San Angelo, Tex.
FOSTER, WAYNE
WYTH, Madison, Ga.
FOX, BILL
KTNT-TV, Tacoma, Wash.
FRANCIS, DICK
WDSM, WDSM-TV,
Superior, Wis.
FRANK, BILL
Around the Town
WILM, Wilmington, Del.
FRANK, DON
WHOA, San Juan, P. R.

FRANK, ROBERT
WOC, WOC-TV,
Davenport, Iowa
FRANKLIN, FRED
News of the North
KTRF, Thief River Falls,
Minn.
FRANKLIN, JOHN
WRCV, Philadelphia, Pa.
FRASER, DON
WICO, Salisbury, Md.
FRASER, GORDON
Monitor, NBC
FRAWLEY, TOM
WHIO, Dayton, Ohio
FREDERICK, PAULINE
News, NBC, NBC-TV
FREDERICKS, CLARE
WCBY, Cheboygan, Mich.
FREDERICKS, DIRK
Weekday News—Evening
ABC
FREEDMAN, BERT
WVMC, Mt. Carmel, Ill.
FREEMAN, GEORGE
WNHC, New Haven, Conn.
FRIEND, GEORGE
WPLA, Plant City, Fla.
FRITS, JAMES C.
KAGT, Anacortes, Wash.
FUCHS, LARRY
WCRB, Boston, Mass.
FYFFE, BILL
WJRT, Flint, Mich.

— G —

GAAL, FRANK
WJBK, Detroit, Mich.
GAFFANEY, L. L.
KOLS, Pryor, Okla.
GAGE, FRED
News Cavalcade
WLAM, Lewiston, Me.
GAINES, WALT
WGAV, Amsterdam, N. Y.
GALLIETTE, RICHARD T.
WAVZ, New Haven, Conn.
GALLO, JOHN W.
WRIT, Milwaukee, Wis.
GAMBLE, BOB
WKY-TV, Oklahoma City,
Okla.
GAMER, GREG
KAKE-TV, Wichita, Kan.
GARBER, PAUL
WABJ, Adrian, Mich.
GARDELLA, FRED
Our Town
WBNC, Conway, H. H.
GARDINER, DON
Weekday News
ABC
GARDNER, REED
WZOK, Jacksonville, Fla.
GARTLAND, JACK
WTTM, Trenton, N. J.
GASMAN, BILL
KREW, Sunnyside, Wash.
GATES, HALLEY
KENO, Las Vegas, Nev.
GAYMAN, VAUGHN
WDBQ, Dubuque, Iowa
GEER, STEVE
WHEN, WHEN-TV,
Syracuse, N. Y.
GENTRY, BILL
WCHV, Charlottesville, Va.
GEORGE, ABNER
KOTA, Rapid City, S. D.
GEORGE, FRANK
KDKA, Pittsburgh, Pa.
GERAGHTY, LARRY
WCSH-TV, Portland, Me.
GERARD, GEORGE
News Around the World
(Geneva)
ABC
GESSNER, ROBERT
WNNJ, Newton, N. J.
GHEZA, BOB
WBOF, Virginia Beach, Va.
GIBSON, JOE
WWSW, Pittsburgh, Pa.
GIBSON, PHIL
WMBD, Peoria, Ill.
GIBSON ROY
KDYL, KTVT, Salt Lake
City, Utah
GIFFORD, DAVE
WICU, Erie, Pa.
GIGUERE, JON
KCSJ, Pueblo, Colo.
GILBERT, LIVINGSTON
3 Star Final
WAVE, WAVE-TV,
Louisville, Ky.
GILLESPIE, DAVE
WOHS, Shelby, N. C.
GILLESPIE, JOE
KNBC, San Francisco, Calif.
GILMORE, JOHN
WBNY, Buffalo, N. Y.
GIMZEK, ED
WWBZ, Vineland, N. J.
GIROUX, LEE
KRCA, Los Angeles, Calif.
GITTINGS, CLARENCE
KTVO, Ottumwa, Iowa
GLADSTONE, HENRY
WOR, New York, N. Y.
GLAWE, JOHN
Northeastern Newsreel
WNEP-TV, Scranton, Pa.
GLEASON, JOHN H.
WIMS, Michigan City, Ind.
GLYNN, BILL
KRSN, Los Alamos, N. M.
GODDARD, DON
John Daly and the News; Report Card; ABC News with Don Goddard; Election Coverage; Pope Pius Obituary; Prologue 1959
ABC-TV; ABC Commentary
GODDARD, WILLIAM
Listening Post
WGSM, Huntington, N. Y.
GOERCH, CARL
WPTF, Raleigh, N. C.
GOODE, GEORGE
KSON, San Diego, Calif.
GOODMAN, GEORGE
WLIB, New York, N. Y.
GOODRICH, ROGER
WHEC, WHEC-TV,
Rochester, N. Y.
GORDON, LOU
WXYZ-TV, Detroit, Mich.
GORFKLE, NORMAN
KUBE, Pendleton, Ore.
GORMLY, BILL
KIMO, Independence, Mo.
GOSHORN, ROY B.
WHOL, Allentown, Pa.
GRAHAM, GORDON
WLW-I, Indianapolis, Ind.
GRAMER, BILL
WGTO, Cypress Gardens, Fla.
GRANT, AUSTIN
CKLW, CKLW-TV, Detroit,
Mich.

GRAUER, BEN
B. June 2, 1908, New York, N. Y.; Ask Congress, Citizens Union Searchlight, Discussion, WRCA, WRCA-TV; Monitor — Communicator, Sound of Science, 9 PM — News on the Hour, NBC Radio Network

GRAY, J. S.
WCED, DuBois, Pa.
GRAY, LYMAN
WALB, Albany, Ga.
GREEN, CHARLES
WNJR, Newark, N. J.
GREEN, GEORGE
Four Star Final
KOOK-TV, Billings, Mont.
GREEN, H. E.
News and Interviews
KFKA, Greeley, Colo.
GREEN, RALPH
KFKA, Greeley, Colo.
GREEN, ROBERT
WKMT, Kings Mountain, N.
C.
GRESHAM, FERRELL
KELD, El Dorado, Ark.
GRETES, RANDY
WWBZ, Vineland, N. J.
GRIDER, DON
WIRE, Indianapolis, Ind.
GRIFFIN, MIKE
WDSM-TV, Duluth, Minn.
GRIFFITH, FRED
WTIP, Charleston, W. Va.
GRIFFITH, LES
Weekday News—Evening
ABC
GRIGGS, JERRY
WMSL-TV, Decatur, Ala.
GRIMSBY, ROGER
WXIX-TV, Milwaukee, Wis.
GROFF, WILL
WEZN, Elizabethtown, Pa.
GROSSENBACHER, BOB
WNBT, Wellsboro, Pa.
GROVE, BILL
WJXT, Jacksonville, Fla.
GUNN, BEN
City Camera
WAGA-TV, Atlanta, Ga.
GUTHRIE, WARREN
Sohio Reporter
WJW-TV, Cleveland, Ohio

— H —

HACKES, PETER
News, NBC
HAGEMAN, HAROLD
WCUE, Akron, Ohio
HAGERTY, JERRY
Tri State Final
WSEE, Erie, Pa.
HAGUE, EARL
WPIK, Alexandria, Va.
HAHN, LOU
Behind the Headlines
WBCB, Levittown, Pa.
HAINES, MARLIN
Falstaff News
KROD-TV, El Paso, Tex.
HALEY, BILL
WROC-TV, Rochester, N. Y.
HALL, WILSON
News on the Hour
NBC
HALLIGAN, JOHN
KBOE, Oskaloosa, Iowa
HALLORAN, RYAN
WAVE, Louisville, Ky.
HALTERMAN, KENNETH
WCUE, Akron, Ohio
HALVERSON, PAT
KSYD-TV, Wichita Falls,
Tex.
HAMBY, W. H.
WDXN, Clarksville, Tenn.
HAMILTON, GENE
Monitor, NBC
HAMILTON, JACK
Breakfast Edition
KIDD, Monterey, Calif.
HAMMOND, FRED
Esso Reporter
WWL, New Orleans, La.
HANEY, FRED
WCNC, Elizabeth City,
N. C.
HANGEN, WELLES
News, NBC, NBC-TV
HANSEN, HANS (Copenhagen)
News Around the World
ABC
HANSON, EUGENE
Polk County News Round-up
KETX, Livingston, Tex.
HARDIN, JIM
Breakfast Edition
WCOH, Newnan, Ga.
HARDY, BOB
WIL, St. Louis, Mo.

HARKNESS, RICHARD
News on the Hour
NBC
HARPER, JERRY
WMTV, Madison, Wis.
HARPER, JOE
WHP-TV, Harrisburg, Pa.
HARRIER, BOYD
WTAR, Norfolk, Va.
HARRINGTON, JOHN
KTAR, Phoenix, Ariz.
HARRIS, DAVE
KBIF, Fresno, Calif.
HARRISON, BRAD
KSTL, St. Louis, Mo.
HARRISON, CHUCK
WMBD-TV, Peoria, Ill.
HARRISON, ROBERT
WHNC, Henderson, N. C.
HARSCH, JOSEPH C.
News
NBC
HART, DON
WSNJ, Bridgeton, N. J.
HARTLEY, HOWARD
Five Star Final
WDCL, WTAN, Clearwater, Fla.
HARVEY, HANK
WIMA, Lima, Ohio
HARVEY, JOHN
KJBS, San Francisco, Calif.
HARVEY, PAUL
Paul Harvey News; (WBKB-TV-Local)
Election Coverage
ABC, ABC-TV
HARVEY, PAUL
WSAT, Salisbury, N. C.
HARVILLE, CHARLIE
WFMY-TV, Greensboro, N. C.
HATCH, ERIC
WBIS, Bristol, Conn.
HAWKEY, BOB
WJNO, West Palm Beach, Fla.
HAYDEN, WILLIAM
WIOU, Kokomo, Ind.
HAYES, GEORGE
Weekend :55 News
ABC
HAYS, JIM
K-GUN-TV, Tucson, Ariz.
HAYWARD, BRUCE
KTVI, St. Louis, Mo.
HELMS, JESSE
WRAL-TV, Raleigh, N. C.
HENDERSON, BROOKS
KSTP, St. Paul-Minneapolis, Minn.
HENDERSON, JOE
KMUS, Muskogee, Okla.
HENDRICKSON, MORT
Headlines & Bylines
WDVL, Vineland, N. J.
HENLE, RAY
Three Star Extra
NBC
HENRY, BILL
WSFA-TV, Montgomery, Ala.
HENRY, JOHN
KOA, Denver, Colo.
HENRY, MIKE
KFWB, Hollywood, Calif.
HENRY, STEVE
WECL, Eau Claire, Wisc.
HENSTROM, RICHARD
KLOR-TV, Provo, Utah
HERBERT, ALAN
WHIO, Dayton, Ohio
HERLIHY, ED
Monitor, NBC
HEEMAN, DON
WHRV, Ann Arbor, Mich.
HERRING, CHARLES
KING-TV, Seattle, Wash.
HEUER, MYRON
Dinner Bell News
KCUE, Red Wing, Minn.
HEWITT, BOB
WCVS, Springfield, Ill.

HICKLING, LEE
WNBF-TV, Binghamton, N. Y.
HICKOX, RICHARD
WISH-TV, Indianapolis, Ind.
HICKS, CAP
WRGA, Rome, Ga.
HIGGINS, PAT
KFSD, KFSD-TV, San Diego, Calif.
HIGHTOWER, TED
WSB, Atlanta, Ga.
HILDEBRAND, KEN
KQV, Pittsburgh, Pa.
HILDRETH, RICHARD
WIRY, Plattsburgh, N. Y.
HILL, BAYNE
WDSP, DeFuniak Springs, Fla.
HILL, DOUG
KELO, KELO-TV, Sioux Falls, S. D.
HILL, ROBERT
WNAX, Yankton, S.D.
HILLE, BOB
KSD, St. Louis, Mo.
HILLEGAS, FRED
WSYR, Syracuse, N. Y.
HILMER, GLENN H.
WCME, Brunswick, Me.
HINCKLE, ED
WVET, Rochester, N. Y.
HINES, BILL
WGST, Atlanta, Ga.
HINSHAW, FRED MOORE
WLBC, WLBC-TV, Muncie, Ind.
HOARTY, LEO
WBOF, Virginia Beach, Va.
HOBBS, JAMES B., JR.
WSPA-TV, Spartanburg, S. C.
HODGKINSON, BRIAN
WDOK, Cleveland, Ohio
HOFFMAN, GEORGE
WWCA, Gary, Ind.
HOLBERT, DON
KTOE, Mankato, Minn.
HOLBROOK, CLYDE
Behind the Stories
KCOG, Centerville, Iowa
HOLCOMB, GRANT
KNXT, Los Angeles, Calif.
HOLDERFIELD, W. D.
WFPA, Fort Payne, Ala.
HOLIDAY, JON
Alemite News Desk
WIST, Charlotte, N. C.
HOLM, CAL
WAKR, Akron, Ohio
HOLM, JOHN H.
KBRL, McCook, Neb.
HOLTMAN, MARTIN
WTVR, Richmond, Va.
HONEYMAN, RUSS
WDXI, Jackson, Tenn.
HOOD, BILL
KSYD-TV, Wichita Falls, Tex.
HOOPER, JACK
WHGB, Harrisburg, Pa.
HOOPES, WILLIAM
WIVK, Knoxville, Tenn.
HOOVER, DICK
KREM, Spokane, Wash.
HOPKINS, GENE
WLSD, Big Stone Gap, Va.
HORAN, BOB
WKAZ, Charleston, W. Va.
HORAN, BOB
WSAZ-TV, Huntington, W. Va.
HORGAN, EDWARD
WEIM, Fitchburg, Mass.
HORNING, DICK
WTCN-TV, Minneapolis, Minn.
HOSS, DAVE
Editorially Speaking
KFLY, Corvallis, Ore.

HOWARD, GLEN
WMIC, Monroe, Mich.
HOWARD, GLENN
WOHO, Toledo, Ohio
HOWE, LLOYD G.
WPDM, Potsdam, N. Y.
HOWE, QUINCY
ABC Commentary; Quincy Howe Commentary; Week of the World, ABC; Report Card; Election Coverage; Prologue
ABC-TV
HOWELL, HENRY
WOAI, WOAI-TV, San Antonio, Tex.
HOWICK, BOB
WHHH, Warren, Ohio
HOWSER, DON
WGNS, Murfreesboro, Tenn.
HOYT, ROBERT
Business News
WSBT, South Bend, Ind.
HUBBARD, ERROL
WCNT, Centralia, Ill.
HUDDLESTON, JOHN
KSDO, San Diego, Calif.
HUDSON, LEW
KWOA, Worthington, Minn.
HUFF, OSCAR
WKMF, Flint, Mich.
HUFF, OSCAR
WTOL-TV, Toledo, Ohio
HUGHES, DON R.
KIOA, Des Moines, Iowa
HUGHES, EVAN H.
KVOL, Lafayette, La.
HUGHES, JOHN B.
WTAE, Pittsburgh, Pa.
HUGHES, PAUL
KVAR, Phoenix-Mesa, Ariz.
HUMBERT, BILL
Talking It Over
KGAK, Gallup, N. M.
HUNTLEY, CHET
News; Outlook
NBC, NBC-TV
HUNTLEY, FRANK
News Around the World (Formosa)
ABC
HUNTLEY, HANK
KHHH, Pampa, Tex.
HURST, JACK
WLEE, Richmond, Va.
HUTTO, RICK
WDVH, Gainesville, Fla.
HYATT, MARION
WAUD, Auburn, Ala.
HYDER, BILL
WHEY, Millington, Tenn.
HYLTON, CHARLES
Banner News
WLOG, Logan, W. Va.
HYMAN, MARK
WHAT, Philadelphia, Pa.

— I —

IDE, CARL
KDKA-TV, Pittsburgh, Pa.
INGSTAD, BOB
KOVC, Valley City, N. D.
IONNE, JOE
WMRN, Marion, Ohio
IRELAND, MILLARD
KOMO, Seattle, Wash.
IRVING, DICK
KRES, St. Joseph, Mo.
ISAAC, W. T.
WHIR, Danville, Ky.
ISON, W. W.
WKIS, Orlando, Fla.
IZZARD, BOB
KGNC, KGNC-TV, Amarillo, Tex.

— J —

JACKSON, KEITH
KOMO-TV, Seattle, Wash.

JACKSON, RIVERS
WCEH, Hawkinsville, Ga.
JACOBS, WHITNEY
Listener Speaks
WINF, Manchester, Conn.
JACOBUS, BILL
Between the Lines
WTTB, Vero Beach, Fla.
JACOBY, DICK
KETV, Omaha, Neb.
JAMES, TONY
WGBB, Freeport, N. Y.
JANES, DOLPH
KORE, Eugene, Ore.
JARLSON, ALAN
KRAM, KLAS-TV,
Las Vegas, Nev.
JARRELL, W. W.
WKTG, Thomasville, Ga.
JASON, LEE
KJEO, Fresno, Calif.
JEFFERSON, WALTER
KPRC-TV, Houston, Tex.
JEFFRIES, ALLEN
WISH, Indianapolis, Ind.
JELKS, WATT
KTIB, Thibodaux, La.
JESTER, LEWIS T.
WVEC, WVEC-TV,
Hampton-Norfolk, Va.
JETER, FLOYD
Across Back Yard Fence
KFLJ, Walsenburg, Colo.
JIMENEZ, JUAN ORTIZ
Titulares Warner-Lambert
WKAQ, WKAQ-TV, San Juan, P. R.
JOHN, DICK
WKY, WKY-TV,
Oklahoma City, Okla.
JOHNSON, CHUCK
WHLI, Hempstead, N. Y.
JOHNSON, DICK
KBOM, Bismarck, N. D.
JOHNSON, GEORGE
WQUA, Moline, Ill.
JOHNSON, WAYNE
WERE, Cleveland, Ohio
JOLLS, TOM
WUSJ, Lockport, N. Y.
JONES, BOB
WAPI, WAPI-TV,
Birmingham, Ala.
JONES, CLARENCE
Straight from the Horses Mouth
WBPD, Orangeburg, S. C.
JONES, E. Z.
Melville News
WBBB, Burlington, N. C.
JONES, TED
WTKO, Ithaca, N. Y.
JOYNER, JACK
WSIX, WSIX-TV,
Nashville, Tenn.

— K —

KABO, JOHN
WARD-TV, Johnstown, Pa.
KAIN, RED
WLAN, Lancaster, Pa.
KALBER FLOYD
KMTV, Omaha, Neb.
KAPLAN, RALPH
KYSN, Colorado Springs, Colo.
KAPLOW, HERB
News
NBC, NBC-TV
KARNS BRUCE
KJCK, Junction City, Kan.
KASSELL, CY
WHIL, Boston-Medford, Mass.
KAUFMAN, BOB
WISR, Butler Pa.
KEANE, JERRY
WDOL, Athens, Ga.
KEEN, HAROLD
KFMB-TV, San Diego, Calif.
KEHOE RON
WDCR, Hanover, N. H.
KELLEHER, PHIL
WCKR, Miami, Fla.
KELLER, SAM
WOKK, Meridian Miss.
KELLEY, ELMER
WFMW, Madisonville, Ky.
KELLEY, MORRIS
KWBG, Boone, Iowa
KELLY ROLAND
WSBT, South Bend, Ind.
KELSO, JIM
News Round-up
WFAI, Fayetteville, N. C.
KENNEDY, ED
Special Assignment
WWLP, Springfield Mass.
KENNEDY, JESS
WMBD, Peoria, Ill.
KENNEDY, KEVIN
WPIX, New York, N. Y.
KENT, JIM
WMAK, Nashville, Tenn.
KENT, TONY
Up To The Minute
KFSD, KFSD-TV,
San Diego, Calif.
KERLIN, J. C.
What Goes On Here?
WGBF, Evansville, Ind.
KERN, BRUCE
WTIC-TV, Hartford, Conn.
KERR, FRANK
KUDU, Ventura, Calif.
KERR, THOMAS
Rural Roundup
WTCO, Campbellsville, Ky.
KESSLER, DAVID E.
WHAM, Rochester, N. Y.
KETNER, WILL
Tri-County News
WVAM, Altoona, Pa.
KEVORKIAN, HARRY
WDBJ, Roanoke, Va.
KIDNEY, DICK
WGH, Newport News-Norfolk, Va.
KIERNAN, WALTER
Monitor, NBC
KILPATRICK, JIMMY
News in Revue
WJHO, Opelika, Ala.
KINARD, LEE
WFMY-TV, Greensboro, N. C.
KING, HAL
WHOP, Hopkinsville, Ky.
KING, REX
It Happened this Week
KIFW, Sitka, Alaska
KING, WILLIAM
WENK, Union City, Tenn.
KINNIRY, PAUL
WDAN, Danville, Ill.
KIRBY, HAL
WWWR, Russellville, Ala.
KIRBY, JONATHAN
KCBQ, San Diego, Calif.
KIRCHHEIM, WILLIAM
WBBQ, Augusta, Ga.
KLINE, ERNIE
WBVP, Beaver Falls, Pa.
KNIGHT, CHARLES
WNDU, South Bend, Ind.
KNIGHT, JEFF
WYDE, Birmingham, Ala.
KNIGHT, KIRK
WWJ, WWJ-TV, Detroit, Mich.
KNIGHT, LLOYD
KDEN, Denver, Colo.
KNOX, BOB
WIBG, Philadelphia, Pa.
KNOX, RALPH
WBBF, Rochester, N. Y.
KNUTSON, HAL
Western Edition
KBOI, Boise, Idaho
KNUTSON, MILO G.
WKTY, La Crosse, Wis.
KOCH, JAMES
WHBF-TV, Rock Island, Ill.
KOELSCH, JOSEPH
WRCO, Richland Center, Wisc.
KRASNE, BYRON
KOLN-TV, Lincoln, Neb.
KREGELOH, HUBERT
WSPR, Springfield, Mass.
KRUPP, ROGER
KSTP, St. Paul-Minneapolis, Minn.
KRUSE, DARYL
KXLT, Helena, Mont.
KURTZ, KEN
WIS, Columbia, S. C.
KUSHON, FRED
KACY, Oxnard, Calif.
KUTZ, EDWARD C.
WSPD, Toledo, Ohio

— L —

LAFFERTY, JAMES
WANS, Anderson, S. C.
LaFRANCE, CONNIE
WSMN, Nashua, N. H.
LAITTE, REGINALD
WWOK, Charlotte, N. C.
LAMANNA, JAMES
WFBL, Syracuse, N. Y.
LA MERE, ROY
WCMS, Norfolk, Va.
LANCASTER, CHARLES
WLBN, Lebanon, Ky.
LANDERS, WILLIAM B.
WTWV, Tupelo, Miss.
LANDON, FORREST
WDBJ, Roanoke, Va.
LANE, ART
WIBG, Philadelphia, Pa.
LANG, MIKE
WFAI, Fayetteville, N. C.
LANGSTON, JOE
WNPT, Tuscaloosa, Ala.
LANTZ, RICHARD
Night Final
WTOC-TV, Savannah, Ga.
LaPRISE, RAY
WNDB, Daytona Beach, Fla.
LARSEN, G. ROY (WHITEY)
WNAX, Yankton, S. D.
LARSON, CARL
WTKO, Ithaca, N. Y.
LARVENZ, LARRY
WGMA, Hollywood, Fla.
LATHAM, JACK
KRCA, Los Angeles, Calif.
LAURENCE, JOCK
WNAK, Wilkes-Barre, Pa.
LaVIE, AL
WSKY, Asheville, N. C.
LAVIGNE, RICHARD
WREB, Holyoke, Mass.
LAWRENCE, KEN
WMIC, Monroe, Mich.
LAWS, RAY
WHAM, Rochester, N. Y.
LAWTON, FLEETWOOD
KTYM, Inglewood, Calif.
LeBOEUF, JIM
WSMB, New Orleans, La.
LEBSACK, LYLE
KSDN, Aberdeen, S. D.
LECIUS, ED
Voice of Community
WOTW, Nashua, N. H.
LEE, BOB
KARM, Fresno, Calif.
LEE, BOB
WCOM, Parkersburg, W. Va.
LEE, DAVID
Five Star Final
KMSP-TV, Minneapolis, Minn.
LEE, ED
KLEO, Wichita, Kan.
LEE, REV. HARRY R.
Religion in News
WWHG, Hornell, N. Y.
LEE, JOE
KNAK, Salt Lake City, Utah

LEEDS, DAVID
WMCA, New York, N. Y.
LEGGE, ERNIE
WLOF-TV, Orlando, Fla.
LEGOW, FRANK
WADC, Akron, Ohio
LEISURE, CLARENCE
KNBC, San Francisco, Calif.
LEONARD, DICK
Bay Area Background
KCBS, San Francisco, Calif.
LEONARD, EDISON
WSAN, Allentown, Pa.
LEONARD, VINCE
WRCV-TV, Philadelphia, Pa.
LESTER, DOUGLAS
WBAB, Babylon, N. Y.
LEVIN, MARLIN
News Around the World (Tel Aviv)
ABC
LEVINE, IRVING R.
News, NBC
LEVINE, MIKE
KDKA, Pittsburgh, Pa.
LEWIS, CHARLES
WWJ, Detroit, Mich.
LEWIS, J. SHELDON
What, Why, Where
WELM, Elmira, N. Y.
LEWIS, JOHN
WBAL, Baltimore, Md.
LEWIS, LEON
Community News Roundup
WWRL, New York, N. Y.
LIGGITT, PAUL T.
WHBF, Rock Island, Ill.
LILLIBRIDGE, SAM
KLEN, Killeen, Tex.
LINDMAN, STUART A.
WTCN, Minneapolis, Minn.
LINDSEY, BILL
KVOY, Yuma, Ariz.
LIPPER, GEORGE A.
WDOG, Marine City, Mich.
LIPPOLD, HENRY
WMT-TV, Cedar Rapids, Iowa
LISSER, ALAN
KBIG, Avalon, Calif.
LITTLE, JAMES G.
WTAG, Worcester, Mass.
LLOYD, MORT
WRGP-TV, Chattanooga, Tenn.
LLOYD, VINCE
Morning Edition
WGN-TV, Chicago, Ill.
LODGE, BOB (CHICAGO)
John Daly and the News; ABC with Don Goddard
ABC-TV
LOFLIN, BOB
WKRG-TV, Mobile, Ala.
LONG, CHET
WBNS, Columbus, Ohio
LONG, PAUL
KDKA, Pittsburgh, Pa.
LONGSHAW, GEORGE
KWBB, Wichita, Kan.
LOOS, MONTE
KOLR, Sterling, Colo.
LORD, GEORGE
World on Parade
WCAU, Philadelphia, Pa.
LOSSIER, OSCAR
WPCT, Putnam, Conn.
LOUDEN, RODNEY V.
KEED, Springfield, Ore.
LOVE, JIM
KLCN, Blytheville, Ark.
LOW, DALE
KNCM, Moberly, Mo.
LOW, ROBERT
News Around the World (Madrid)
ABC
LOWERY, JAMES
WSEN, Baldwinsville, N. Y.
LOWERY, JAMES, Jr.
WOHI, East Liverpool, Ohio
LOZANO, GUILLERMO
KCOR, San Antonio, Tex.

LUCAS, WILLIAM E.
WSAV-TV, Savannah, Ga.
LULLOFF, ROBERT
WCCN, Neillsville, Wisc.
LUND, JACK
Overnite Extra
KFAM, St. Cloud, Minn.
LUPO, TONY
WCCM, Lawrence, Mass.
LYMAN, PETE
Final Edition
WBOY-TV, Clarksburg, W. Va.
LYNN, BOB
K-NUZ, Houston, Tex.
LYONS, DONALD
KPAC, Port Arthur, Tex.

— Mc —

McBEE, KEITH
WJZ-TV, Baltimore, Md.
McBRIDE, ALYS MAE
WHLB, Virginia, Minn.
McBRIDE, BOB
WMBH, Joplin, Mo.
McCAFFERY, JOHN K. M.
News, NBC-TV
McCAIN, BILL
WAKE, Atlanta, Ga.
McCARTHY, RUTH
News Around the World (Havana)
ABC
McCARTHY, TOM
WNOP, Newport, Ky.
McCARTNEY, CHARLES
KANO, Anoka, Minn.
McCARTY, MARSH
WPAR, Parkersburg, W. Va.
McCARTY, WILLIAM
Dateline Today
WPEO, Peoria, Ill.
McCAULEY, JOHN B.
WKBZ, Muskegon, Mich.
McCLAUCHERTY, KYLE
KGIW, Alamosa, Colo.
McCORMICK, JOHN
KUDU, Ventura, Calif.
McCORMICK, ROBERT
News, NBC
McCRARY, EVERETT
WJSB Crestview, Fla.
McCREARY, MAC
KORC, Mineral Wells, Tex.
McCUEN, CHICK
WTCN, WTCN-TV, Minneapolis, Minn.
McCURDY, JOE
WQUB, Galesburg, Ill.
McCUTCHEON, DON M.
KBZY, Salem, Ore.
McDONALD, BEN
Carolinas TV Reporter
WECT, Wilmington, N. C.
McDOUGALD, DON
WWNS, Statesboro, Ga.
McDOWELL, AL
KDKA, Pittsburgh, Pa.
McEWEN, CHARLES
KTRB, Modesto, Calif.
McEWEUN, JIM
Trends of Our Times
WCLG, Morgantown, W. Va.
McFARLIN, MAC
WEOA, WEHT, Evansville, Ind.
McGAUGHEY, ROBERT H.
WKOA, Hopkinsville, Ky.
McGEE, FRANK
News, NBC, NBC-TV
McGOUGH, AL
WCUB, Manitowoc, Wisc.
McGOWAN, GEORGE
KEX, Portland, Ore.
McGRANER, PAUL
WKIC, Hazard, Ky.
McGREDIE, MAC
Home Edition
KIHR, Hood River, Ore.
McHALE, THOMAS
WELL, Battle Creek, Mich.

McINTIRE, RUSS
WSTP, Salisbury, N. C.
McINTOSH, HUGH
KOMO, Seattle, Wash.
McINTYRE, NEIL
Valley News
KPAY, Chico, Calif.
McKEE, BOB
KQV, Pittsburgh, Pa.
McKEE, ELDIE
Editorial of the Air
WKCB, Berlin, N. H.
McKEEHAR, BOB
KMOP, Tucson, Ariz.
McKENZIE, MAX
WHAB, Baxley, Ga.
McKINNON, GEORGE
Nite Cap News
KOOK-TV, Billings, Mont.
McLEAN, JACK
WHLD, Niagara Falls, N. Y.
McLOUGHLIN, LAMONT
Deadline
WNDU, WNDU-TV, South Bend, Ind.
McMAHON, TOM
WHDL, Olean, N. Y.
McMARTIN, COLE
WMT, Cedar Rapids, Iowa
McMURRAY, SCOTT
WSTV, Steubenville, Ohio
McMURTRIE, BURT
KTAC, Tacoma, Wash.
McPADDEN, JACK
Twin State News
WCFR, Springfield, Vt.

— M —

MACAULAY, BOB
Talk of the Town
WAGN, Menominee, Mich.
MACDONALD, ARCH
WBZ-TV, Boston, Mass.
MacFARLANE, IAN ROSS
WAYE, Baltimore, Md.
MACK, KEN
WTVN, Columbus, Ohio
MACKEY, DALLAS L.
WEYE, Sanford, N. C.
MAGILL, MAURY
WGRD, Grand Rapids, Mich.
MAGNUSSON, HENRY
WCSH-TV, Portland, Me.
MAGUIRE, DICK
Final Edition
KIDD, Monterey, Calif.
MAHON, DICK
WCAT, Orange, Mass.
MAINELLA, GUY
WOKY, Milwaukee, Wisc.
MALLORY, DON
KRIO, McAllen, Tex.
MANNING, CLARKE
WILS, Lansing, Mich.
MARBLE, HARRY
WGAN, WGAN-TV, Portland, Me.
MAREINISS, JOEL
Round the Town
WSYR-TV, Syracuse, N. Y.
MARLOW, JESSE
WHBF-TV, Rock Island, Ill.
MARQUIS, DALE
WSPA-TV, Spartanburg, S. C.
MARSHALL, BEN
WWJ, Detroit, Mich.
MARSHALL, ED
KLLA, Leesville, La.
MARTIN, BOB
WHBN, Harrodsburg, Ky.
MARTIN, CHUCK
KAML, Kenedy, Tex.
MARTIN, CLAUDE
WNEP-TV, Scranton, Pa.
MARTIN, DAVE
KIUN, Pecos, Tex.
MARTIN, JIM
WGAR, Cleveland, Ohio
MARTIN, LEW
WDSM-TV, Duluth, Minn.

MARTIN, MILLIE
WEIR, Weirton, W. Va.
MARTIN, RALPH
WCCO, Minneapolis, Minn.
MARTINEZ, AL
KEPS, Eagle Pass, Tex.
MARVIN, DAVE
WIZE, Springfield, Ohio
MARVIN, LARRY
Dinnertime News
KRKS, Ridgecrest, Calif.
MASON, BILL
WQUA, Moline, Ill.
MATLOCK, STAN
WKRC, Cincinnati, Ohio
MATOS, HERMES
Extra de la Tarde
WTIL, Mayaguez, P. R.
MATTHEWS, FRANK
WOAI, San Antonio, Tex.
MATTS, TOM
KBOX, Dallas, Tex.
MAXHAM, GLENN
WEBC, Duluth, Minn.
MAY, ROY
WIL, St. Louis, Mo.
MAY, WALTER E.
WPRT, Prestonsburg, Ky.
MAY, WOODY
Editors Corner
WAND, Canton, Ohio
MAYHEW, FRED E.
KANN, Sinton-Corpus Christie, Tex.
MEAD, WARREN
KWWL, Waterloo, Iowa
MEIGHAN, PAUL
KBCL, Shreveport, La.
MELENDEZ, F.
WXRF, Guayama, P. R.
MELENDEZ, J. COLON
WLEO, Ponce, P. R.
METCALF, JAMES
World at Large
WOAI-TV, San Antonio, Tex.
MEYER, STAN
RFD #5
KFBB, KFBB-TV, Great Falls, Mont.
MEYERS, WES
News & Views
KSYC, Yreka, Calif.
MICHAELS, BOB
Dateline Washington
WEAM, Washington, D. C.
MICZKO, PAUL
WGES, Chicago, Ill.
MILES, VIC
WHOA, San Juan, P. R.
MILES, WILLIAM
WBNY, Buffalo, N. Y.
MULLER, BILL
WTAX, Springfield, Ill.
MILLER, BILL
Around the Town
WCMR, Elkhart, Ind.
MILLER, BOB
WPTV, Palm Beach, Fla.
MILLER, BRUCE
WDSU, New Orleans, La.
MILLER, BRUCE
KALL, Salt Lake City, Utah
MILLER, DON
KMMS, Sioux City, Iowa
MILLER, LOU
5-Star Final
WNEM-TV, Bay City, Mich.
MILLER, RAY
KPRC, Houston, Tex.
MILLS, FRED
KANA, Anaconda, Mont.
MILLS, JACK
KSIB, Creston, Iowa
MINAHAN, ANNE
WCCM, Lawrence, Mass.
MINSHALL, BILL
Your Esso Reporter
WIS-TV, Columbia, S. C.
MIRES, RONALD
WTTH, Port Huron, Mich.
MITCHEL, TED
KTIM, San Rafael, Calif.

MITCHELL, CHUCK
WVOL, Nashville, Tenn.
MITCHELL, DOUG
KUTV, Salt Lake City, Utah
MITLER, MILTON E.
Editorially Speaking
WADK, Newport, R. I.
MITTAN, RAY
WHFB, Benton Harbor, Mich.
MIX, GALE
KRPL, Moscow, Idaho
MOBLEY, PRESTON
WERD, Atlanta, Ga.
MOFIELD, RAY
WCBL, Benton, Ky.
MONDAY, RAY
WTLB, Utica, N. Y.
MONGOLD, ROSS
KNIM, Maryville, Mo.
MONROE, BILL
Editorials
WDSU-TV, New Orleans, La.
MONROE, HARRY
WRVA, Richmond, Va.
MONROE, TIM
KDYL, Salt Lake City, Utah
MOOR, PAUL
News Around the World (Berlin)
ABC
MOORE, DICK
KBOX, Dallas, Tex.
MOORE, GLENN
KYNG, Coos Bay, Ore.
MOORE, JOHNNY
WDSG, Dyersburg, Tenn.
MOORE, NORB
KLPW, Union, Mo.
MORENO, EDWARD
KCOR-TV, San Antonio, Tex.
MORGAN, EDWARD P.
News, ABC; Election Coverage; Report Card; Prologue 1959
ABC-TV
MORGAN, JAMES T.
WHLN, Harlan, Ky.
MORGAN, MURRAY
KMO, Tacoma, Wash.
MORPHEW, DICK
WJDX, Jackson, Miss.
MORRIS, AUBREY
WSB, Atlanta, Ga.
MORRIS, BILL
WRGA, Rome, Ga.
MORRIS, JACK
KTUL, KTUL-TV, Tulsa Okla.
MORRISON, HERB
WTAE, Pittsburgh, Pa.
MOSS, JOHN
WTOD, Toledo, Ohio
MOYLE, WILL
WVET, Rochester, N. Y.
MOZLEY, DON
KCBS, San Francisco, Calif.
MUELLER, MERRILL
News, NBC, NBC-TV
MUHLSTEIN, DAVE
KLIF, Dallas, Tex.
MULLEN, JAY
WLSV, Wellsville, N. Y.
MULLINAX, WALLY
WESC, Greenville, S. C.
MUNGER, JOHN
WJPS, Evansville, Ind.
MUNOZ, LUIS
KUNO, Corpus Christi, Tex.
MUNYAN, HARRY
WCKR, Miami, Fla.
MUNYON, DWAIN
WISV, Viroqua, Wisc.
MURPHY, JACK
KOOL, KOOL-TV, Phoenix, Ariz.
MURPHY, JIM
WBMK, West Point, Ga.
MURPHY, JIM
WAUX, Waukesha, Wisc.
MURPHY, WILLIAM B.
KLYK, Spokane, Wash.

MURRAY, DON
WDBJ-TV, Roanoke, Va.
MURRAY, MEL
WFOB, Fostoria, Ohio

— N —

NAKAI, RAYMOND
Reservation News
KCLS, Flagstaff, Ariz.
NAUGHTON, JIM
KOME, Tulsa, Okla.
NAVEN, DEAN
KMA, Shenandoah, Iowa
NEAL, BRUCE
KXOL, Fort Worth, Tex.
NEBEL, DAVID
WLCS, Baton Rouge, La.
NEBLET, BOB
WJTV, Jackson, Miss.
NEEL, BILL
KTHV, Little Rock, Ark.
NELSON, M. L.
WHO, WHO-TV, Des Moines, Iowa
NELSON, LLOYD
WORC, Worcester, Mass.
NELSON, LYLE R.
WCMP, Pine City, Minn.
NELSON, ROBERT
WSYR, Syracuse, N. Y.
NENNO, BILL
WFLR, Dundee, N. Y.
NEVINS, GERRY
Open Forum
WADK, Newport, R. I.
NEWMAN, EDWIN
News, NBC, NBC-TV
NEWMAN, YALE (LONDON)
ABC News with Don Goddard; John Daly and the News; Prologue 1959, ABC-TV
NICHOLS, DAVID
News Around the World
ABC
NICHOLS, LESLIE A.
KTVU, San Francisco - Oakland, Calif.
NICKLES, R. W.
KFAL, Fulton, Mo.
NIKITAS, CHRIS
WFEA, Manchester, N. H.
NOLAN, PHIL
KALL, Salt Lake City, Utah
NORMAN, DON
News That's Live
WEW, St. Louis, Mo.
NORMAN, ROBERT
WEOK, Poughkeepsie, N. Y.
NORTON, DON
KOTV, Tulsa, Okla.

— O —

OBERG, ANDREW
WRVA-TV, Richmond, Va.
O'BRIEN, JOHN
Feature Section
KDUB-TV, Lubbock, Tex.

O'BRIEN, TOM

B. April 3, 1925, New York, N. Y.: News, WINS; Chevrolet Weekend News, CBS Radio; Big Story, WNEW-TV; Monitor, NBC

O'CONNOR, DONALD
Deadline 12
WISN-TV, Milwaukee, Wisc.
O'CONNOR, LEN
WMAQ, WNBQ, Chicago, Ill.
O'DELL, TERENCE
CKLW, Detroit, Mich.
ODENS, PETE
KXO, El Centro, Calif.
OGLES, HOWARD H.
News Over the Coffee Cup
WFKN, Franklin, Ky.
OHMAN, WILLIAM
WPEL, Montrose, Pa.
OLSEN, BOB
WKRG-TV, Mobile, Ala.

O'NEILL, GENE
WWON, Woonsocket, R. I.
ORLOWSKI, JOE
KAGE, Winona, Minn.
ORTON, DEAN
KCRS, Midland, Tex.
OSBORNE, REX
WDOC, Prestonsburg, Ky.
OSGOOD, DICK
WXYZ, Detroit, Mich.
OTERO, EVELIO
Telenoticias
WKAQ-TV, San Juan, P. R.
OWENS, PAUL
WLBN, Lebanon, Ky.
OWENS, RAY
WHEN-TV, Syracuse, N. Y.
OYLER, HAL
KIRX, Kirksville, Mo.

— P —

PACHMAN, LEN
KNOG, Nogales, Ariz.
PALEN, DAN C.
KXGN, KXGN-TV, Glendive, Mont.
PALMER, BRUCE B.
KWTV, Oklahoma City, Okla.
PALMER, CHARLES
KRNO, San Bernardino, Calif.
PALMER, CURT
KWDM, Des Moines, Iowa
PARDUA, ROBERT
Newsbreak
WFPA, Fort Payne, Ala.
PARHAM, JOHN
KPIN, Casa Grande, Ariz.
PARISE, JULIA
WMFG, Hibbing, Minn.
PARKS, DEL
WDRF, Chester, Pa.
PARKS, HARLAN
WLFA, Lafayette, Ga.
PARKS, LARRY
WLAU, Laurel, Miss.
PATRICK, LARRY
WMBR, Jacksonville, Fla.
PATRICK, RICHARD
WDON, Wheaton, Md.
PATTERSON, JIM
WBT, Charlotte, N. C.
PATTERSON, JOHN
WDBJ-TV, Roanoke, Va.
PATTERSON, PATT
WWCA, Gary, Ind.
PAUL, JAN
KIKO, Globe-Miami, Ariz.
PAYNE, LARRY
WPON, Pontiac, Mich.
PAYNE, PALMER
WGIR, Manchester, N. H.
PEARCE, BARTHOL
KTRB, Modesto, Calif.
PEARSON, DREW
WWJB, Brooksville, Fla.
PEARSON, DREW
KEEN, San Jose, Calif.
PEARSON, FORT
Channel 5 News
KPIX, San Francisco, Calif.
PEARSON, LEON
Monitor, News on the Air
NBC
PENNY, GEORGE A.
WRAL, Raleigh, N. C.
PENNYBACKER, ED
KQEO, Albuquerque, N. M.
PEPPER, FRANK
WTAL, WCTV, Tallahassee, Fla.
PEREZ, JOSE M.
Tribuna Knickerbocker
WHOM, New York, N. Y.
PERRET, ART
WTOR, Torrington, Conn.
PERRY, BOB
WRKH, Rockwood, Tenn.
PERRY, JOHN
WGBI, WDAU-TV, Scranton, Pa.
PETER, RICHARD
Your Radio Journal
KINY, Juneau, Alaska
PETERS, ART
Quaker City Beat
WDAS, Philadelphia, Pa.
PETERS, JOHN
Ford Dealer News
WBOY-TV, Clarksburg, W. Va.
PETERSON, ARNOLD
WATW, Ashland, Wisc.
PETERSON, BOB
WCHK, Canton, Ga.
PETERSON, DALE G.
KCID, Caldwell, Idaho
PETREE, MARTIN
WLRP, New Albany, Ind.
PETRIK, DICK
KOEL, Oelwein, Iowa
PETTIT, LLOYD
WGN, WGN-TV, Chicago, Ill.
PFARR, DAVID N.
WNOG, Naples, Fla.
PFISTER, ROBERT E.
WLMS, Michigan City, Ind.
PHELAN, PAT
WTVN-TV, Columbus, Ohio
PHILLIPS, DON
Capsule Comment
WEW, St. Louis, Mo.
PHILLIPS, GEORGE T.
WAVZ, New Haven, Conn.
PHILLIPS, PHIL
KBRS, Springdale, Ark.
PHILLIPS, RON
KNPT, Newport, Ore.
PHIPPS, JOE
WWDC, Washington, D. C.
PICKEN, DONALD
KMCD, Fairfield, Iowa
PIEL, BUD
KACE, Riverside, Calif.
PIERCE, ARTHUR
WEAV, Plattsburgh, N. Y.
PIERCE, JACK
KPUG, Bellingham, Wash.
PIERSON, BILL
KTLN, Denver, Colo.
PIET, JOHN
WMNI, Columbus, Ohio
PIKE, CLAUDE
KRWC, Forest Grove, Ore.
PINGALORE, JACK
Town Crier
WERI, Westerly, R. I.
PITCOCK, BOB
KRDO-TV, Colorado Springs, Colo.
PLASCAK, MARTIN
WBOW, Terre Haute, Ind.
PLATT, BILL
KFH, Wichita, Kan.
PLAUCHE, JOHN
KEUN, Eunice, La.
PLENN, JAIME
News Around the World
(Mexico City)
ABC
POLING, DOUGLAS
WOHO, Toledo, Ohio
POLLOCK, ED
WWVA, Wheeling, W. Va.
PONTRICH, NOLAN
WHBN, Harrodsburg, Ky.
PORTER, BEN
WBML, Macon, Ga.
PORTER, FRANK
Editorially Speaking
KHEP, Phoenix, Ariz.
PORTER, J. SHERMAN
WJEH, Gallipolis, Ohio
POSTON, WILEY K.
KETX, Livingston, Tex.
POTTER, DON
Six Star Edition
WJIM-TV, Lansing, Mich.
POWELL, JOHN
WPRS, Paris, Ill.
POWELL, RUSSELL
KFRE, Fresno, Calif.
POWELL, TOM
WGBI, WDAU-TV, Scranton, Pa.
PRELEE, MIKE
WERE, Cleveland, Ohio
PRESLEY, R. N. (BOB)
KHAT, Phoenix, Ariz.
PRESSMAN, GABE
Shell Local News, WRCA-TV; On the Spot Reports, WRCA, WRCA-TV
PRESTRIDGE, FLO
KDBS, Alexandria, La.
PRICE, JOHN
Operation Newsbeat
WKAT, Miami Beach, Fla.
PRICE, SAM, Jr.
WBMK, West Point, Ga.
PROCTOR, JACK
Topic Today
KONP, Port Angeles, Wash.
PROUTY, GERALD W.
WREM, Remsen, N. Y.
PROVENCE, BOB
WSOC-TV, Charlotte, N. C.
PRUITT, A. L.
Al's Almanac
WSBB, New Smyrna Beach, Fla.
PUMPHREY, HORACE
WSGN, Birmingham, Ala.
PYLE, GLENN R.
WBYS, Canton, Ill.
PYNE, JOE
WMID, Atlantic City, N. J.

— Q —

QUESINBERRY, GARRY
WPAQ, Mt. Airy, N. C.
QUINLAN, TOM
KWBG, Boone, Iowa

— R —

RABER, ALAN D.
WKAP, Allentown, Pa.
RAMSBURG, JIM
WDGY, Minneapolis, Minn.
RAMOS, RALPH
Tri-City News
KFDM, KFDM-TV, Beaumont, Tex.
RAND, TED
KDRS, Paragould, Ark.
RANDALL, DAVE
Three Star Final
WTOC-TV, Savannah, Ga.
RANDALL, JIM
KFSB, Joplin, Mo.
RANDALL, PORTER
KFJZ-TV, Fort Worth, Tex.
RANDALL, BOB
WOKY, Milwaukee, Wisc.
RANTANEN, IRV
WAIT, Chicago, Ill.
RASH, BRYSON
WRC, Washington, D. C.; News, NBC
RASMUSSEN, TOM
KHIL, Brighton, Colo.
RAY, GEORGE
WTVH, Peoria, Il.
READ, BROOKS
Esso Reporter
WBRZ-TV, Baton Rouge, La.
REBER, SYBILLA A.
WSAY, Rochester, N. Y.
REDABAUGH, HAROLD
KRDO-TV, Colorado Springs, Colo.
REDMOND, DON
WPAC, Patchogue, N. Y.
REED, JIM
Radio Front Page
KWEL, Midland, Tex.
REEVES, DICK
Panorama Perspective
WWVA, Wheeling, W. Va.

REEVES, JIM
WPEN, Philadelphia, Pa.
REID, BOB
WENO, Nashville, Tenn.
REID, RICHARD
WARE, Ware, Mass.
REILLEY, RANDY
WHYE, Roanoke, Va.
RENICK, RALPH
WTVJ, Miami, Fla.
REX, JOE
WMBD-TV, Peoria, Ill.
REYES, NICK
KTOW, Oklahoma City, Okla.
RHAME, L. RICHARD
WTND, Orangeburg, S. C.
RHODES, JOHN
WRRR, Rockford, Ill.
RICE, CRAWFORD
WTVT, Tampa, Fla.
RICE, JOHN D.
WCOW, Sparta, Wisc.
RICH, JOHN
News
NBC
RICH, STANLEY
News Around the World
(Hong Kong)
ABC
RICHARDS, BILL
WCHS, Charleston, W. Va.
RICHARDS, RON
Editor's Desk
KGVO, KMSO-TV, Missoula, Mont.
RICHARDSON, LARRY
WFBM-TV, Indianapolis, Ind.
RICHIE, BILL
KWFT, Wichita Falls, Tex.
RICHMOND, DICK
WAVY, WAVY-TV, Norfolk, Va.
RIDENOUR, TEX
WJER, Dover, Ohio
RIDER, JACK
WELS, Kinston, N. C.
RIGGANS, BUZZ
WLAP, Lexington, Ky.
RILEY, DON
KIRO-TV, Seattle, Wash.
RILEY, DUANE, X.
WKNX, WKNX-TV, Saginaw, Mich.
RINAKER, SAM
KIRO-TV, Seattle, Wash.
RIND, JULES
WPEN, Philadelphia, Pa.
RIOS, LUIS A.
WORA, Mayaguez, P. R.

ROBERTS, CLETE

B. Feb. 1, 1912, Portland, Ore.; Clete Roberts Reports; The Big Three—News; Buick Commercials; U. S. Television Newsfilm Inc.

ROBERTS, DON
WKKS, Vanceburg, Ky.
ROBERTS, DONALD
WCOU, Lewiston, Me.
ROBERTS, KENT
KLVC, Leadville, Colo.
ROBERTSON, JIM
WKOA, Hopkinsville, Ky.
ROBINSON, DONALD L.
KURA, Moab, Utah
ROBINSON, HERB
KOMO-TV, Seattle, Wash.
ROBY, MAX
KMOX-TV, St. Louis, Mo.
ROGERS, ART
KWYN, Wynne, Ark.
ROGERS, JAMES III
WPDM, Potsdam, N. Y.
ROGERS, JOHN T.
Around the Town
WCVA, Culpepper, Va.
ROLL, RICHARD T.
WTVH, Peoria, Ill.
RONALD, STAN
WKAN, Kankakee, Ill.
ROPER, GENE
WHBQ-TV, Memphis, Tenn.
ROSE, JOE
Inside Track
KONA-TV, Honolulu, Hawaii
ROSE, JOEL
WHKK, Akron, Ohio
ROSENBLUM, RAY
WTIG, Massillon, Ohio
ROSS, AL
KGEK, Sterling, Colo.
ROSS, DICK
KGW-TV, Portland, Ore.
ROSS, DON
KFMB, San Diego, Calif.
ROSS, JACK
WHAM, Rochester, N. Y.
ROSS, MARTY
WPTR, Albany, N. Y.
ROSS, NORMAN
WBKB, Chicago, Ill.
ROTH, KEN
WGMA, Hollywood, Fla.
ROWLAND, DON
Pan Am News
KLFY-TV, Lafayette, La.
ROY, TOM
WKLA, Ludington, Mich.
ROYBURN, MILT
WIPS, Ticonderoga, N. Y.
RUFF, BILL
WSYR-TV, Syracuse, N. Y.
RUGH, VIC
KLWN, Lawrence, Kan.
RUNDLES, JAMES
WOKJ, Jackson, Miss.
RUNYON, BOB
WKMH, Detroit-Dearborn, Mich.
RUNYON, CHUCK
WSAC, Radcliff, Ky.
RUPPLE, LARRY
WHRV, Ann Arbor, Mich.
RUSSELL, BARRY
Farm News & Markets
KCKT-TV, KGLD-TV, Great Bend, Kan.
RUSSELL, DON
Monitor
NBC
RUSSELL, FRAN
WLVA, WLVA-TV, Lynchburg, Va.
RUSSELL, FRANK
KITO, San Bernardino, Calif.
RUTLEDGE, KEN
KOSA, Odessa, Tex.
RYAN, BOB
KSTP, St. Paul - Minneapolis, Minn.
RYAN, BILL
News, NBC
RYAN, THOMAS
WGUY, Bangor, Me.
RYAN, TOM
WBBF, Rochester, N. Y.

— S —

SAKS, BERNARD
WLSL, Shamokin, Pa.
SALERNO, SAM
KLAS, Las Vegas, Nev.
SAMBORN, ALBERT
WPAG, Ann Arbor, Mich.
SANDERS, BOB
WAUD, Auburn, Ala.
SANDERS, RICHARD
WJDX, WLBT, Jackson, Miss.
SANFORD, HARVEY
KICD, Spencer, Iowa
SANFORD, KEN
KSTB, Breckenridge, Tex.
SANTORO, BILL
WARD-TV, Johnstown, Pa.
SARDELLA, CARLO
News & Views
WONJ, Pleasantville, N. J.
SAXON, JOE
WCMW, Canton, Ohio
SCHAEFFER, MARTIN
WSON, Henderson, Ky.
SCHAFFER, BOB
KXOL, Fort Worth, Tex.
SCHAUGHENCY, ED
KDKA, Pittsburgh, Pa.
SCHEINER, SID
This We Believe
KFTM, Fort Morgan, Colo.
SCHERER, RAY
News, NBC
SCHMELLING, NORM
KRSD, Rapid City, S. D.
SCHMITZ, DICK
KAKC, Tulsa, Okla.
SCHNEIDER, RAY
WWSW, Pittsburgh, Pa.
SCHOENFELD, LARRY
WPUV, Pulaski, Va.
SCHOOCRAFT, BILL
WTVC, Chattanooga, Tenn.
WRIP, Rossville, Ga.
SCHOOF, JAY
Mobile Mike
WEZY, Cocoa, Fla.
SCHREIBER, ART
Ohio Fuel News
WHIZ, WHIZ-TV, Zanesville, Ohio
SCHULLER, BOB
WCMP, Pine City, Minn.
SCHUMACHER, ORVILLE
KCAL, Redlands, Calif.
SCHWARTZ, ANN
WSDB, Homestead, Fla.
SCHWARTZ, BERNARD
KPRL, Paso Robles, Calif.
SCHWENT, ALEX
KSGM, Ste. Genevieve, Mo.
SCOTT, JACK
WTRC, Elkhart, Ind.
SCOTT, NORMAN
WFOR, Hattiesburg, Miss.
SCOTT, ROBERT J.
Kowboy News
KOWB, Laramie, Wyo.
SEAY, THOMAS D.
KFTV, Paris, Tex.
SECONDARI, JOHN
ABC Commentary; Open Hearing; Report Card; Pope John XXIII Coronation; Prologue 1959
ABC-TV
SEEL, CHARLIE
Boardwalker
WLDB, Atlantic City, N. J.
SEIBERT, RAY
WHHH, Warren, Ohio
SELIKOFF, ART
KVOX, Moorhead, Minn.
SEMPRINI, EDGAR H.
Cape Comment
WOCB, West Yarmouth, Mass.
SERRA, LOUIS
WEIR, Weirton, W. Va.
SETLIFFE, WILLIAM
WEIC, Charleston, Ill.
SHADBURN, GRADY
WALB-TV, Albany, Ga.
SHADEL, BILL
News Around the World,
ABC, Election Coverage; Prologue 1959, ABC-TV
SHAPIRO, HENRY
News Around the World
(Moscow)
ABC
SHARPE, JACK
Night Patrol
WEBR, Buffalo, N. Y.
SHAUGHNESSY, DICK
Service at 30
WMAY, Springfield, Ill.
SHAW, CHARLES
WCAU, WCAU-TV, Philadelphia, Pa.
SHAW, HOWARD F.
KCID, Caldwell, Idaho
SHAW, JOSEPH V.
Views the News
WTSL, Hanover, N. H.

SHAY, DAVE
Saturday Dateline
WOW-TV, Omaha, Neb.
SHEEHAN, JOHN
WORC, Worcester, Mass.
SHEEHAN, WILLIAM
WJR, Detroit, Mich.
SHELL, TED
WBNS, Columbus, Ohio
SHELLEY, JOHN D.
WHO, WHO-TV, Des Moines, Iowa
SHEPARD, CHARLIE
Esso Reporter
WECT, Wilmington, N. C.
SHERER, ED
Sunshine Dateline
WMOP, Ocala, Fla.
SHERIDAN, LEE
Tomorrow's Headlines
WRDW-TV, Augusta, Ga.
SHERMAN, DICK
WISC, Madison, Wisc.
SHERWOOD, DON
WLIMA, Lima, Ohio
SHERWOOD, DON
WOKY, Milwaukee, Wisc.
SHINN, JUNEAU
KLIX, Twin Falls, Idaho
SHIPLEY, ROBERT
KENT, Shreveport, La.
SHIVERS, JOE
WEEU, Reading, Pa.
SHOEMAKER, JACK
WSPD, Toledo, Ohio
SHUMATE, GENE
KRXK, Rexburg, Idaho
SHUMATE, TOM
KICD, Spencer, Iowa
SHUTE, DENNY
WKTQ, South Paris-Norway, Me.
SHUTTS, WILLIAM F.
KVOC, Casper, Wyo.
SIDEBOTTOMS, SID
World Round-up
WLOC, Munfordville, Ky.
SIEGRIST, BOB
WMIL, Milwaukee, Wisc.
SIKORA, DR. WALTER
WGES, Chicago, Ill.
SILVA, FRANK
WPTS, Pittston, Pa.
SIMPKINS, PAUL
WBAM, Montgomery, Ala.
SKINNER, DAVE
WKNX, WKNX-TV, Saginaw, Mich.
SKINNER, RALPH
Air-ditorial
WLAM, Lewiston, Me.
SLATES, J. W.
KFSA, Fort Smith, Ark.
SMALLWOOD, DOT
WCEH, Hawkinsville, Ga.
SMITH, BECKLEY
WAMP, Pittsburgh, Pa.
SMITH, BURLEIGH
KERO-TV, Bakersfield, Calif.
SMITH, CHARLES C.
It Seems To Me
WDEC, Americus, Ga.
SMITH, DAVENPORT
WBRC, WBRC-TV, Birmingham, Ala.
SMITH, DONALD, R.
WMBR, Jacksonville, Fla.
SMITH, DUANE
WCMR, Elkhart, Ind.
SMITH, HAMP
WLAT, Conway, S. C.
SMITH, IVAN
Night Beat
KGW-TV, Portland, Ore.
SMITH, LYNN
WKCB, Berlin, N. Y.
SMITH, PAUL
KXIC, Iowa City, Iowa
SMITH, RALPH
WIRL, Peoria, Ill.
SMITH, RALPH
WHIO, Dayton, Ohio
SNOW, HARLAN B.
KSIS, Sedalia, Mo.
SNOW, SPENCER
KFIR, North Bend, Ore.
SNOWDON, CHARLES T.
WCVI, Connellsville, Pa.
SNYDER, BILL
WJAX, Jacksonville, Fla.
SNYDER, TOM
WSAV-TV, Savannah, Ga.
SOKOLSKY, GEORGE
Commentary, ABC
SOLEM, JEFF
Radio Newsreel
KABR, Aberdeen, S. D.
SOSS, WILMA
Pocketbook News, NBC
SOWELL, F. C.
What's Happening
WLAC, Nashville, Tenn.
SPEARE, DAN
KLYD, Bakersfield, Calif.
SPECIAL, JOHN
KCKC, San Bernardino, Calif.
SPEER, FRED
WKBZ, Muskegon, Mich.
SPENCER, TOM
KLVT, Levelland, Tex.
SPRADLIN, ROBERT
WEKY, Richmond, Ky.
SPRAGUE, BILL
WRC, Washington, D. C.
STADLER, GLEN M.
KEED, Springfield, Ore.
STALLINGS, CURTIS
Over the Back Fence
KVOE, Emporia, Kan.
STALLINGS, DUD
KNED, McAlester, Okla.
STAMPS, J. WELDON
KFAY, Fayetteville, Ark.
STANLEY, BILL
WDSU, New Orleans, La.
STANTON, ELVIN
WJRD, Tuscaloosa, Ala.
STANTON, P. J.
WJMJ, Philadelphia, Pa.
STARK, CHARLES
KVOE, Emporia, Kan.
STARNES, JACK
WFNS, Burlington, N. C.
STARR, RAY
WGRO, Lake City, Fla.
STEER, JIM
KROC-TV, Rochester, Minn.
STEIN, WALLY
Sohio Reporter
WPAY, Portsmouth, Ohio
STERNBERGER, ESTELLE
WLIB, New York, N. Y.
STEWART, BILL
Editorials
WPBC, Minneapolis, Minn.
STEWART, CHARLIE
WNEX, Macon, Ga.
STEWART, DON
KIKO, Globe-Miami, Ariz.
STEWART, FLOYD
KRMO, Monett, Mo.
STEWART, JIM
WBCA, Bay Minette, Ala.
STEWART, PAT
KAFY, Bakersfield, Calif.
STICKLE, DAVID
WMAR-TV, Baltimore, Md.
STILLE, BERT
WTVN, Columbus, Ohio
STINSON, BILL
KORC, Mineral Wells, Tex.
STINSON, JOHN B.
Banner Lines
WAME, Miami, Fla.
STOCKDALE, ROBERT
Pulsebeat
WSEN, Baldwinsville, N. Y.
STODDER, KEN
KVIQ-TV, Eureka, Calif.
STOKKE, DICK
KFKF, Bellevue, Wash.
STONE, BUD
WOWO, Fort Wayne, Ind.
STONE, JOHN LEWIS
KBIX, Muskogee, Okla.
STOUT, BILL
KNXT, Los Angeles, Calif.
STOUT, NED C.
WCLT, Newark, Ohio
STRASER, JOHN
WICA, Ashtabula, Ohio
STRASNER, DON
KGYN, Guymon, Okla.
STRASZHEIM, JERRY
WTNS, Coshocton, Ohio
STRAUS, NATHAN
WMCA, New York, N. Y.
STREETER, HOWARD
WFBR, Baltimore, Md.
STRINGFELLOW, SAM
KMHT, Marshall, Tex.
STURDEVANT, ROBERT (PARIS)
News Around the World, ABC; ABC News with Don Goddard; John Daly and the News; Prologue 1959, ABC-TV
SULLIVAN, CHARLEY
WHBQ, Memphis, Tenn.
SULLIVAN, FRANK
KGBT, Harlingen, Tex.
SULLIVAN, JOHN A.
WCAX, WCAX-TV, Burlington, Vt.
SULLIVAN, JOHN T.
WEKY, Richmond, Ky.
SULLIVAN, PAUL
WIP, Philadelphia, Pa.
SUNKEL, BUD
WDAN, Danville, Ill.
SWANEY, HAL
Esso News
WGAN-TV, Portland, Me.
SWANSON, DICK
Top of the Week
WGST, Atlanta, Ga.

— T —

TALBOT, BILL
KMTV, Omaha, Neb.
TALOR, JOHN T.
WMOD, Moundsville, W. Va.
TANNEHILL, RAY
WBBW, Youngstown, Ohio
TARKINSON, CHARLES
Tri-State News
WMTW-TV, Poland Spring, Me.
TARPLEY, DAN
KFYO, Lubbock, Tex.
TATE, HARVEY
KADO, Marshall, Tex.
TAYLOR, AL
Early Riser News
WIP, Philadelphia, Pa.
TAYLOR, BOB
KOLN-TV, Lincoln, Neb.
TAYLOR, CLIFF
WLEU, Erie, Pa.
TAYLOR, DEAN
WHEC, WHEC-TV, Rochester, N. Y.
TAYLOR, PAUL
WRCV, Philadelphia, Pa.
TAYLOR, S. BRYDEN
WVPO, Stroudsburg, Pa.
TEMBY, BRITTON
WWJ, Detroit, Mich.
TEMPLE, FRED
WDSR, Lake City, Fla.
TERRY, JOHN R.
Ohio-Go-Round
WVKO, Columbus, Ohio
TETRAULT, ERNIE
WRGB, Schenectady, N. Y.
THALMAN, BILL
WHLL, Wheeling, W. Va.
THERIEN, LARRY
WHYN, Springfield, Mass.

THOMAS, BOB
Radio Feature Story
WJAG, Norfolk, Neb.
THOMAS, JOHN G.
WCKB, Dunn, N. C.
THOMAS, MATT
WMAR-TV, Baltimore, Md.
THOMAS, W. J.
Main Street Editor
WAKU, Latrobe, Pa.
THOMPSON, BOB
WCAY, Cayce-West Columbia S. C.
THOMPSON, GORDON
KGAL, Lebanon, Ore.
THOMPSON, JAMES
WPPA, Pottsville, Pa.
THOMPSON, JAY
KSTB, Breckenridge, Tex.
THOMPSON, JOHN
KRIZ, Phoenix, Ariz.
THOMPSON, OLIVER
Nightcap News
KTVH, Hutchinson, Kan.
THOMPSON, RON
WBLG, Lexington, Ky.
THOMPSON, TOM
KBLI, Blackfoot, Idaho
THOMSEN, JACK
WOC, WOC-TV,
Davenport, Iowa
THOMSON, TONY
WEOL, Elyria- Lorain, Ohio
TIBBITTS, ROBERT
KWOS, Jefferson City, Mo.
TILLMAN, JOHN
WPIX, New York, N. Y.
TJAPKES, DOUGLAS J.
WJBL, Holland, Mich.
TOBIAS, RICHARD M.
WCLI, Corning, N. Y.
TOMLINSON, BILL
WOWO, Fort Wayne, Ind.
TOWNES, CAL
WHAP, Hopewell, Va.
TOWNSEND, CHET
WJPF, Herrin, Ill.
TRAVIS, EDWARD
WGH, Newport News-
Norfolk, Va.

— U —

UEBELHART, JIM
WSPD, Toledo, Ohio
ULRICH, BOB
KJEO, Fresno, Calif.
UMPLEBY, BOB
WJOB, Hammond, Ind.
UPRIGHT, GENE
The Shell Late News
WIS-TV, Columbia, S. C.
UTLEY, CLIFTON
WMAQ, WNBQ, Chicago, Ill.

— V —

VALENTINE, L. L.
WFKN, Franklin, Ky.
VAN, LYLE
News on the Human Side
WOR, New York, N. Y.
VANDENBERG, EDWARD
WKRZ, Oil City, Pa.
VANDERCOOK, JOHN W.
News, ABC; Election
Coverage, ABC-TV
VANDERSLOOT, CHUCK
WFUR, Grand Rapids, Mich.
VANDEVENTER, BOB
KTRN, Wichita Falls, Tex.
VAN GILDER, MARVIN
KDMO, Carthage, Mo.
VAN HORN, ARTHUR
Weekend :55 News
ABC
VAN SLYCKE, HARRY
KAKI, San Antonio, Tex.
KWEL, Midland, Tex.
VAUGHN, BOB
WSUN-TV, St. Petersburg,
Fla.
VIDNOVIC, SAM
WMCK, McKeesport, Pa.
VILLANUEVA, ROBERTO
KIWW, San Antonio, Tex.
VINALL, J.
WJR, Detroit, Mich.
VOGEL, LEE
WHB, Kansas City, Mo.
VOLGER, GEORGE J.
KWPC, Muscatine, Iowa
VON GOERKEN, CHUCK
KENO, Las Vegas, Nev.
von LEUWEN, KARL
KPAC-TV, Port Arthur, Tex.
VOS, LEE
KBIX, Muskogee, Okla.

— W —

WABER, TOM
WXYZ, Detroit, Mich.
WADE, J. PAUL
WLCM, Lancaster, S. C.
WAGNER, JAY
Town Topics
WLEC, Sandusky, Ohio
WAGNER, JOHN
KWBB, Wichita, Kan.
WAGY, NORM
WBBW, Youngstown, Ohio
WAINWRIGHT, BOB
World Round-up
KBSF, Springhill, La.
WALES, DALLAS
KRGV, KRGV-TV,
Weslaco, Tex.
WALKER, F.
WFOY, St. Augustine, Fla.
WALLACE, JIM
WRIT, Milwaukee, Wis.
WALLER, BILL
WHLL, Wheeling, W. Va.
WALSH, JOHN
WGUY, Bangor, Me.
WARD, JAY
KFKF, Bellevue, Wash.
WARD, L. AUDREY
WHBI, Newark, N. J.
WARD, MAC
KNOE-TV, Monroe, La.
WARD, ROBERT E.
WGOR, Georgetown, Ky.
WARD, RUSS
WRC-TV, Washington, D. C.
WARE, JACK
KOOL, KOOL-TV,
Phoenix, Ariz.
WARNER, MEL
WCEC, Rocky Mount, N. C.
WARREN, BILL
KDEO, San Diego, Calif.
WARREN, BOB
WICS, Springfield, Ill.
WARREN, CHUCK
KCEE, Tucson, Ariz.
WARREN, JOEL
Look at World
WISR, Butler, Pa.
WAY, DOUG. L.
WAVP, Avon Park, Fla.
WAYNE, DON
WHIO-TV, Dayton, Ohio
WAYNE, MAURIE
KTBS-TV, Shreveport, La.
WEBB, CHUCK
Panorama
KGUN-TV, Tucson, Ariz.
WEBB, DON
WKRC, Cincinnati, Ohio
WEBB, KAI
KBUZ, Phoenix, Ariz.
WEBSTER, ROBERT "DOC"
WJTN, Jamestown, N. Y.
WEED, BOB
KSWO, KSWO-TV, Lawton,
Okla.
WEEKS, ED
KOVC, Valley City, N. D.
WESTERKAMP, DICK
WWJ, Detroit, Mich.
WESTHALL, JAMES E.
WLNH, Laconia, N. H.
WESTON, JOHN
KPIX, San Francisco, Calif.
WESTOVER, JIM
KDKA, Pittsburgh, Pa.
WHEELER, DICK
Evening Edition News
WFAA-TV, Dallas, Tex.
WHITELEY, BOB
WKBL, Covington, Tenn.
WHITFORD, DICK
WHLS, Port Huron, Mich.
WIEBELL, TOM
WHIZ, Zanesville, Ohio
WILKINS, JOE, JR.
Channel 5 Newsreel of the Air
KFBB-TV, Great Falls, Mont.
WILKINS, PATRICK C.
KEX, Portland, Ore.
WILLIAMS, BILL
WSM, Nashville, Tenn.
WILSON, BILL
House by the Roadside
KILA, Hilo, Hawaii

WILSON, BOB

B. Aug. 27, 1915, Muncie, Ind.; The Saturday Night News, WRCA-TV; The World News Roundup, Metropolitan Life's Good Morning News, Today in Wall Street, The 11th Hour News Special, WRCA; NBC News, NBC-TV

WILSON, BOB
KWYO, Sheridan, Wyo.
WILSON, RAY
KFMB-TV, San Diego, Calif.
WILSON, ROGER
KBKC, Kansas City, Mo.
WILSON, RON
WLAV, Grand Rapids, Mich.
WINTER, WILLIAM
Commentary (Hollywood)
ABC;
Election Coverage, ABC-TV
WISEMAN, CLYDE
WOKZ, Alton, Ill.
WITCHER, MAX
KWAT, Watertown, S. D.
WOLFANGER, DAVID
Mr. Soundoff
WSLB, Ogdensburg, N. Y.
WOLFE, NAOMI
Listen Ladies
WNNJ, Newton, N. J.
WOLFE, ROLAND
WMAK, Nashville, Tenn.
WOLFE, TED
WKAZ, Charleston, W. Va.
WORKHOVEN, MERRILL
Four Bell News
WOW, Omaha, Neb.
WRIGHT, J. K.
KSIX, KZTV, Corpus Christi,
Tex.

— Y —

YAZELL, GEORGE
WOAY-TV, Oak Hill-Beckley,
W. Va.
YORK, JOHN
WRR, Dallas, Tex.
YOUNG, BOB
News Behind the News
KENI-TV, Anchorage,
Alaska

— Z —

ZACHARY, HUGH
Tomorrows Headlines
Tonight
WFLB, Fayetteville, N. C.
ZERKLE, BOB
This is the News
WKAI, Macomb, Ill.
ZIEBARTH, E. W.
WCCO, Minneapolis, Minn.
ZURLO, SAM
Talk of the Town
WGAV, Amsterdam, N. Y.

SPORTS COMMENTATORS

RADIO AND TELEVISION
—their work during 1958

— A —

ABEL, GEORGE
KSD-TV, St. Louis, Mo.
ACKERMAN, AL
WOOD, WOOD-TV, Grand Rapids, Mich.
ADAMS, ANTHONY
WCAX, Burlington, Vt.
ADAMS, JIM
WKZO-TV, Kalamazoo, Mich.
ADAMS, TONY
WCAX-TV, Burlington, Vt.
ADEL, RAY
WBAB, Babylon, N. Y.
ADELL, RAY
Fishing News
WHLI, Hempstead, N. Y.
ADELSON, JIM
WINR, Binghamton, N. Y.
AGBABA, STEVE
KFRB, Fairbanks, Alaska
AGRESTA, PHIL
WBT, Charlotte, N. C.
AHLBORN, WALLY
Quarterback Club
WMAB, Munising, Mich.
AHMANN, MARK
KCIM, Carroll, Iowa
AIME, VIC
WNNJ, Newton, N. J.
ALAN, STEVE
KICD, Spencer, Iowa
ALBERTS, MAL
WIIC, Pittsburgh, Pa.
ALBRIGHT, NAT
Sport Highway
WINX, Rockville, Md.
ALBY, WYNN
WKYR, Keyser, W. Va.
ALDEN, JERRY
WSNJ, Bridgeton, N. J.
ALDRIDGE, MAHLON
KFRU, Columbia, Mo.
ALLAIN, ORREN
WKAN, Kankakee, Ill.
ALLEN, BRUCE
KBLI, Blackfoot, Idaho
ALLEN, EDWARD III
WDOR, Sturgeon Bay, Wis.
ALLEN, GEORGE
WEZY, Cocoa, Fla.
ALLEN, HUGH
WRKH, Rockwood, Tenn.

ALLEN, MEL
B. Feb. 14, 1913, Birmingham, Ala.; New York Yankees Baseball, WPIX, WINS; World Series, Rose Bowl Football Game, Major League All-Star Game, NCAA College Football, NBC-TV; White Owl Sports, Spot, CBS-TV; Sports Daily, NBC; ABC Radio, NBC Radio

ALLISON, DAN
WKY-TV, Oklahoma City, Okla.
ALLNOCK, JERRY
WHAB, Baxley, Ga.
AMBROSE, JOHN V.
WTAG, Worcester, Mass.
ANDERSON, ALBERT
KGVO, Missoula, Mont.
ANDERSON, BILL
KPUG, Bellingham, Wash.
ANDERSON, BRIAN
WECL, Eau Claire, Wis.
ANDERSON, CHIC
WEOA, WEHT, Evansville, Ind.
ANDERSON, ROBERT
KVAL-TV, Eugene, Ore.
ANDRE, JOHN
WDCF, Dade City, Fla.
ANGWIN, PERCY
WSKI, Montpelier, Vt.
ARBES, SAM
Meet the Coach
WHIP, New Bern, N. C.
ARMENDARIZ, JOSE O.
Eventos Especiales
KIFN, Phoenix, Ariz.
ARMES, JERRY
WCLC, Jamestown, Tenn.
ARMSTRONG, EUCLID
WHIP, New Bern, N. C.
ARMSTRONG, FRANK
WDIA, Memphis, Tenn.
ARNOLD, DR. J.
WCWC, Ripon, Wis.
ARRAGON, JACK
WPET, Greensboro, S. C.
ARTHUR, HARRY
KNOE-TV, Monroe, La.
ASH, TOM
KLTZ, Glasgow, Mont.

Chris Schenkel

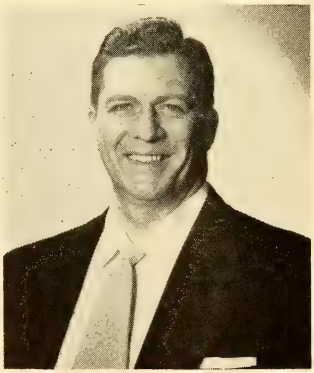
Sports Announcer

AL 4-7981

ASSAF, WOODY
Hilights in the World of Sports
WJDX, WLBT, Jackson, Miss.
ATKINS, TOM
WPTA, Fort Wayne, Ind.
ATKINSON, DON
KSEM, Moses Lake, Wash.
AUSTIN, TED
Party Line
WSTP, Salisbury, N. C.
AXELSON, JOE
WWNS, Statesboro, Ga.

— B —

BAGLI, GUY
WTVT, Tampa, Fla.
BAGLI, VINCE
WWIN, Baltimore, Md.
BAILEY, CHARLEY
WEBR, Buffalo, N. Y.
BAILEY, CHARLIE
WJMX, Florence, S. C.
BAILEY, JIM
KBIF, Fresno, Calif.
BAKER, PAUL
WCAD, Danbury, Conn.
BALCH, FRANK
WJOY, Burlington, Vt.
BALLARD, CHUCK
Wrestling
WKRG-TV, Mobile, Ala.
BANDY, JOHN
WUST, Bethesda, Md.
BARBER, PHIL
KTRB, Modesto, Calif.
BARKSDALE, JOHN
WQIC, Meridian, Miss.
BARNETT, BOB
KFNN, Farmington, N. M.
BARNETT, PAUL
KVEC, San Luis Obispo, Calif.
BARNETT, RAY
Marine Mysteries
WMET, Miami Beach, Fla.
BARRETT, TONY
KENT, Shreveport, La.
BARRON, BILL
WCSS, Amsterdam, N. Y.
BARRON, BILLY
WULA, Eufaula, Ala.
BARRY, NORM
WNBQ, Chicago, Ill.
BASS, CLARENCE
WREM, Remsen, N. Y.
BASS, E. H.
WSYL, Sylvania, Ga.
BATES, MARVIN
WGBF, Evansville, Ind.
BAUM, JIM
Athlete of Week
KRBC, Abilene, Tex.
BAUMOHL, ART
WLAP, Lexington, Ky.
BEACH, AL
KNEZ, Lompoc, Calif.
BECK, BILL
KDZA, Pueblo, Colo.
BECK, HARRY
WSTV, Steubenville, Ohio
BEDARD, BOB
Timberjack Baseball
KBTK, Missoula, Mont.
BEGLEY, JIM
WACE, Springfield-Chicopee, Mass.
BELCHER, ROD
KTNT, Tacoma, Wash.
BELL, JACK
KDET, Center, Tex.
BELL, JOE
WVJS, Owensboro, Ky.
BELLAR, BRYAN
WDXE, Lawrenceburg, Tenn.
BENDER, BOB
WTRL, Bradenton, Fla.
BENDER, TOM
KDKA, Pittsburgh, Pa.
BENGSTON, L. H.
KLPR, Oklahoma City, Okla.
BENNETT, GEORGE
WMVO, Mount Vernon, Ohio
BENNETT, JAY
KSYD, Wichita Falls, Tex.
BENZ, DUKE
WNBZ, Saranac Lake, N. Y.
BERRY, TOM
KATL, Miles City, Mont.
BERTINE, BERT
WKID, Champaign-Urbana, Ill.
BESSELL, JERRY
WALB, WALB-TV, Albany, Ga.
BEVERIDGE, JACK
KOOL, KOOL-TV, Phoenix, Ariz.
BIEDRZYCKI, TOM
Tipp-Off on Sports
KATL, Miles City, Mont.
BIGGERS, JIM
WYTH, Madison, Ga.
BIRD, AL
WARD-TV, Johnstown, Pa.
BIVANS, ROBERT
WITY, Danville, Ill.
BLACK, JACK
WTTM, Trenton, N. J.
BLACK, JAY
WSUN, WSUN-TV, St. Petersburg, Fla.
BLAKE, JOE
WJMS, Ironwood, Mich.
BLAKE, TOMMY
KWHI, Brenham, Tex.
BLATTNER, BUDDY
Baseball (pre-game), NIT Basketball, CBS-TV; Baseball Corner, ABC-TV
BLUE, IRA
KNBC, San Francisco, Calif.



AL HELFER

TELEVISION — RADIO

Management: DEL PETERS

521 FIFTH AVENUE, NEW YORK

BLUM, BOB
KEEN, San Jose, Calif.
BLUMENAUER, CHARLES
KAML, Kenedy, Tex.
BOGGESS, JOHN
WTOT, Marianna, Fla.
BOHNHOFF, ED
KILO, Grand Forks, N. D.
BOLAND, JOE
Pro Football
CBS-TV; Notre Dame Football
ABC
BOLAND, JOE
WSBT, South Bend, Ind.
BONNER, JIM
WRCV, Philadelphia, Pa.
BOSE, ERIC
WSAI, Cincinnati, Ohio
BOTTORFF, DON
KDES, Palm Springs, Calif.
BOUDREAU, LOU
WGN, Chicago, Ill.
BOWER, BOB
WTIP, Charleston, W. Va.
BOYD, DON
WCLO, Janesville, Wis.
BOYD, RAY
KHUZ, Borger, Tex.
BOYD, TOM
KIDD, Monterey, Calif.
BOYD, TOM
KGAL, Lebanon, Ore.
BOYER, JOHNNY
WCAE, Pittsburgh, Pa.
BRADLEY, BOB
WRBL, WRBL-TV,
Columbus, Ga.
BRADWAY, HARRY
WASK, WFAM-TV,
Lafayette, Ind.
BRADY, BILL
WILD, Boston, Mass.
BRADY, JOHN
KVHC, O'Neill, Neb.
BRAYFIELD, RAY
WHOA, San Juan, P. R.
BRESCIA, DICK
WDEW, Westfield, Mass.
BREWER, NORMAN
WMPS, Memphis, Tenn.
BRICKHOUSE, JACK
WGN, Chicago, Ill.
BRIGGS, KEN
KMUS, Muskogee, Okla.
BRIGHT, HARRY
WETZ, New Martinsville,
W. Va.
BRITT, TOM
WKIP, Poughkeepsie, N. Y.
BROADHURST, WALT
WPDX, Clarksburg, W. Va.
BRODE, BUDDY
WNAR, Norristown, Pa.
BRODERS, SPANK
KXIC, Iowa City, Iowa
BRODY, STEVE
KBZY, Salem, Ore.
BROOKE, GLENN
KBRC, Mount Vernon, Wash.
BROOKS, BOB
KCRG, KCRG-TV,
Cedar Rapids, Iowa
BROWN, BO
KETZ, Livingston, Tex.
BROWN, BURLEIGH
WWLP, Springfield, Mass.
BROWN, HANK
WLFH, Little Falls, N. Y.
BROWN, JAMES A.
WEKY, Richmond, Ky.
BROWN, JIM
KBUC, Corona, Calif.
BROWN, JOE L.
WTOE, Spruce Pine, N. C.
BROWN, JOHNNY
WCOH, Newnan, Ga.
BROWN, PETE
WKTV, Utica, N. Y.
BROWN, RAYMOND
WHUB, Cookeville, Tenn.

BROWN, TERRY
WKXY, Sarasota, Fla.
BROWNELL, JIM
WANS, Anderson, S. C.
BRUCE, CHUCK
Race of the Week
WHDH-TV, Boston, Mass.
BRUCE, DAVE
WEMB, Erwin, Tenn.
BRUGGEMAN, VERN
KUTV, Salt Lake City,
Utah
BRUMBELOW, MIKE
KTSM-TV, El Paso, Tex.
BRUNDIGE, BILL
KHJ-TV, Los Angeles, Calif.
BRYAN, GLENN
KURY, Brookings, Ore.
BRYANT, KENNETH L.
WKEY, Covington, Va.
BUCK, JACK
KMOX, St. Louis, Mo.
BUEHLER, DON
WHFB, Benton Harbor,
Mich.
BUETEL, FRANK
WTCN, WTCN-TV,
Minneapolis, Minn.
BUNCH, JIM
KORE, Eugene, Ore.
BUNN, NEAL
WORM, Savannah, Tenn.
BURCHETT, LANIER
WAIN, Columbia, Ky.
BURGESS, SMOKEY
WTVM, Columbus, Ga.
BURICK, SI
WHIO, Dayton, Ohio
BURLIN, HERB
WRIG, Wausau, Wis.
BURNES, BOB
Texaco Sports
KMOX, St. Louis, Mo.
BURNS, BIFF
WCHK, Canton, Ga.
BURNS, EDWARD
WISV, Viroqua, Wis.
BURNS, JIM
WNCO, Ashland, Ohio
BURT, JIM
KELO, KELO-TV,
Sioux Falls, S. D.
BUTLER, CATOR
KXLT, Helena, Mont.

— C —

CAHILL, AL
WPTZ, Plattsburgh, N. Y.
CAIN, DOYLE
KFXD, Nampa, Ida.
CALDWELL, CHARLES H.
WJPS, Evansville, Ind.
CALLARMAN, JOHN
KPAN, Hereford, Tex.
CAMERON, GEORGE
WEAV, Plattsburgh, N. Y.
CAMERON, TOM
WJEF, Grand Rapids, Mich.
CAMPBELL, BILL
WCAU, WCAU-TV,
Philadelphia, Pa.
CAMPBELL, DON
KLCB, Libby, Mont.
CAMPBELL, JOHN T.
KXLL, Missoula, Mont.
CAMPBELL, NEENIE
Caravan Sports
WMCK, McKeesport, Pa.
CAMPBELL, PERRY
KSFA, Nacogdoches, Tex.
CANE, LENNY
WIRY, Plattsburgh, N. Y.
CANEL, BUCK
WHOM, New York, N. Y.
CANTFORT, VAN
WAVY, WAVY-TV,
Norfolk, Va.
CANTON, AMY
WCVI, Connellsville, Pa.

CANTON, MORT
WIRL, Peoria, Ill.
CANTOR, SY
WGLI, Babylon, N. Y.
CANTY, JACK
WCCM, Lawrence, Mass.
CAPOSELLO, FRED
Horse Racing
CBS-TV
CARAY, HARRY
Cardinal Baseball Games
KMOX, St. Louis, Mo.
CARDENAS, RENE
KWKW, Pasadena, Calif.
CARIKER, KEN
KWTV, Oklahoma City,
Okla.
CARLSON, BOB
Record Session
KIRX, Kirksville, Mo.
CARMICHAEL, LES
KMOX-TV, St. Louis, Mo.
CARPENTER, JOHN L.
KOIN-TV, Portland, Ore.
CARR, DAVE
WFOB, Fostoria, Ohio
CARR, JOHN
WLAF, LaFollette, Tenn.
CARROLL, JIM
KTLU, Rusk, Tex.
CARSON, TOM
WJW, Cleveland, Ohio
CARY, JOHN
KSLM, Salem, Ore.
CASE, GEORGE
WTTM, Trenton, N. J.
CASEY, AL
KGEK, Sterling, Colo.
CASEY, DAN
WAMS, Wilmington, Del.
CAVANAUGH, JOE
WARD-TV, Johnstown, Pa.
CHALDY, BUD
KXGN-TV, Glendive, Mont.
CHALK, SONNY
Coaches Report
WMOX, Meridian, Miss.
CHALMERS, JIM
WFGM, Fitchburg, Mass.
CHARLES, BERT
WVKO, Columbus, Ohio
CHASE, BOB
WOWO, Fort Wayne, Ind.
CHAUVIN, JOHN
WFPR, Hammond, La.
CHESTER, FRANKLIN
On the Bench
WGWC, Selma, Ala.
CHILDS, LELAND
WAPI-TV, Birmingham, Ala.
CHRISTMAN, PAUL
Pro Football
CBS-TV
CIRALDO, AL
WGST, Atlanta, Ga.
CLARK, BOB
WCME, Brunswick, Me.
CLARK, K.
KART Jerome, Ida.
CLARK, LEE
KFSD, San Diego, Calif.
CLARK, LES
WGAR, Cleveland, Ohio
CLARK, RAYMOND
Slim's Sports
WABI, Bangor, Me.
CLAWSON, LEW
Touchdown Tally Sheet
WWVA, Wheeling, W. Va.
CLAY, RANDY
World at Large
WOAI, WOAI-TV, San
Antonio, Tex.
CLOUD, LEO
KGAK, Gallup, N. M.
CLOUTIER, LEO
WGIR, Manchester, N. H.
COFFIN, ED
KIDD, Monterey, Calif.

COLBY, LEN
WKZO, WKZO-TV, Kalamazoo, Mich.
COLE, BILL
KFNF, Shenandoah, Iowa
COLE, DON
KGCX, Sidney, Mont.
COLEMAN, BILL
WJDA, Quincy, Mass.
COLEMAN, KEN
All-Star Football
ABC
COLLIER, ART
Deadline Sports
WLW-I, Indianapolis, Ind.
COLLINS, JOE
KGNC-TV, Amarillo, Tex.
COLLINS, JON
WGNS, Murfreesboro, Tenn.
COLLINS, SID
Fox's Den
WIBC, Indianapolis, Ind.
COLUMBUS, JOHN A.
WPUV, Pulaski, Va.
COMPTON, H. LEWIS
WHEE, Martinsville, Va.
CONNOLLY, BILL
WRSA, Saratoga Springs, N. Y.
CONNOR, GEORGE
Bowling
CBS-TV
CONNORS, JOHN
KLZ-TV, Denver, Colo.
COOK, BOB
KOLR, Sterling, Colo.
COOK, DAN
Bowling
KENS-TV, San Antonio, Tex.
COOK, FRED
KTNC, Falls City, Neb.
COOLEY, JOHN
WGAY, Silver Spring, Md.
COOPER, GEORGE
KGY, Olympia, Wash.
COPP, EARL
WFVA, Fredericksburg, Va.
CORBIN, BOB
WWCA, Gary, Ind.
CORDARO, MATT
WEBO, Owego, N. Y.
CORDELL, SAM
WBMC, McMinnville, Tenn.
COREY, JOE
WERI, Westerly, R. I.
CORLEY, BILL
WBNS, Columbus, Ohio
COSELL, HOWARD
Baseball Preview; Sports Focus; Blue-Grass Football, Harness Racing, ABC-TV; Speaking of Sports; Baseball Preview; Football Scoreboard.
ABC
COSGROVE, DON
WEAM, Washington, D. C.
COTE, DOC
WTWN, St. Johnsbury, Vt.
COVERT, JEAN
KTBC-TV, Austin, Tex.
COX, ORVAL
WSAT, Salisbury, N. C.
CRAIG, BENNY
KTHV, Little Rock, Ark.
CRAMER, CRIS
WCHV, Charlottesville, Va.
CREAGER, MACK
KRMG, KOTV, Tulsa, Okla.
CRISTIL, JACK
WELO, Tupelo, Miss.
CROCKETT, HUDLEY
WGNS, Murfreesboro, Tenn.
CROCKETT, HUDLEY
WSIX, WSIX-TV, Nashville Tenn.
CROGHAN, JOE
WBAL, Baltimore, Md.
CROWN, KEITH, COACH
Coaches Corner
WWCA, Gary, Ind.
CUMMINS, FRANK
WSTR, Sturgis, Mich.
CUMMINS, JACK
WTVJ, Miami, Fla.
CUMMINS, TAIT
WMT, WMT-TV, Cedar Rapids, Iowa
CUNEO, GENE
WLEU, Erie, Pa.
CUNNINGHAM, DON
WBEN, Buffalo, N. Y.
CURRY, BUTCH
WYLD, New Orleans, La.
CURTIS, DICK
WIEL, Elizabethtown, Ky.
CURTIS, DON
WLTC, Gastonia, N. C.
CUSICK, FRED
Hockey
CBS-TV

— D —

DALE, JACK
KFYO, Lubbock, Tex.
DANEHE, DICK
All-Star Golf
ABC-TV
DANIELS, CHRIS
WKY, WKY-TV, Oklahoma City, Okla.
DARBY, BART
WSFA-TV, Montgomery, Ala.
DARLING, RICKEY
KBLT, Big Lake, Tex.
DAVID, GIL
WHAW, Weston, W. Va.
DAVID, JEFF
KVOL, Lafayette, La.
DAVIDSON, RANDY
WAKN, Aiken, S. C.
DAVIS, DICK
WKNX, WKNX-TV, Saginaw, Mich.
DAVIS, GUY R.
WOTR, Corry, Pa.
DAVIS, LEN
WGL, Fort Wayne, Ind.
DAVIS, LES
KVTV, Sioux City, Iowa
DAVIS, LESLIE H.
WNAX, Yankton, S. D.
DAVIS, RALPH
WKKS, Vanceburg, Ky.
DEAN, DIZZY
Baseball (pre-game)
CBS-TV
DECKER, TOM
WVET, Rochester, N. Y.
DEES, ART
WGOA, Winter Garden, Fla.
DELANEY, BOB
WCBS-TV, New York, N. Y.
DELANEY, BOB
WCTV, Tallahassee, Fla.
DELANO, CHARLES
KDBM, Dillon, Mont.
DELUCA, PETE
KCRT, Trinidad, Colo.
DENMAN, REX
WACL, Waycross, Ga.
DENT, GARY
WWNR, Beckley, W. Va.
DE ROVEN, KARL
KEUN, Eunice, La.
DERR, JOHN
Masters and PGA Golf
CBS-TV
DE SAUTELL, BUD
KGIW, Alamosa, Colo.
DE VICTOR, MARTY
WBNS, Columbus, Ohio
DEWITT, DEWEY
WAGM, WAGM-TV, Presque Isle, Me.
DEYOANNES, A. M.
WHLB, Virginia, Minn.
DIAMOND, BILL
WIKE, Newport, Vt.
DICKINSON, RUSS
KWDM, Des Moines, Iowa
DICKMEYER, BEN
KTOE, Mankato, Minn.
DICKSON, BOB
KRGV, Weslaco, Tex.
DIGHTON, JOHN
Highlights in Sports
WBIL, Leesburg, Fla.
DILLON, GENE
WCMW, Canton, Ohio
DILLON, LEN
WFAS, White Plains, N. Y.
DIONNE, BOB
WNRI, Woonsocket, R. I.
DITMER, BOB
WHGR, Houghton Lake, Mich.
DITTERT, ED
KRIC, Beaumont, Tex.
DOBELSTEIN, BOB
WGRO, Lake City, Fla.
DOEBLER, SHERM
Flying A Sports
WITT, Lewisburg, Pa.
DOGGETTE, HARRY
Fifteen Final Sports
WVEC-TV, Hampton-Norfolk, Va.
Harrisburg, Pa.
DOHL, PAUL
WCHN, Norwich, N. Y.
DOLL, DICK
WJER, Dover, Ohio
DOMMER, BILL
WBEL, Beloit, Wis.
DONLEY, RED
WSTV, WSTV-TV, Steubenville, Ohio
DONNELLA, BILL
WTRC, Elkhart, Ind.
DONOVAN, MIKE
KANA, Anaconda, Mont.
DOUGLAS, GEORGE
Tiger Football
WDSR, Lake City, Fla.
DOUGLAS, WAYNE
KTUC, Tucson, Ariz.
DOWDLE, JOHN
KSRC, Socorro, N. M.
DRAPER, LARRY
WMBA, Ambridge, Pa.
DREES, JACK
Wednesday Night Fights, All-Star Football, ABC-TV; National AAU, CBS-TV
DROELLE, GEORGE P., JR.
WCLI, Corning, N. Y.
DUBBERT, JOSEPH
KMCD, Fairfield, Iowa
DUDLEY, BILL
Locker Room
WLVA-TV, Lynchburg, Va.
DUDLEY, JIMMY
WERE, Cleveland, Ohio
DULL, JIM
WGBI, Scranton, Pa.
DUNBAR, WALT
WFGA-TV, Jacksonville, Fla.
DUNNE, JIM
KVIP, Redding, Calif.
DUNPHY, DON
Cavalcade of Sports
NBC
DUROCHER, LEO
NBC, NBC-TV

— E —

ECKERT, JOHN
WDAN, Danville, Ill.
EDENS, BILL
KWEL, Midland, Tex.
EDWARDS, JOE
WAMW, Washington, Ind.
EDWARDS, PAUL
WBEC, Pittsfield, Mass.
EGAN, LEO
WBZ-TV, Boston, Mass.
EISENSTEIN, JACK
WMID, Atlantic City, N. J.
ELIAS, BOB
Armchair Quarterback
KPMC, Bakersfield, Calif.
ELIAS, EDDIE
WAKR, Akron, Ohio
ELLIOT, BOB
KSON, San Diego, Calif.

ELLIOTT, BILL
KLYD, Bakersfield, Calif.
ELLIOTT, BUMP
WHRV, Ann Arbor, Mich.
ELLIOTT, J. C.
WPDM, Potsdam, N. Y.
ELLIOTT, WIN
Cavalcade of Sports
NBC
ELLIS, RICHARD
WJHL, WJHL-TV,
Johnson City, Tenn.
ENGEBRETSON, HAL
KNBA, Vallejo, Calif.
ENROTH, DICK
WCCO, WCCO-TV,
Minneapolis-St. Paul, Minn.
ENSIGN, GEORGE
KTUR, Turlock, Calif.
ERDMANN, JAKE
WRAC, Racine, Wis.
ERDOSSY, BILL
WHP, WHP-TV,
Harrisburg, Pa.
ERICKSON, BOB
KOKX, Keokuk, Iowa
ERP, JOHNNY
WMAQ, Chicago, Ill.
ERVIN, BILL
KARE, Atchison, Kan.
ERVIN, PUSS
Jim Hill Sportscope
KCUL, Ft. Worth, Tex.
ERWIN, JIM
KMLB, Monroe, La.
ETHERTON, BILL
WNDU, WNDU-TV,
South Bend, Ind.
EUBANKS, BLAIR
WTAR, Norfolk, Va.
EURICH, BOB
KGST, Fresno, Calif.
EVANS, JONES
WBAX, Wilkes-Barre, Pa.
EVANS, MEL
WAVU, Albertville, Ala.
EVASHEVSKI, FORREST
Bowling
CBS-TV

— F —

FABIAN, DICK
WCER, Charlotte, Mich.
FALESI, FRANK
WADP, Kane, Pa.
FALLON, FRANK
WBOS, Boston, Mass.
FALLON, FRANK
KWTX, Waco, Tex.
FALLON, KENNETH P., JR.
WJDA, Quincy, Mass.
FANT, JULIAN
WFOY, St. Augustine, Fla.
FARRELL, BOB
WACK, Newark, N. Y.
FARRELL, MAURY
WBRC, Birmingham, Ala.
FARRINGTON, FRANK
KFAM, St. Cloud, Minn.
FARRIS, CLINT
WVOT, Wilson, N. C.
FEASTER, ROBERT D.
WDAX, McRae, Ga.
FEATHERS, JIM
WCLG, Morgantown, W. Va.
FENSLER, DICK
KMAN, Manhattan, Kan.
FERGUSON, JOHN
Telesports Final
WBRZ-TV, Baton Rouge, La.
FIDLER, DOC
WISL, Shamokin, Pa.
FIELD, ALLAN
WTOR, Torrington, Conn.
FIELD, BRYAN
Horse Racing
CBS-TV
FINCANNON, ROBERT
WMRI, Marion, Ind.
FINGER, FRED
WBCB, Levittown, Pa.
FINLAYSON, JACK
KRDO-TV, Colorado
Springs, Colo.
FINLEY, BOB
KLTR, Blackwell, Okla.
FISHER, AUB
KABR, Aberdeen, S. D.
FISHER, HANK
WEEK-TV, Peoria, Ill.
FISHER, LEE
KOMU-TV, Columbia, Mo.
FITZGERALD, JOHN
Press Box
WJW-TV, Cleveland, Ohio
FITZPATRICK, WILLARD
WLMJ, Jackson, Ohio
FLEISCHMAN, SOL
Florida Fishing
WTVT, Tampa, Fla.
FLEMING, PAT
WDBQ, Dubuque, Iowa
FLEMMING, BILL
WWJ, Detroit, Mich.
FLETCHER, NORMAN A.
KNOC, Natchitoches, La.
FLORES, RAFAEL PONT
WKAQ, Santurce, P. R.
FLOWERS, CHARLIE
KMHT, Marshall, Tex.
FLOYD, GARY
KGER, Long Beach, Calif.
FLYNN, JOHN
Shorts in Sports
WICY, Malone, N. Y.
FLYNN, TONY
Deadline 12
WISN, WISN-TV,
Milwaukee, Wis.
FOOTIT, JIM
KWAL, Kellogg-Wallace, Ida.
FORBES, BOB
WTHI, Terre Haute, Ind.
FORNEY, JIM
WLAN, Lancaster, Pa.
FOSS, JOE
Bowling
CBS-TV
FOSTER, BUD
KLX, Oakland, Calif.
KTVU, San Francisco-
Oakland, Calif.
FOUTS, BOB
KCBS, San Francisco, Calif.
FOX, BILL
Fox's Den
WIBC, Indianapolis, Ind.
FRANKE, JERRY
WUSJ, Lockport, N. Y.
FREDRICK, DON
KASI, Ames, Iowa
FREED, DON
WCMR, Elkhart, Ind.
FRENCH, BOB
WVSC, Somerset, Pa.
FRENCH, JACK
KNOX, Grand Forks, N. D.
FRENCH, ROBERT
KONP, Port Angeles, Wash.
FREW, DAVE
WEIR, Weirton, W. Va.
FRINK, BILL
WIMA, Lima, Ohio
FROH, DAVID
WILS, Lansing, Mich.
FUHS, DOUG
Sportfolio
KBMN, Bozeman, Mont.
FULMER, DALE
WHLM, Bloomsburg, Pa.
FULTON, BOB
WCOS, WIS-TV,
Columbia, S. C.
FULTON, ROBERT
KFRE, Fresno, Calif.

— G —

GAFKE, ROGER
KFRU, Columbia, Mo.
GAIR, WALLY
WICS, Springfield, Ill.
GALL, JOE
WWJB, Brooksville, Fla.
GALLUP, STAN
KGFL, Roswell, N. M.
GALVIN, DAN
Sports Mike
KSRO, Santa Rosa, Calif.
GANN, HAROLD
KARM, Fresno, Calif.
GANTT, EBB
WCGC, Belmont, N. C.
GARAGIOLA, JOE
KMOX, St. Louis, Mo.
GARDNER, BILL
WFBG-TV, Altoona, Pa.
GARDNER, DON
WKBN, WKBN-TV,
Youngstown, Ohio
GARRISON, BOB
KHHH, Pampa, Tex.
GARRISON, JOHN
WFUN, Huntsville, Ala.
GATES, ED
Stock Car Races
WHMS, Charleston, W. Va.
GENTRY, HARRY
WLOH, Princeton, W. Va.
GEREAU, RICK
KWAT, Watertown, S. D.
GERVAN, JAMES R.
WJWL, Georgetown, Del.
GIBBONS, BILL
WFGN, Gaffney, S. C.
GIBBONS, JIM
WRC-TV, Washington, D.C.
GIBSON, ARCH E.
KSOK, Arkansas City, Kan.
GIBSON, CHARLES
KEVA, Shamrock, Tex.
GILBERT, CHARLES
KASM, Albany, Minn.
GILBERT, EARLE
KRFO, Owatonna, Minn.
GILBERT, GARY
KNGS, Hanford, Calif.
GILL, DON
KAYS, Hays, Kan.
GIOVANNI, FELIX
WGAV, Amsterdam, N. Y.
GLEEVE, STAN
KSVC, Richfield, Vt.
GLENN, JIMMY
KDRO, Sedalia, Mo.
GLENN, RALPH
WOND, Pleasantville, N. J.
GLENN, TONY
KSTL, St. Louis, Mo.
GLICKMAN, MARTY
Warm-Up Time
WMGM, New York, N. Y.;
Harness Racing, ABC-TV
GLIEBER, FRANK
WRR, Dallas, Tex.
GOBLE, JAKE
WEIC, Charleston, Ill.
GOCHIS, BILL
KTUT, Tooele, Utah
GODFREY, RICHARD
WGAD, Gadsden, Ala.
GOERNER, FREDERICK A.
KSL-TV, Salt Lake City,
Utah
GOLDEN, RAY
KSTN, Stockton, Calif.
GONZALES, BERYLE
KVON, Napa, Calif.
GONZALES, HANK
KSYC, Yreka, Calif.
GONZALEZ, V.
WXRF, Guayama, P. R.
GOODMAN, JIMMY
KIBL, Beeville, Tex.
GOODMAN, KEN
WXEX-TV, Petersburg-
Richmond, Va.
GOODRICH, BILL
WLBT, WJDX, Jackson,
Miss.
GOODRICH, ROGER
WHEC, WHEC-TV,
Rochester, N. Y.

GOODSON, GENE
KOPY, Kingsville, Tex.
GORDON, BOB
WFLR, Dundee, N. Y.
GOUGH, GLENN
WMSA, Massena, N. Y.
GOVE, DICK
Tri-State News
WMTW-TV, Poland Spring, Me.
GOWDY, CURT
Boston Red Sox, Report on Sports, WHDH, WHDH-TV, Boston Mass. NBC, NBC-TV
GRAHAM, JIM
WISV, Viroqua, Wis.
GRANBERG, FRANK
KGLN, Glenwood Springs, Colo.
GRAND, CARL
Grandstand
WNAB, Bridgeport, Conn.
GRANGE, RED
All-Star Football
ABC-TV; NBC, NBC-TV
GRANT, VINCE
KRKS, Ridgecrest, Calif.
GRAY, ED
WKNE, Keene, N. H.
GRAY, GENE
WJHO, Opelika, Ala.
GRAY, JAMES
WTVR, Richmond, Va.
GRAYHAM, KEN
KWOA, Worthington, Minn.
GREBE, GUS
KWIZ, Santa Ana, Calif.
GREEN, BILL
WYZE, Atlanta, Ga.
GREENLEE, BILL
WPRW, Manassas, Va.
GREENWALD, HANK
WWBZ, Vineland, N. J.
GRIEVE, STAN
KLIK, Jefferson City, Mo.
GRIFFIN, JERRY
WDAU-TV, Scranton, Pa.
GRIFFITHS, BILL
WELM, Elmira, N. Y.
GRIFFITHS, DAVE
WSCR, Scranton, Pa.
GRINER, EVERETT
WMGA, Moultrie, Ga.
GRISSOMM, DON
WHIE, Griffin, Ga.
GRISWOLD, ROGER
WBMD, Baltimore, Md.
GRIZZARD, HERMAN
WLAC, Nashville, Tenn.
GROSS, DON
KFSB, Joplin, Mo.
GROSS, JERRY
WMAN, Mansfield, Ohio
GRUBB, JACK
WTNC, Thomasville, N. C.
GULDAGER, MIKE
KERG, Eugene, Ore.
GUNDAKER, ED
WHP, WHP-TV, Harrisburg, Pa.
GUOKAS, MATT
WPEN, Philadelphia, Pa.

— H —

HACKMAN, JACK
The Bullpen
WDLB, Marshfield, Wis.
HADLOCK, JIM
KLAS-TV, Las Vegas, Nev.
HAGER, BOB
WDOR, Hanover, N. H.
HAGER, MARLEN
WBRD, Bradenton, Fla.
HAGERMAN, CHARLES J.
WKLA, Ludington, Mich.
HAIRE, WELDON
WSMN, Nashua, N. H.
HALE, GEORGE
WABI-TV, Bangor, Me.
HALL, HALSEY
WCCO, Minneapolis, Minn.
HALL, NORMAN
WBNL, Boonville, Ind.
HALL, PHIL BAKER
WTOD, Toledo, Ohio
HALYARD O.C., JR.
WEKY, Richmond, Ky.
HAMILTON, ED
KCIJ, Shreveport, La.
HAMILTON, KEN
WEBQ, Harrisburg, Ill.
HAMLIN, TOM
WAPI, WAPI-TV, Birmingham, Ala.
HANCOCK, AL
KSWO-TV, Lawton, Okla.
HANDLAN, JOSEPH
WCOM, Parkersburg, W. Va.
HANLON, JOHN
WEAN, Providence, R. I.
HANNA, BOYCE J.
WADA, Shelby, N. C.
HANNA, BUD
KHSL, KHSL-TV, Chico, Calif.
HANNAHER, T. P.
Bench Warmer's Club
KVOX, Moorhead, Minn.
HANSON, HARLEY
KOTA, KOTA-TV, Rapid City, S. D.
HARBISON, S. T.
WTAX, Springfield, Ill.
HARDING, TURNEY
Sports on the Air
WTCO, Campbellsville, Ky.
HARKINS, CHUCK
KID, Idaho Falls, Ida.
HARMON, TOM
Bowling
CBS-TV
HARMON, TOM
Texaco Sports Final
KNX, Los Angeles, Calif.
HARPER, BOB
Fifth Quarter
WCOV, Montgomery, Ala.
HARPER, JIM
WTRX, Bellaire, Ohio
HARRINGTON, GENE
KFBB-TV, Great Falls, Mont.
HARRIS, BOB
KOSA, Odessa, Tex.
HARRIS, SONNY
WOOF, Dothan, Ala.
HARRIS, WALTER
KTVU, San Francisco-Oakland, Calif.
HARRISON, JOHN
KPIG, Cedar Rapids, Iowa
HART, HAL
WOC-TV, Davenport, Iowa
HARTLEY, HAL
KOKY, Little Rock, Ark.
HARTMAN, SID
WCCO, Minneapolis, Minn.
HARVILLE, CHARLIE
WFMY-TV, Greensboro, N. C.
HARVISON, "FATS"
WLAU, Laurel, Miss.
HARWELL, GENE
WMSL-TV, Decatur, Ala.
HASSE, WARDEN L.
KPDN, Pampa, Tex.
HATCHETT, WAYNE J.
KNIM, Maryville, Mo.
HAWKINS, VERN
KWTO, Springfield, Mo.
HAYDEN, WILLIAM
WIOU, Kokomo, Ind.
HAYES, PAT
KIRO-TV, Seattle, Wash.
HAYNES, JOHN
WTSL, Hanover, N. H.
HAYS, JIM
Panorama
KGUN-TV, Tucson, Ariz.
HEAD, IVAN R.
KVSF, Sante Fe, N. M.
HEALY, CHUCK
WBEN-TV, Buffalo, N. Y.
HEALY, JIM
KBIG, Avalon, Calif.
HEARN, CHICK
NBC, NBC-TV
HEARN, CHICK
KRCA, Los Angeles, Calif.
HEDRICK, TOM
KOCA, Kilgore, Tex.
HEETLAND, JOHN
KFDA, Amarillo, Tex.
HEINSOHN, TOMMY
WAAB, Worcester, Mass.
HEISE, LARRY
Pacific Outdoors
KVIQ-TV, Eureka, Calif.
HELFER, AL
All Star Baseball Game, World Series, Rose Bowl Game, Friday Night Fights, NBC's Weekly Coverage of Football, NBC-TV; Dodgers Baseball Games, WOR-TV; Jack Benny Show, CBS-TV
HELUMS, LYMAN
WJTV, Jackson, Miss.
HENDRICKSON, JACK
WCOR, Lebanon, Tenn.
HENRY, EARL
WHUM, Reading, Pa.
HENRY, JOHN
KOA-TV, Denver, Colo.
HERNANDEZ, TOMMY
WFBF, Fernandina Beach, Fla.
HESSE, CHARLES
WRMN, Elgin, Ill.
HEWETT, JACK
WENY, Elmira, N. Y.
HICKERSON, EARL
University of Illinois Football
WMAY, Springfield, Ill.
HICKOK, BILL
WHIS, WHIS-TV, Bluefield, W. Va.
HICKS, DAVE
KGGF, Coffeyville, Kan.
HIGDON, JOE
WDAE, Tampa, Fla.
HIGGINS, BILL
KVFD, KQTV, Fort Dodge, Iowa
HILL, DAVE
KMAN, Manhattan, Kan.
HILL, EDDIE
WRR, Dallas, Tex.
HILL, JIMMY
WEAG, Alcoa, Tenn.
HILL, JOE
WTVN, WTVN-TV, Columbus, Ohio
HINES, HUGH
WFSC, Franklin, N. C.
HINNERS, ROBERT
WLEC, Sandusky, Ohio
HIRSCH, ELROY
76 Sports Club
KNXT, Los Angeles, Calif
HIRSCH, SONNY
WCKR, Miami, Fla.
HODGES, DON
KUSH, Cushing, Okla.
HOENIG, JAMES
WABJ, Adrian, Mich.
HOFFMAN, PAUL
KBTM, Jonesboro, Ark.
HOGAN, BILL
WLBG, Laurens, S. C.
HOLBROOK, GIL
KLOG, Kelso, Wash.
HOLCOMB, JACK
WEEU, Reading, Pa.
HOLECKO, ANDY
WICA, Ashtabula, Ohio
HOLLER, CARL
WITZ, Jasper, Ind.
HOLLERN, MIKE
WDCR, Hanover, N. H.
HOLLIS, BUD
KWTC, Barstow, Calif.

HOLLMAN, HANK
WACT, Tuscaloosa, Ala.
HOLLY, JOHN
WHKP, Hendersonville, N. C.
HOLMES, JOHN
KODE, KODE-TV, Joplin, Mo.
HOLTMANN, FERD
WFKY, Frankfort, Ky.
HOONAN, BOB
KBKW, Aberdeen, Wash.
HOOVER, DAN
KWBB, Wichita, Kan.
HOPKINS, FRED
WLYC, Williamsport, Pa.
HOPSON, CHARLES
WMOK, Metropolis, Ill.
HORNING, DUTCH
KSIB, Creston, Iowa
HORNOR, CURTIS
Coaches Corner
KBRS, Springdale, Ark.
HORSTMAN, BOB
KRES, St. Joseph, Mo.
HORTON, THAD
Tech Football
WGST, Atlanta, Ga.
HOSKINS, JACK
WHLN, Harlan, Ky.
HOURIGAN, TERRY
WARK, Hagerstown, Md.
HOWARD, HARRY
KVIQ-TV, Eureka, Calif.
HOWARD, MARC
KOLN-TV, Lincoln, Neb.
HOWARD, PAUL
WCUE, Akron, Ohio
HOWARD, PETE
KFNF, Shenandoah, Iowa
HUBBARD, HARRY
KINS, Eureka, Calif.
HUBBELL, RALPH
WBEN, Buffalo, N. Y.
HUDSON, DON
WWOK, Charlotte, N. C.
HUGHES, ROBERT
Saturday Scoreboard
WTRA, Latrobe, Pa.
HUGHES, ROY
KSBY-TV, San Luis Obispo, Calif.
HUMPHREYS, DAN
WPFB, Middletown, Ohio
HUMPHRIES, HERBERT
KCRS, Midland, Tex.
HUNTER, ALBERT
WESB, Bradford, Pa.
HUNTINGTON, CLAY
KMO, KTAC, Tacoma, Wash.
HURT, ZACK
KFJZ-TV, Fort Worth, Tex.
HYDE, WARREN
Pigskin Parade
WJBB, Haleyville, Ala.
HYMAN, MARK
WHAT, Philadelphia, Pa.

— I —

INGELS, WALLIE
KBRS, Springdale, Ark.
INGHAM, BOB
KSD, KSD-TV, St. Louis, Mo.
IRWIN, BOB
WBCM, Bay City, Mich.
ISAACS, FRED
WBOF, Virginia Beach, Va.

— J —

JACKSON, BILL
WPTF, Raleigh, N. C.
JACKSON, DICK
WSAL, Logansport, Ind.
JACKSON, HAL
WLIB, New York, N. Y.
JACKSON, LEVI
WCHB, Inkster, Mich.
JACKSON, PHIL
WGGA, Gainesville, Ga.
JACKSON, WAYNE
WECT, Wilmington, N. C.
JACOBS, DAVE
WENC Asheville, N. C.
JACOBS, ROLLIE
WWLP, Springfield, Mass.
JAMES, ALLEN
WKNX, WKNX-TV, Saginaw, Mich.
JAMES, JOHN
WEDO, McKeesport, Pa.
JAMES, PAUL
KTVT, Salt Lake City, Utah
JARVIS, BILL
KCMS, Manitou Springs, Colo.
JENKINS, BOB
KRNY, Kearney, Neb.
JEWELL, TONY
Slants from the Sidelines
KIUL, Garden City, Kan.
JOHNSON, AL
WJAK, Jackson, Tenn.
JOHNSON, BOB
KCAP, Helena, Mont.
JOHNSON, BOB
WAKU, Latrobe, Pa.
JOHNSON, BRUCE
WFAX, Falls Church, Va.
JOHNSON, BRYON
KELA, Centralia-Chehalis, Wash.
JOHNSON, BUDDY
KPAC-TV, Port Arthur, Tex.
JOHNSON, DEUCE
WGOV, Valdosta, Ga.
JOHNSON, DICK
WNBP, Newburyport, Mass.
JOHNSON, ED
WHAV, Haverhill, Mass.
JOHNSON, ROLLIE
WCCO-TV, Minneapolis-St. Paul, Minn.
JOHNSON, RONALD
WSYD, Mt. Airy, N. C.
JOHNSON, WARREN
WPFB, Middletown, Ohio
JONES, BILL
WNAK, Wilkes-Barre, Pa.
JONES, J. HOWARD
KWIV, Douglas, Wyo.
JONES, JIMMY
KGAY, Salem, Ore.
JONES, KEN
WCMI, Ashland, Ky.
JONKER, PETER
WDOC, Prestonsburg, Ky.
JOWETT, TOM
KSIL, Silver City, N. M.
JOYCE, FRANK
KOB, Albuquerque, N. M.
JOYNES, JERRY
WROV, Roanoke, Va.
JUNKERT, BOB
WDSM-TV, Duluth, Minn.

— K —

KAATZ, TORREY A.
WAGN, Menominee, Mich.
KABER, RUSS
KOVC, Valley City, N. D.
KAHN, AL
Sports Capsule
WAGR, Lumberton, N. C.
KALLAY, ED
WAVE, Louisville, Ky.
KAMINSKI, CHET
WAAB, Worcester, Mass.
KANE, BOB
WRCO, Richland Center, Wis.
KARLBOM, DAVID
Football Forecaster
WHTB, Talladega, Ala.
KARNS, BRUCE
KJCK, Junction City, Kan.
KASPEREK, DON
WGGO, Salamanca, N. Y.
KASSERA, LOU
WBIZ, Eau Claire, Wis.
KATH, KERM
KGOS, Torrington, Wyo.
KAUFMAN, SAM
WOL, Washington, D. C.
KAY, RONNIE
KLCN, Blytheville, Ark.
KAYE, BOB
KANA, Anaconda, Mont.
KEARNS, CHARLIE
WKTY, La Crosse, Wis.
KEATING, BILL
WHYN, Springfield, Mass.
KECK, MARION B.
KEYS, Corpus Christi, Tex.
KEEZEL, BILL
WMTN, Morristown, Tenn.
KEHL, TONY
KOLT, Scottsbluff, Neb.
KEIM, ED
KSIG, Crowley, La.
KEITER, LES
WINS, New York, N. Y.
KEITH, JACK
KSCO, Santa Cruz, Calif.
KELL, GEORGE
Baseball (pre-game)
CBS-TV
KELLER, ROGER
WSAZ-TV, Huntington, W. Va.
KELLEY, BOB
Pro Football
CBS-TV
KELLEY, BOB
KMPC, Los Angeles, Calif.
KELLY, GENE
WIP, Philadelphia, Pa.
KELLY, J. C. Jr.
KGAS, Carthage, Tex.
KELLY, TOM
WMBD, WMBD-TV Peoria, Ill.
KENNEDY, ED
WKRC, Cincinnati, Ohio
KETTERSON, WILL
WTRI, Albany, N. Y.
KEYS, DICK
WHIZ, WHIZ-TV, Zanesville, Ohio
KIENITZ, GARY
KWOA, Worthington, Minn.
KIMBALL, ART
WCMY, Ottawa, Ill.
KING, JACK
WROB, West Point, Miss.
KING, LARRY
WKAT, Miami Beach, Fla.
KINGMAN, JIM
WSPA-TV, Spartanburg, S. C.
KINSINGER, VERN
KTEL, Walla Walla, Wash.
KIRKSEY, PAUL
WBAC, Cleveland, Tenn.
KIRMEYER, MIKE
KCOK, Tulare, Calif.
KIRSHEN, CAL
Falstaff Sports
KMTV, Omaha, Neb.
KLAGAS, KARL
KVNU, Logan, Utah
KLEIN, DON
KCBS, San Francisco, Calif.
KLIMENT, BOB
WBNY, Buffalo, N. Y.
KLINKERMAN, DALE
KWFT, Wichita Falls, Tex.
KNAPP, CHRIST
WPPA, Pottsville, Pa.
KNIGHT, EDWARD
KGFW, Kearney, Neb.
KNIGHT, JIM
WTRF-TV, Wheeling, W. Va.
KNIGHT, JOE
WAVE-TV, Louisville, Ky.
KNOWLES, ED
WEHH, Elmira Heights, N. Y.
KNUTSON, HAL
KBOI-TV, Boise, Ida.
KOHLER, PETER
KGAK, Gallup, N. M.
KOOP, DELL
WJBL, Holland, Mich.

KORZELIUS, GENE
WBNY, Buffalo, N. Y.
KOSTER, HERB
WGY, Schenectady, N. Y.
KRAHLING, ED
WFAH, Alliance, Ohio
KRAVITZ, PINKY
WMID, Atlantic City, N. J.
KREIGER, BILL
WFBC, Greenville, S. C.
KREMER, DON
WJIM-TV, Lansing, Mich.
KRIBBS, KEN
WEAG, Alcoa, Tenn.
KRIEGER, BILL
WFBC-TV, Greenville, S. C.
KRUEGER, RAY
KTRY, Bastrop, La.
KURTZ, LEW
WPAQ, Mt. Airy, N. C.

— L —

LACKAFF, SAM
KENE, Toppenish, Wash.
LACKEY, GEORGE
KRMS, Osage Beach, Mo.
LAFLIN, JACK
WCHS, Charleston, W. Va.
LaFRAMBOISE, WALLY
KBUH, Brigham City, Utah
LAHM, BILL S.
WCOW, Sparta, Wis.
La MARCA, JACK
KITO, San Bernardino, Calif.
LAMBERT, JAKE
WENO, Nashville, Tenn.
LAMBERT, VINCE
KVCV, Redding, Calif.
LaMEAR, DOUG
KGW, KGW-TV,
Portland, Ore.
LAMM, CARL
WCKB, Dunn, N. C.
LANDIS, JOHN
KFIV, Modesto, Calif.
LANE, VAN
WDOK, Cleveland, Ohio
LANG, RAY
KXRA, Alexandria, Minn.
LANGE, BEL
Outdoorsman
KOVR-TV, Stockton, Calif.
LARSON, MEL
Daytona Beach Speedway
Report
WNDB, Daytona Beach, Fla.
LARSON, TONY
KUDY, Littleton, Colo.
LAUZE, BOB
WKXL, Concord, N. H.
LAVELLI, DANTE
WHK, Cleveland, Ohio
LAWS, BILL
KLX, Oakland, Calif.
LAWSON, BUZ
WGEE, Indianapolis, Ind.
LAYER, BRUCE
KPRC, Houston, Tex.
LEAMING, JIM
WIP, Philadelphia, Pa.
LEBHAR, BERT
WEAT-TV, W. Palm Beach,
Fla.
LEBLANC, CHARLES
WEIM, Fitchburg, Mass.
LEDET, LES
KPAC, Port Arthur, Tex.
LEE, BARNEY
WJBK, Detroit, Mich.
LEE, BOB
KICK, Springfield, Mo.
LEE, FRANK
WMMN, Fairmont, W. Va.
LEE, JACK
KGHF, Pueblo, Colo.
LEE, ZEB
WSKY, Asheville, N. C.
LEO, FRED
KDEN, KBTV, Denver,
Colo.
LEWIS, BARNEY
WLDS, Jacksonville, Ill.
LEWIS, CHUCK
WPON, Pontiac, Mich.
LEWIS, ED
KMED, Medford, Ore.
LEWIS, EVAN
WBIA, Augusta, Ga.
LIBBY, JOHN
WCOU, Lewiston, Me.
LIBMAN, LEN
WTAO, Boston, Mass.
LIDDELL, JIMMY
WDSK, Cleveland, Miss.
LIEGEOIS, WILFRED
WMAM, WMBV-TV,
Marinette, Wis.
LIND, ELLIS
KSTN, Stockton, Calif.
LIPEZ, HARRIS
WBPZ, Lock Haven, Pa.
LISTER, BILL
WMTV, Madison, Wis.
LITCHFIELD, EDDIE
WPEP, Taunton, Mass.
LLORENS, SANTIAGO
WTIL, Mayaguez, P. R.
LLOYD, LONDON
WPAW, Pawtucket-Providence, R. I.
LOCKETT, PAUL
WNAG, Grenada, Miss.
LOFFLER, ARMIN
KFIR, North Bend, Ore.
LOHMAN, MARTY
WSIV, Pekin, Ill.
LOMAX, STAN
WOR, New York, N. Y.
LOMBARDI, LOU
WKNE, Keene, N. H.
LOVE, CHARLES
WLCM, Lancaster, S. C.
LOVE, DAN
KTBC, Austin, Tex.
LOVELESS, GEORGE
KBRV, Soda Springs, Ida.
LOWE, ALFRED
WNEX, Macon, Ga.
LOWERY, JAMES
WSEN, Baldwinsville, N. Y.
LOYN, OWEN
KCSR, Chadron, Neb.
LUCOFF, MANNY
WLOF-TV, Orlando, Fla.
LUJACK, JOHNNY
Bowling, Pro Football
CBS-TV
LUNDBERG, JIM
KDXU, St. George, Utah
LUNDQUIST, JIM
KDHL, Faribault, Minn.
LUSK, BERNIE
KROC, Rochester, Minn.
LYDLE, BILL
WSVA, WSVA-TV, Harrisonburg, Va.
LYNCH, BUDD
WWJ, Detroit, Mich.
LYNCH, EDDIE
WBGR, Jesup, Ga.
LYNCH, KEITH
WCLG, Morgantown, W. Va.
LYONS, DENNY
KRCK, Ridgecrest, Calif.

— Mc —

McALEECE, GERALD
KDTH, Dubuque, Iowa
McARTHUR, DOUG
KTAC, Tacoma, Wash.
McARTHUR, JIM
Masters and PGA Golf
CBS-TV
McCARTNEY, CHUCK
KANO, Anoka, Minn.
McCLAY, PAUL
WSB, Atlanta, Ga.
McCOLGAN, BILL
WGAR, Cleveland, Ohio
McCOY, AL
KOOL-TV, Phoenix, Ariz.
McELDOWNEY, TODD
WOBT, Rhinelander, Wisc.
McFALL, DON
Elkhart, Ind.
McGAVICK, JIM
KFKF, Bellevue, Wash.
McGRATH, NED
WJOC, Jamestown, N. Y.
McGLAUGHLIN, ED
KTIM, San Rafael, Calif.
McGRAW, MAC
KFTM, Fort Morgan, Colo.
McGUIRE, DALE
WINF, Manchester, Conn.
McHARGUE, CORK
WBOW, Terre Haute, Ind.
McINTYRE, JIM
WISH, Indianapolis, Ind.
McKAY, JIM
Pro Football; Baseball (pregame); Masters & PGA Golf;
CBS-TV
McKAY, LES
KRCO, Prineville, Ore.
McKEEHEN, DON
KREM, Spokane, Wash.
McKERNAN, ED
Sport Wrap-up
KVOE, Emporia, Kan.
McKERNAN, JOHN
WLBZ, Bangor, Me.
McLAIN, DON V.
WOHS, Shelby, N. C.
McLEAN, DON
WHDL, Olean, N. Y.
McMULLEN, DICK
WALA, WALA-TV, Mobile,
Ala.
McNAMEE, JACK
WOKO, Albany, N. Y.
McNERNEY, JIM
WKRT, Cortland, N. Y.

— M —

MacADIE, JACK
WICH, Norwich, Conn.
MacBETH, ALEX
WCCM, Lawrence, Mass.
MacDONALD, DAN
KPDQ, Portland, Ore.
MacDONALD, JOHN
WHEC, WHEC-TV, Rochester,
N. Y.
MACK, JOE
WADS, Ansonia, Conn.
MACKIE, JACK
19th Hole
WKIP, Poughkeepsie, N. Y.
MacNEIL, BOB
WSVA, WSVA-TV, Harrisonburg, Va.
MacWILLIAMS, DON
WCSH, WCSH-TV, Portland,
Me.
MAGEE, ED
WGLI, Babylon, N. Y.
MAITH, LEN
WAML, Laurel, Miss.
MAKER, BOB
In the Lockerroom
KCVL, Colville, Wash.
MALDONADO, JUAN
Hit Chesterfield
WKAQ-TV, San Juan, P. R.
MALONE, JOE
WEZE, Boston, Mass.
MANGEFRIDA, FRANK
WBTA, Batavia, N. Y.
MANGOLD, FRANK
KWPC, Muscatine, Iowa
MANN, CARL
KPRC, KPRC-TV, Houston,
Tex.
MANN, RAY, Jr.
WSSO, Starkville, Miss.
MANSON, LEE
WNHC, New Haven, Conn
MAPES, BILL
WOWL, WOWL-TV, Florence,
Ala.

MARCROFT, BILL
KUTV, Salt Lake City, Utah
MARGET, MANNY
KVOX, Moorhead, Minn.
MARIANETTI, GENE
Baseball Scoreboard
KBTK, Missoula, Mont.
MARIN, HERIBERTO
WKAQ, Santurce, P. R.
MARINELLI, RON
WMFG, Hibbing, Minn.
MARKHAM, RAYMOND
WIBV, Belleville, Ill.
MARS, LEE
Sportsmen's Corner
KTBS-TV, Shreveport, La.
MARSH, ROY
KASL, Newcastle, Wyo.
MARSHALL, JIM
WCNT, Centralia, Ill.
MARTEN, BOB
KLZ-TV, Denver, Colo.
MARTIN, MURPHY
KTRE, KTRE-TV, Lufkin, Tex.
MARTIN, NED
WCHS, Charleston, W. Va.
MARTIN, RUSS
KGLC, Miami, Okla.
MARTIN, TINY
WGTM, Wilson, N. C.
MARTINDALE, KEITH
KBLI, Blackfoot, Ida.
MARX, ELZER
WITY, Danville, Ill.
MASON, FRANK
The Gulf Sports Folio
WSLB, Ogdensburg, N. Y.
MASON, LUTE
KFMB, KFMB-TV, San Diego, Calif.
MAXWELL, JOCKO
WNJR, Newark, N. J.
MAYS, AUBREY
KLVT, Levelland, Tex.
MAZER, BILL
WGR, Buffalo, N. Y.
MEDLEY, WARREN G.
WDKN, Dickson, Tenn.
MEEK, TOMMY
WGCM, Gulfport, Miss.
MeeGUIRE, JACK
KSYD-TV, Wichita Falls, Tex.
MEHAFFEY, JAY
Sports Whirl
KOSA-TV, Odessa, Tex.
MELBY, LOYD W.
KLTZ, Glasgow, Mont.
MENDEL, ED
WDAK, Columbus, Ga.
MENKE, ED
WBUY, Lexington, N. C.
MERGEN, DAVE
WSWW, Platteville, Wisc.
MERRILL, BILL
KRHD, Duncan, Okla.
MERRIMAN, DON
WMNS, Olean, N. Y.
MESSER, FRANK
WRNL, Richmond, Va.
METZGER, DON
KACE, Riverside, Calif.
MIKKALSON, BOB
WMT, Cedar Rapids, Iowa
MILLER, BOB
KEYZ, Williston, N. D.
MILLER, BUD
WISC-TV, Madison, Wisc.
MILLER, JACK
KAKE-TV, Wichita, Kan.
MILLER, JIM
WLAC, Nashville, Tenn.
MILLER, STRETCH
WTVH, Peoria, Ill.
MILTON, DEAN
WCLO, Janesville, Wisc.
MILTON, STAN
WRUM, Rumford, Me.
MITCHEL, BILL
KCLS, Flagstaff, Ariz.
MITCHELL, HARRY
WWSR, St. Albans, Vt.
MITCHELL, JIM
WNIL, Niles, Mich.
MITCHELL, JIM
WLOG, Logan, W. Va.
MOFFETT, ERNEST W.
KSUE, Susanville, Calif.
MOFIELD, RAY
Highlights
WPAD, Paducah, Ky.
MOHR, BOB
KACY, Oxnard, Calif.
MOLEN, SAM
KMBC, Kansas City, Mo.
MOLER, FLOYD
WHLS, Port Huron, Mich.
MONK, CHARLES
KIMP, Mt. Pleasant, Tex.
MONROE, BOB
Sittin' in with Monroe
KCHA, Charles City, Iowa
MONSEN, JAY
KSUB, Cedar City, Utah
MONTALVO, FERNANDO
WORA, Mayaguez, P. R.
MOORE, MONTE
KLWN, Lawrence, Kan.
MORAN, GUSSIE
Sports Extra
WMGM, New York, N. Y.
MOREHOUSE, GENE
WFEA, Manchester, N. H.
MOREY, GEORGE
KCTX, Childress, Tex.
MORFORD, SAM
KCRB, Chanute, Kan.
MORGAN, GEORGE
WEZN, Elizabethtown, Pa.
MORGAN, ROBERT
WBOP, Pensacola, Fla.
MORIARTY, ED
WREB, Holyoke, Mass.
MORRIS, BUD
KCAP, Helena, Mont.
MORRIS, TRUMAN
WBEX, Chillicothe, Ohio
MORROW, BEN
WCBY, Cheboygan, Mich.
MORTON, CONNIE
WRHI, Rock Hill, S. C.
MOSHER, CLURE
WCKT, Miami, Fla.
MOSS, DAVID
WKDN, Camden, N. J.
MOTT, BOBBY
WTVM, Columbus, Ga.
MOWRY, LEE
WRGA, Rome, Ga.
MUELLER, ED
KRSD, Rapid City, S. D.
MULHERIN, PATRICK
WBBQ, Augusta, Ga.
MULLEN, JOHN
WGES, Chicago, Ill.
MULLER, HARVEY
WHAT, Philadelphia, Pa.
MULLINAX, ED
WLAG, LaGrange, Ga.
MUNLEY, JACK
KTVH, Hutchinson, Kan.
MUNSON, LARRY
Vanderbilt Sports
WSM, Nashville, Tenn.
MUNSON, NEIL
Prof. Dropkick
KINY, Juneau, Alaska
MURDOCK, CHARLIE
WQAM, Miami, Fla.
MURDOCK, HOWARD
Northern Indiana Sports
WIMS, Michigan City, Ind.
MURPHY, BOB
Boston Red Sox, College Football
WHDH, Boston, Mass.
MURPHY, DENNIS
WEBC, Duluth, Minn.
MURPHY, ED
WCMB, Harrisburg, Pa.
MURPHY, ROBERT
WATW, Ashland, Wisc.
MURRAY, DON
WAZL, Hazleton, Pa.
MURRAY, JIM
WSOY, Decatur, Ill.
MURRAY, WILLIAM M.
KFQD, Anchorage, Alaska
MYERS, ED
WSOC-TV, Charlotte, N. C.

— N —

NAGEL, J.
Sports Scope
WCAY, Cayce-West Columbia, S. C.
NAHAN, STU
KCRA, KCRA-TV, Sacramento, Calif.
NAIMO, JACK
WJOB, Hammond, Ind.
NAKEL, PAUL
WEOL, Elyria, Lorain, Ohio
NASH, D. A., Jr.
KPST, Preston, Ida.
NATION, HERSCHEL
WDEF-TV, Chattanooga, Tenn.
NAUGLE, DAVE
KFJZ-TV, Fort Worth, Tex.
NAVARRO, AUGIE
KALL, Salt Lake City, Utah
NEAL, BOB
WERE, Cleveland, Ohio
NEARMAN, NEMO
WHMS, Charleston, W. Va.
NEARMAN, SHERMAN
WHMS, Charleston, W. Va.
NELSON, DON R.
KPOR, Quincy, Wash.
NELSON, JOHN
WWHG, Hornell, N. Y.
NELSON, LINDSEY
NBC, NBC-TV
NELSON, RAY
WAMV, East St. Louis, Ill.
NELSON, TIM
WTIV, Titusville, Pa.
NESBITT, RICK
KSTP, St. Paul-Minneapolis, Minn.
NEWMAN, CY
WSSV, Petersburg, Va.
NEY, CHUCK
KAYL, Storm Lake, Iowa
NORWIG, GEORGE
WCSC-TV, Charleston, S. C.
NORWOOD, BOB
WMIC, Monroe, Mich.
NOYES, AL
Press Box
WHAV, Haverhill, Mass.
NUNN, LARRY
WTCO, Campbellsville, Ky.
NYDELL, KEN
Roller Derby
ABC-TV
NYGARD, CLIFF
KBOM, Bismarck, N. D.

— O —

O'BRIEN, JOHN
KDUB-TV, Lubbock, Tex.
O'BRIEN, SHERRY
WJMJ, Philadelphia, Pa.
O'CONNOR, JOHN
KCRT, Trinidad, Colo.
O'DELL, VIRGIL
WNEM-TV, Bay City, Mich.
O'DONNELL, BILL
WSYR, WSYR-TV, Syracuse, N. Y.
O'DONNELL, ODIE
WMOV, Ravenswood, W. Va.
O'HALLORAN, HAL
KVOO, Tulsa, Okla.
O'HARA, JACK
Harness Racing
ABC-TV
OLDS, BILL
WILI, Willimantic, Conn.
OLSON, BOB
WJMS, Ironwood, Mich.
OLSON, DANNY
KSOO, Sioux Falls, S. D.

O'MARA, BILL
Gold Cup Regatta
ABC-TV
O'MARA, BILL
KING, KING-TV, Seattle, Wash.
O'NEILL, JOHNNY
WMFR, High Point, N. C.
O'ROURKE, JOHN
KTVO, Ottumwa, Iowa
ORUM, BILL
KGWA, Enid, Okla.
OSINA, ALEX
WSKN, Saugerties, N. Y.
O'TOOLE, LARRY
WDDY, Gloucester, Va.
OTTE, CHUCK
KLPW, Union, Mo.
OVERBY, GENE
WFRC, Reidsville, N. C.
OVERMAN, JACK
WPAY, Portsmouth, Ohio
OWENS, BILL
KBIX, Muskogee, Okla.
OWENS, MOREY
WROK, Rockford, Ill.
OZINGA, TOM
WFUR, Grand Rapids, Mich.

— P —

PABON, SALVADOR E.
WTIL, Mayaguez, P. R.
PALM, TIM
Review & Preview
WJUN, Mexico, Pa.
PALMER, BUD
Hockey-Play by Play, CBS-TV; Sports Page—Saturdays, Oct. '58 to Dec. '58, NBC-TV; Jan. '59 thru March '59, CBS-TV; N. Y. Rangers Hockey, WINS-Radio; Gourmet Club, WPIX
PALMER, JIM
KNCM, Moberly, Mo.
PALMER, TRAVIS
Football Forecast
WSSO, Starkville, Miss.
PARKER, FRED
KOWB, Laramie, Wyo.
PARKER, JOHN
WWJ, WWJ-TV, Detroit, Mich.
PARKER, LARRY
KSYL, Alexandria, La.
PARKER, TONY
KMSP-TV, Minneapolis, Minn.
PARKER, VIRGIL
KRSN, Los Alamos, N. M.
PARTON, RED
WOLF, Syracuse, N. Y.
PASEK, CHARLES F.
KYSM, Mankato, Minn.
PASQUALI, JOE
WINC, Winchester, Va.
PATRICK, JOE
Falstaff Sports
KMTV, Omaha, Neb.
PATRICK, VAN
WHRV, Ann Arbor, Mich.
PATRICK, VAN
WKMH, Detroit- Dearborn, Mich.
PAUL, JIM
WNOK, WNOK-TV, Columbia, S.C.
PAUL, LEROY
WSFA-TV, Montgomery, Ala.
PAULIN, ED
WMRN, Marion, Ohio
PAYNE, JACK
WOW, WOW-TV, Omaha, Neb.
PAYTON, JIM
WDSM-TV, Duluth, Minn.
PECANEX, RICHARD
WARE, Ware, Mass.
PEELE, BILLY E.
WFMO, Fairmont, N. C.
PEISS, ED
KOOK, Billings, Mont.
PENFIELD, ADD
WBIG, Greensboro, N. C.
PERLIN, BERNIE
KOLD, Tucson, Ariz.
PERRY, DICK
KMNS, Sioux City, Iowa
PETERS, BOB
WBLG, Lexington, Ky.
PETERSEN, KELSEY
KSUM, Fairmont, Minn.
PETERSON, JOHN
Sports Ten
WHHH, Warren, Ohio
PETREE, MARTIN
WLRP, New Albany, Ind.
PETTIT, LLOYD
All-Star Football
ABC
PHELEN, JOHN
KTSM, KTSM-TV, El Paso, Tex.
PHILBIN, REGIS
KFMB-TV, San Diego, Calif.
PIERCE, HARRY
KNLR, North Little Rock, Ark.
PINGLE, JACK
WECL, Eau Claire, Wisc.
PINION, CLOVIS
Grid Guesses
KSST, Sulphur Springs, Tex.
PITTS, RANDY
KFAL, Fulton, Mo.
PLATT, BILL
KSPI, Stillwater, Okla.
PLATT, HARRY
WRIB, Providence, R. I.
POPWELL, JAMES D.
WCEH, Hawkinsville, Ga.
PORTER, DICK
KCKT-TV, KGLD-TV, Great Bend, Kan.
PORTER, JIM
Jaspey, Touching All Bases
WJEH, Gallipolis, Ohio
PORTMANN, STANLEY R.
WFKN, Franklin, Ky.
POWELL, NEV
KALB, Alexandria, La.
POWERS, JIMMY
NBC, NBC-TV
POWERS, PERCY
WJQS, Jackson, Miss.
PRATER, FRANK
WIZE, Springfield, Ohio
PRATT, ARTHUR E.
WPLM, No. Plymouth, Mass.
PRESCOTT, HERMANN
WYOU, Newport News, Va.
PRESHO, GORDON
KTKR, Taft, Calif.
PRESTON, H. A. 'SKEET'
KJAN, Atlantic, Iowa
PRIESGEN, DICK
WBCA, Bay Minette, Ala.
PRIME, HARRY
WCAU, Philadelphia, Pa.
PRINCE, BOB
WCAE, Pittsburgh, Pa.

— Q —

QUINLAN, JACK
WGN, Chicago, Ill.

— R —

RABAT, KEN
WJRT, Flint, Mich.
RAFFERTY, JOHN
WHIT, New Bern, N. C.
RAFFEY, DON
WIRA, Fort Pierce, Fla.
RAHDERS, PAUL
KSDN, Aberdeen, S. D.
RAHRER, EARL
WLAK, Lakeland, Fla.
RAINBOLT, JACK
KMA, Shenandoah, Iowa
RAINS, DOUG
KFDA-TV, Amarillo, Tex.
RALEY, RAYMOND O. 'BUD'
KWYN, Wynne, Ark.
RAND, AL
WRDO, Augusta, Me.
RAND, FRED
WAZF, Yazoo City, Miss.
RANDOLPH, JAY
WHAR, Clarksburg, W. Va.
RANEY, CLAUDE
WHBQ, Memphis, Tenn.
RANSFORD, DALE
KTOW, Oklahoma City, Okla.
RASKIN, DICK
WGNY, Newburgh, N. Y.
RAYBURN, JOHNNY
WEEK, Peoria, Ill.
RAYMON, PAUL
WAGA-TV, Atlanta, Ga.
REDDY, JOHN
WOKY, Milwaukee, Wis.
REESE, JIM
WGCM, Gulfport, Miss.
REESE, JIM
Digest
KOSA-TV, Odessa, Tex.
REEVE, RAY
WRAL, WRAL-TV, Raleigh, N. C.
REEVE, RAY
WCEC, Rocky Mount, N. C.
REIFF, GUY
KFKA, Greeley, Colo.
REITMANN, ED
KCUE, Red Wing, Minn.
REMINGTON, JACK
WKRC, Cincinnati, Ohio
REYNOLDS, BOB
WJR, Detroit, Mich.
REYNOLDS, RUSTY
KDOK, Tyler, Tex.
REYNOLDS, WARREN
WLAV, Grand Rapids, Mich.
RHODES, DUSTY
WKMF, Flint, Mich.
RICE, BRUCE
Pro Football
CBS-TV
RICHARD, PAUL
WSPD, Toledo, Ohio
RICHARDS, RAY
WDOE, Dunkirk, N. Y.
RICHARDSON, BOB
KEYJ, Jamestown, N. D.
RICHMOND, HYLE
WICU-TV, Erie, Pa.
RIDGEWAY, CHARLIE
WGHB, Fitzgerald, Ga.
RIGLER, ROBERT R.
KLCB, Libby, Mont.
RILEY, BURKE
Sports Car Rally
KVON, Napa, Calif.
RILEY, CHAD
WTBO, Cumberland, Md.
RILEY, RANDY
WARE, Ware, Mass.
RISENHOOVER, DICK
KGNC, KGNC-TV, Amarillo, Tex.
RISNER, JIM
KRMS, Osage Beach, Mo.
ROBERTS, JACK
WBIS, Bristol, Conn.
ROBERTS, W. R.
KNBA, Vallejo, Calif.
ROBERTSON, ROBERT
KTNT, KTNT-TV, Tacoma, Wash.
ROBIN, JERRY
WKLX, Paris, Ky.
ROBINSON, OLLIE
WPRT, Prestonsburg, Ky.
ROBINSON, PAUL
WAYX, Waycross, Ga.
ROBINSON, WILLIAM F.
WILE, Cambridge, Ohio
ROBISON, CLARENCE
KLOR-TV, Provo, Utah
ROCKWOOD, LYNN
KOVO, Provo, Utah
RODDY, BOB
WIPS, Ticonderoga, N. Y.
RODRIGUEZ, EUGENIO, L.
WLEO, Ponce, P. R.

ROGERS, DAVE
WJMX, Florence, S. C.
ROGERS, KEN
KENN, Portales, N. M.
ROHN, BILL
KELO, KELO-TV, Sioux Falls, S. D.
ROLLINS, CHAP
KAMP, El Centro, Calif.
ROMANO, RALPH
WWSC, Glens Falls, N. Y.
ROMERO, JOHN
KLRJ-TV, Las Vegas, Nev.
ROSELLE, JIM
Iroquois Sports Parade
WJTN, Jamestown, N. Y.
ROSS, CHARLES
WKCB, Berlin, N. H.
ROSS, ED
This Week in Sports
WHLL, Wheeling, W. Va.
ROTELLA, AL
WEMB, Erwin, Tenn.
ROTZ, SID
WDZ, Decatur, Ill.
ROUTH, BILL
WSSC, Sumter, S. C.
ROY, DON
KDEF, Albuquerque, N. M.
RUSH, RED
KPOA, Honolulu, T. H.
RUSHING, JACK S.
WPLA, Plant City Fla.
RUSSELL, EARLE
KSJO, San Jose, Calif.
RUSSELL, LANCE
WHBQ-TV, Memphis, Tenn.
RUSSELL, VERNE
KUJ, Walla Walla, Wash.
RUST, ARTHUR Jr.
WWRL, New York, N. Y.
RUST, BILL
KGVL, Greenville, Tex.
RUTLEDGE, BUDDY
WHMA, Anniston, Ala.
RYAN, JOE
WALL, Middletown, N. Y.

— S —

SALTER, ELMER G.
WAUD, Auburn, Ala.
SAMP, PHIL
WMBD, Peoria, Ill.
SANDERS, STAN
WDBM, Statesville, N. C.
SARGEANT, RHETT
KLEN, Killeen, Tex.
SAUER, JOHNNY
WING, Dayton, Ohio
SAULINE, FRANK
WIMS, Michigan City, Ind.
SAUTER, DAVE
Weather & News Roundup
WTRI, Albany, N. Y.
SAVAGE, BOB
WMAZ, WMAZ-TV, Macon, Ga.
SAVITT, DUKE
WLYN, Lynn, Mass.
SCEARCE, BOB
WAFB-TV, Baton Rouge, La.
SCHAPP, MORTY
WBBB, Burlington, N. C.

SCHENKEL, CHRIS
B. Aug. 21, 1923, Wabash, Ind.; St. Nick's Boxing, DuMont; New York Football Giants, Football Roundup, Horse Racing, CBS-TV; Tele Sports Digest, Tel RA Productions, Milwaukee Braves, Midwest Network; Sports Final, WABC-TV

SCHIERMEYER, JIM
KDUB-TV, Lubbock, Tex.
SCHIMMEL, BILL
Down That Home Stretch
KAGE, Winona, Minn.
SCHIMMEL, LESTER
KZOL, Muleshoe, Tex.
SCHOLEM, DICK
Richard's Sports Almanac
WTIG, Massillon, Ohio
SCHORR, RICHARD
WHOK, Lancaster, Ohio
SCHRADER, WALT
WBOY-TV, Clarksburg, W. Va.
SCHUCK, FREDIE
Cabalagata Deportiva Gillette
WKAQ-TV, San Juan, P. R.
SCHUSS, AL
KSDO, San Diego, Calif.
SCHUSSLER, DALE M.
WKWK, Wheeling, W. Va.
SCHWING, BILL
WBBF, Rochester, N. Y.
SCOTT, BOB
KCHJ, Delane, Calif.
SCOTT, KEN
Studio Wrestling
WTVC, Chattanooga, Tenn.
SCOTT, RAY
KDKA-TV, Pittsburgh, Pa.
SCOTT, RAY
Bowling
CBS-TV
SEARS, LARRY
KFKA, Greeley, Colo.
SEEHAFER, DON
WIGM, Medford, Wisc.
SEITZ, WILLIAM
WQXQ, Ormond Beach, Fla.
SEMAN, RON
WJMO, Cleveland, Ohio
SEXTON, BILL
KDEF, Albuquerque, N. M.
SHADBURN, BILL
WSAV-TV, Savannah, Ga.
SHAFFER, MAX
WDAN, WDAN-TV, Danville, Ill.
SHANLEY, GIB
WOHO, Toledo, Ohio
SHARP, ROGER
Sports Eyeopener
WBLY, Springfield, Ohio
SHEETZ, R. E.
KAPA, Raymond, Wash.
SHEIL, BILL
WREX-TV, Rockford, Ill.
SHEIL, MARK
The Record Book
KWAT, Watertown, S. D.
SHELLEY, BOB
WBFC-TV, Greenville, S. C.
SHELLHAMMER, WILLIAM
WLEU, Erie, Pa.
SHELTON, JIM
KGNS-TV, Laredo, Tex.
SHERIDAN, LEE
WRDW, Augusta, Ga.
SHERMAN, ART
WJAC-TV, Johnstown, Pa.
SHERMAN, W. C. 'BUD'
WBAP, WBAP-TV, Fort Worth, Tex.
SHINE, TOM
WGHN, Grand Haven, Mich.
SHORT, PHIL
WVAM, Altoona, Pa.
SHRIVER, HARRY
WFBR, Baltimore, Md.
SIMMERMAKER, SAM
WTTV, Bloomington, Ind.
SIMPSON, JIM
WRC, WRC-TV, Washington, D. C.
SIMPSON, JIMMY
WFLB, Fayetteville, N. C.
SIMS, FRANK
WKMH, Detroit-Dearborn, Mich.
SIRILO, TOM
WHKK, Akron, Ohio
SKIRVIN, MAX
WTTV, Bloomington, Ind.
SLATER, SAM
WCOM, WTAP-TV, Parkersburg, W. Va.
SLUDER, DON
WMEV, Marion, Va.
SMITH, BOB
WRVA, Richmond, Va.
SMITH, BOCKY
WLOF-TV, Orlando, Fla.
SMITH, CAL
WMLF, Pineville, Ky.
SMITH, DALE
KFJB, Marshalltown, Iowa
SMITH, DALE
WMRF, Lewistown, Pa.
SMITH, JOHN A.
KTKR, Taft, Calif.
SMITH, RAYMOND
WLOF, Orlando, Fla.
SMITH, RUSS
KLPM, Minot, N. D.
SMITH, SIG
KFSD, KFSD-TV, San Diego, Calif.
SMITH, TED A.
KUMA, Pendleton, Ore.
SMOLLON, JOHN E.
WJHO, Opelika, Ala.
SMOTHERS, JAMES
WZOB, Fort Payne, Ala.
SNYDER, BILL
WJAX, Jacksonville, Fla.
SNYDER, ED
WDAX, McRae, Ga.
SOBEL, BUD
WNOX, Knoxville, Tenn.
SOBOL, JOHNNY
WILK, Wilkes-Barre, Pa.
SOMMERVILLE, DAVE
WFYC, Alma, Mich.
SORRELL, BILL
WILS, Lansing, Mich.
SPANGLER, BOB
KNPT, Newport, Ore.
SPECK, KEN
WAND, Canton, Ohio
SPENCER, LLOYD
KSEL, Lubbock, Tex.
KVOW, Littlefield, Tex.
SPENCER, MILT
WFLA, Tampa, Fla.
SPOTTS, JIM
WLEM, Emporium, Pa.
SPRACKLIN, JIM
KWYO, Sheridan, Wyo.
STANGEL, WOODY
WOMT, Manitowoc, Wisc.
STARNES, JACK
WFNS, Burlington, N. C.
STARR, BOB
WJBC, Bloomington, N. C.
STARWYCK, STEVE
Ozark Sports Review
KHOG, Fayetteville, Ark.
STEEL, PETE
KLIZ, Brainerd, Minn.
STEELE, BOB
WTIC, WTIC-TV, Hartford, Conn.
STEELE, JIMMY
WWL, New Orleans, La.
STEELE, JOHN
KBMY, Billings, Mont.
STENKAMP, JOHN
KIMA-TV, Yakima, Wash.
STENSLAND, WARNER
KVNC, Winslow, Ariz.
STENSON, WAYNE
KCVL, Colville, Wash.
STERLING, VIC
KJEO, Fresno, Calif.
STERN, BILL
WPIX, New York, N. Y.
STEWART, LARRY
WDWS, Champaign, Ill.
STEWART, SAM
KUDU, Ventura, Calif.
STIEGLER, ERNIE
WAEB, Allentown, Pa.
STODDER, KEN
KINS, Eureka, Calif.
STONE, ROBERT
WMLF, Pineville, Ky.
STONE, ROCKY
WOPI, Bristol, Tenn.

STONE, RONNIE
KRSL, Russell, Kan.
STONE, VIRGIL
KTBB, Tyler, Tex.
STOOPS, HAROLD
WACB, Kittanning, Pa.
STOREY, ROY
KNX, Los Angeles, Calif.
STOVER, JIM 'SMOKEY'
WCVA, Culpepper, Va.
STRAIGHT, DICK
WHYS, Ocala, Fla.
STRATTON, DICK
WMBR, Jacksonville, Fla.
STRATTON, GIL
Pro Football
CBS-TV
STRICKLAND, BILL
WKCT, Bowling Green, Ky.
STRICKLAND, D.
WHNY, McComb, Miss.
STRICKLAND, ROY
WGLC, Centreville, Miss.
STRINE, EARL
WCHA, Chambersburg, Pa.
SWEENEY, DICK
WGWR, Asheboro, N. C.
SWEENY, FRANK
College Football
WJJD, Chicago, Ill.
SWISHER, BOB
WPSD-TV, Paducah, Ky.
SWORD, MARTIN
KAHI, Auburn, Calif.

— T —

TABNER, DOUG
WTOL, WTOL-TV, Toledo, Ohio
TAIT, JOE
WRAM, Monmouth, Ill.
TAPLEY, CHARLES
WALA, WALA-TV, Mobile, Ala.
TASNADY, JOHN
KUGN, Eugene, Ore.
TAYLOR, DICK
WBTW, Florence, S. C.
TAYLOR, JOE
WRIT, Milwaukee, Wisc.
TEMPLETON, DINK
KFRC, San Francisco, Calif.
THOMAS, MIKE
KVEN, Ventura, Calif.
THOMASSON, HOMER
WDVA, Danville, Va.
THOMPSON, BILLY
WGOR, Georgetown, Ky.
THOMPSON, BOB
WION, Ionia, Mich.
THOMPSON, GEORGE
KXOX, Sweetwater, Tex.
THOMPSON, JIM
WJJL, Niagara Falls, N. Y.
THOMPSON, TOMMY
WHO, WHO-TV, Des Moines, Iowa
THORNTON, WILBUR
KTCB, Malden, Mo.
TIDWELL, TRAVIS
WSGN, Birmingham, Ala.
TOEPP, JACK
WATT, Cadillac, Mich.
TOOTHMAN, BOB
WBOY, Clarksburg, W. Va.
TRAYNOR, PIE
KQV, Pittsburgh, Pa.
TREPS, MIKE
KSEK, Pittsburg, Kan.
TRIPPLETT, JACK
WLIS, Old Saybrook, Conn.
TROLAND, MAYNARD
KBUN, Bemidji, Minn.
TRUSSELL, JAKE
KINE, Kingsville, Tex.
TUCKER, DARRELL
KIKO, Globe-Miami, Ariz.
TUCKER, JOE
WWSW, Pittsburgh, Pa.
TUCKER, RALPH
KWG, Stockton, Calif.
TURNBULL, BEN
3-Ring Sports
WDOS, Oneonta, N. Y.
TURNER, BILL
The Sportsman
WTTB, Vero Beach, Fla.
TURNER, JIM
KCHJ, Delano, Calif.
TURNER, ROBERT
WHAM, Rochester, N. Y.
TURON, ED
WEOL, Elyria-Lorain, Ohio
TWERELL, TINY
KOPR, Butte, Mont.
TWIG, ROLAND
WICO, Salisbury, Md.
TYLER, WAYNE
High School Huddle
WLVA, WLVA-TV, Lynchburg, Va.

— U —

UFER, ROBERT
WPAG, Ann Arbor, Mich.
ULRICH, MAX
WSJS, WSJS-TV, Winston-Salem, N. C.
UNGER, DICK
WWFF, Palatka, Fla.
URBAN, JOHN
WCNY-TV, Carthage, Watertown, N. Y.

— V —

VACHE, BOB
KVAR, KTAR, Phoenix, Ariz.
VALENTINO, DOM
WBET, Brockton, Mass.
VALICENTI, JOE
WBBW, Youngstown, Ohio
VANDERHEYDEN, BUD
WSTC, Stamford, Conn.
VAN KUREN, JIM
CKLW, Detroit, Mich.
VAN ROBY, C.
WTBO, Cumberland, Md.
VAN VOORHIS, H. P.
WLBR, Lebanon, Pa.
VARNEY, MYRON
WWNH, Rochester, N. H.
VASSEY, KEN
WADA, Shelby, N. C.
VAUGHN, BEN
KWTX-TV, Waco, Tex.
VEIDT, BILL
Sports Capsule
KCNY, San Marcos, Tex.
VEITH, DON L.
KEDO, Longview, Wash.
VOLKEMA, HAL
WHTC, Holland, Mich.
VOY, DENNIS
KMAQ, Maquoketa, Iowa

— W —

WAHLQUIST, ANDY
KKOG, Ogden, Utah
WAITE, DAVE
WDAM-TV, Hattiesburg-Laurel, Miss.
WAITES, JIM
KTFS, Texarkana, Tex.
WALDEN, WARREN
WJAR, Providence, R. I.
WALESKI, EDDIE
WSBA-TV, York, Pa.
WALKER, BOB
WGHN, Grand Haven, Mich.
WALKER, CHARLIE
WDKD, Kingstree, S. C.
WALKER, HAL
WXIX-TV, Milwaukee, Wisc.
WALKER, LLOYD
KFTM, Fort Morgan, Colo.
WALSH, FRANK
WWBC, Bay City, Mich.
WALTHALL, TUBBY
WJWS, South Hill, Va.
WALTON, EARL
WJZM, Clarksville, Tenn.
WALTON, ROBERT, Jr.
WSPN, Saratoga Springs, N. Y.
WARD, BILL
Pigskin Party
WBT, Charlotte, N. C.
WARD, BILL
WDSG, Dyersburg, Tenn.
WARD, RUSTY
WRIC, Richlands, Va.
WARNER, WORTH
WPEL, Montrose, Pa.
WATSON, CHARLIE
KBOA, Kennett, Mo.
WATSON, DON
WFAU, Augusta, Me.
WATT, JIM
KSTT, Davenport, Iowa
WATTRICK, DON
Parade of Sports
WXYZ, WXYZ-TV, Detroit, Mich.
WATTS, BILL
WDNT, Dayton, Tenn.
WAYCASY, MILT
KOVO, Provo, Utah
WEISKOPF, DON
KRPL, Moscow, Ida.
WEST, JIM
WBAL, Baltimore, Md.
WESTER, AL
WDSU-TV, New Orleans, La.
WESTERFIELD, D.
WRMF, Titusville, Fla.
WHALEN, JOSEPH B.
WVPO, Stroudsburg, Pa.
WHEELER, RON
Musical Scoreboard
KTAT, Frederick, Okla.
WHITAKER, BOB
WMIX, Mt. Vernon, Ill.
WHITAKER, JACK
WCAU-TV, Philadelphia, Pa.
WHITE, CHARLES M.
WABZ, Albemarle, N. C.
WHITE, DICK
KGNC, Amarillo, Tex.
WHITEHEAD, BRUCE
KBOI, Boise, Ida.
WILSON, FRANK
Pigskin Preview
WRVA, Richmond, Va.
WILSON, JIM
WSBT, South Bend, Ind.
WILSON, JOE
Bowling Stars
ABC-TV
WILSON, LEO
WHOP, Hopkinsville, Ky.
WILSON, PHIL
XETV, San Diego, Calif.
WILSON, WARD
WEAT, West Palm Beach, Fla.

WISMER, HARRY
Notre Dame Football, ABC; Blue-Grey Football Game, ABC-TV

WNOROWSKI, FRED
KTER, Terrell, Tex.
WOLF, FRED
Bowling Champions; Hot Rod Races
WXYZ-TV, Detroit, Mich.
WOLF, HAL
KNBC, San Francisco, Calif.
WOLFE, ART
WNBF, WNBF-TV, Binghamton, N. Y.
WYATT, GEORGE L.
WTWV, Tupelo, Miss.
WYLIE, BOB
WAKR, Akron, Ohio
WYNNE, JIMMY
WAIR, Winston-Salem, N. C.

— Y —

YORK, TOM
WBRC-TV, Birmingham, Ala.
YOUNG, BILL
WKMT, Kings Mountain, N. C.

RADIO-TV WRITERS

RADIO AND TELEVISION
—their work during 1958

— A —

ALSBERG, ARTHUR
Bachelor Father
CBS-TV

ARBOGAST, BOB
Day in Court
ABC-TV

ARNOLD, BUDDY
Your Hit Parade
CBS-TV

ARTHUR, ROBERT ALAN
Du Pont Show of the Month
CBS-TV

AYLESWORTH, JOHN
Your Hit Parade
CBS-TV

— B —

BABBIN, JACQUELINE
Du Pont Show of the Month
CBS-TV

BACKUS, HENRY
The Jim Backus Show
ABC

BALZER, GEORGE
The Jack Benny Program
CBS-TV

BECK, HOWARD
The Paul Winchell Show
ABC-TV

BERG, DICK
Playhouse 90
CBS-TV

BIXBY, CARL
Life Can Be Beautiful
Edge of Night

BOGERT, VINCENT
The Garry Moore Show
CBS-TV

BORGE, VICTOR
Victor Borge's Comedy and Music, CBS-TV

BRINKLEY, DON
Westinghouse Desilu Playhouse CBS-TV

BROOKS, MEL
Sid Caesar Invites You
ABC-TV

BROWNE, HOWARD
Playhouse 90
CBS-TV

BURTSON, BUD
The Paul Winchell Show
ABC-TV

— C —

CAGNO, JOE CAL

CARROLL, BOB JR.
Lucille Ball — Desi Arnaz Shows; Westinghouse Desilu Playhouse
CBS-TV

CAVANAGH, JAMES P.
Playhouse 90
CBS-TV

CHODOROV, JEROME
Wonderful Town
CBS-TV

CLAIRE, LUDI
Westinghouse Desilu Playhouse; Du Pont Show of the Month CBS-TV

CONDON, BOB
The Jim Backus Show
ABC

CONNELLY, JOE
Leave It to Beaver
ABC-TV

COOL, GOMER
You Asked For It
ABC-TV

COSTIGAN, JAMES
Du Pont Show of the Month
CBS-TV

— D —

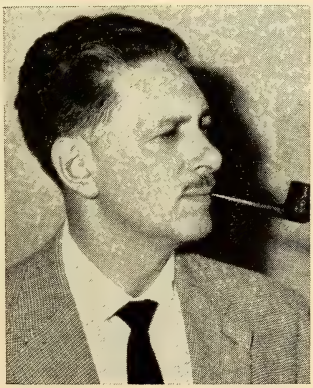
DAVENPORT, BILL
December Bride
CBS-TV

DAVIDSON, DAVID
Playhouse 90
CBS-TV

DERMAN, LOU
December Bride
CBS-TV

DERMAN, WILLIAM
The Guy Mitchell Show
ABC-TV

DOUD, EARLE
B. Feb. 14, 1927, Chicago, Ill.; Bob and Ray, ABC-TV; Jack Paar, Jackie Gleason, CBS; Jack Paar, Steve Allen, Jonathan Winters, NBC-TV; Father Knows Best, Screen Gems



MILTON J. KRAMER

DRAMA

MYSTERY

DE. 9-7898

CARL BIXBY

EDGE OF NIGHT

•

LIFE CAN BE BEAUTIFUL

•

TELEVISION

Sturges Highway Southport, Conn.

CLearwater 9-3275

DOUGALL, BERNARD
The Merv Griffin Show; The Johnny Pearson Show, ABC
DUDLEY, PAUL
O.S.S.
ABC-TV
DYNE, MICHAEL
Du Pont Show of the Month
CBS-TV

— E —

EINSTEIN, CHARLES
Playhouse 90
CBS-TV
ELISON, JACK
The Real McCoys
ABC-TV
ELLIOTT, SUMNER LOCKE
Du Pont Show of the Month
CBS-TV
ENOCHS, KENNETH A.
Circus Boy
ABC-TV

— F —

FAY, WILLIAM
Man With a Camera
ABC-TV
FIELDS, JOSEPH
"Wonderful Town"
CBS-TV
FINK, JULIAN
Dick Powell's Zane Grey Theatre CBS-TV
FINN, HERB
The Garry Moore Show
CBS-TV
FISHER, BOB
Cheyenne
ABC-TV
FLENDER, HAROLD
Voice of Firestone
ABC-TV
FOOTE, HORTON
Playhouse 90
CBS-TV
FOSTER, NORMAN
Walt Disney Presents
ABC-TV
FRIEDBERG, BILLY
The Phil Silvers Show "You'll Never Get Rich", CBS-TV

— G —

GAMMIE, BILL
The Pat Boone Chevy Showroom ABC-TV
GELBERT, LARRY
The Patrice Munsel Show, Sid Caesar Invites You, ABC-TV
GELLEN, AUDREY
Du Pont Show of the Month
CBS-TV
GETHERS, STEVEN
Playhouse 90
CBS-TV
GILER, BERNE
Playhouse 90
CBS-TV
GILLIS, JACKSON
Walt Disney's Adventure Time
ABC-TV
GILROY, FRANK D.
Playhouse 90
CBS-TV
GLICKMAN, WILL
The Garry Moore Show, Phil Silvers on Broadway, CBS-TV
GOLDMAN, HAL
The Jack Benny Program
CBS-TV
GORDON, AL
The Jack Benny Program
CBS-TV
GOLDSMITH, MARTIN M.
Playhouse 90
CBS-TV
GREGGORY, DAVID
Voice of Firestone
ABC-TV

— H —

HAILEY, ARTHUR
The United States Steel Hour
CBS-TV
HARGROVE, MARION
77 Sunset Strip, Colt. 45
ABC-TV
HARRIS, SID
The Adventures of Jim Bowie
ABC-TV
HAWLEY, LOWELL S.
Zorro
ABC-TV
HAYES, RAPHAEL
Sugarfoot
ABC-TV
HAZLITT, FREDERICK
The Life and Legend of Wyatt Earp ABC-TV
HEINEMAN, ARTHUR
The United States Steel Hour
CBS-TV
HEYES, DOUGLAS
Maverick
ABC-TV
HILL, BRETT
Rough Riders
ABC-TV
HIRSON, ROGER O.
Playhouse 90
CBS-TV
HOERL, ARTHUR
Tales of the Texas Rangers
ABC-TV
HOPE, GEORGE
The Peter Lind Hayes Show
ABC-TV
HOTCHNER, A. E.
Playhouse 90, Seven Lively Arts CBS-TV
HOWARD, BOB
Beat the Clock
ABC-TV
HORNER, CHUCK
The Peter Lind Hayes Show
ABC-TV

JOE CAL CAGNO

WRITER-ARTIST-PRODUCER

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Wes Bryan — Clock Records
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Benjamin & Marcus — Songwriters
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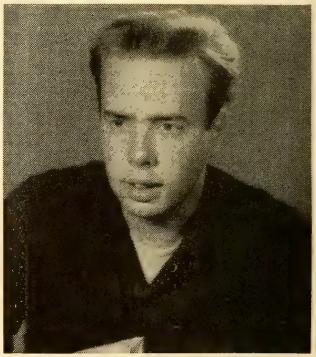
N. Y. C.: 370 Lexington Ave.
Room 1007 OR. 9-7337

Rockville Centre: Box 96
Rockville Centre, N. Y.
Phones: RO. 6-2566—RO. 4-7737



EARLE DOUD
(WRITER: COMEDY)

(Jack Paar — Bob and Ray)
(Steve Allen — Johnny Carson)
(Jackie Gleason — Jonathan Winters)
("Father Knows Best")

(*Representation:*)
(*ASHLEY-STEINER INC.*)

— J —

JACK, DONALD
Breakthrough
ABC-TV
JACOBS, SEAMAN
The Betty White Show
ABC-TV
JACOBY, COLEMAN
The Phil Silvers Show
"You'll Never Get Rich"
CBS-TV
JONES, JAY
The Paul Winchell Show
ABC-TV
JULIAN, ARTHUR
December Bride, CBS-TV

— K —

KARP, DAVID
Playhouse 90
CBS-TV
KELLER, SHELDON
The Oldsmobile Show
ABC-TV
KINOY, ERNEST
Playhouse 90
CBS-TV
KRAMER, MILTON J.

— L —

LANDON, JOSEPH
Playhouse 90
CBS-TV
LANSBURY, BRUCE
Day in Court
ABC-TV
LEHNER, JIM
The Jim Backus Show
ABC
LEHR, WILSON
"Gift of the Magi"; Little Women (adapter), CBS-TV
LESLIE, PHIL
The Donna Reed Show
ABC-TV

— Mc —

McGREEVEY, JOHN
Westinghouse Desilu Playhouse, Dick Powell's Zane Grey Theatre, CBS-TV

— M —

MANDEL, LORING
Seven Lively Arts
CBS-TV
MANKIEWICZ, DON M.
Playhouse 90
CBS-TV
MANNHEIM, MANNIE
Anybody Can Play
ABC-TV
MARTIN, MADELYN
Lucille Ball—Desi Arnaz Shows; Westinghouse Desilu Playhouse, CBS-TV
MARTIN, QUINN
Westinghouse Desilu
Playhouse CBS-TV
MARX, MARVIN
The Jackie Gleason Show
CBS-TV
MESTON, JOHN
Gunsmoke, CBS-TV
MILLER, J. P.
Playhouse 90
CBS-TV
MILLER, MERLE
Playhouse 90
CBS-TV
MILLS, EDDIE
Anybody Can Play
ABC-TV
MOLL, ELICK
Playhouse 90
CBS-TV
MONASH, PAUL
Westinghouse Desilu Playhouse; Playhouse 90, CBS-TV
MONASTER, NATE
Bachelor Father
CBS-TV
MORAN, LEONARD
The United States Steel Hour
CBS-TV
MORROW, BILL
The Bing Crosby Show
ABC-TV
MOSEL, TAD
Playhouse 90
CBS-TV
MOSHER, BOB
Leave It to Beaver
ABC-TV

— N —

NELSON, OZZIE
The Adventures of Ozzie and Harriet ABC-TV
NEWMAN, WALTER
Westinghouse Desilu Playhouse CBS-TV

— O —

O'DEA, JOHN
The Adventures of Rin Tin Tin ABC-TV

— P —

PARKER, RAY
Art Linkletter's House Party
CBS-TV
PECKINPAH, SAM
The Rifleman
ABC-TV
PEYSER, ARNOLD
The Garry Moore Show
CBS-TV
PHILLIPS, IRNA
As the World Turns
CBS-TV
POLLOCK, MARION
Anybody Can Play
ABC-TV

— Q —

QUEEN, BOB
Variety Shows, Dramatic Documentaries, Panel Shows
WRCA-TV; WCBS-TV;
WABC-TV; WABD-TV;
WNTA-TV; CBS Radio

— R —

REISMAN, DEL
Playhouse 90
CBS-TV
REZNICK, SIDNEY
The Garry Moore Show
CBS-TV
RIESNER, DEAN
Lawman
ABC-TV
RIPLEY, BETTE
The Merv Griffin Show
ABC
ROSE, SI
The Betty White Show
ABC-TV
ROSEN, ARNIE
The Phil Silvers Show
"You'll Never Get Rich"
CBS-TV
ROSEN, KEN
Day in Court
ABC-TV
RUSSELL, ANDY J.
Art Carney Meets 'Peter and the Wolf', ABC-TV Playhouse 90, CBS-TV
RYAN, TERRY
The Phil Silvers Show
"You'll Never Get Rich"
CBS-TV

— S —

SALE, RICHARD
Yancy Derringer
CBS-TV
SCHILLER, ROBERT
The Ann Sothern Show, Westinghouse, Lucille Ball—Desi Arnaz Shows, CBS-TV
SCHWARTZ, ELROY
Mother's Day
ABC-TV
SEELEN, JERRY
The Pat Boone Chevy Showroom ABC-TV
SERLING, ROD
Westinghouse Desilu Playhouse; Playhouse 90
CBS-TV
SHAW, DAVID
Playhouse 90
CBS-TV
SHERMAN, ALLAN
Phil Silvers on Broadway
CBS-TV
SILLIPHANT, STIRLING
Naked City
ABC-TV
SIMON, NEIL
Sid Caesar Invites You, ABC-TV The Phil Silvers Show "You'll Never Get Rich", CBS-TV
SMITH, ROBERT PAUL
The Chevy Showroom
ABC-TV
SPELLING, AARON
Dick Powell's Zane Grey Theatre, Westinghouse Desilu Playhouse, Playhouse 90
CBS-TV
SPIES, ADRIAN
Westinghouse Desilu
Playhouse, CBS-TV; The Walter Winchell File, ABC-TV
STANDER, ARTHUR
The Danny Thomas Show
CBS-TV
STEIN, JOE
Phil Silvers on Broadway; Ginger Rogers Show (Pontiac Special) CBS-TV
STEIN, SOL
The Liberace Show
ABC-TV
STERN, STEWART
Playhouse 90
CBS-TV
STONE, WALTER
The Jackie Gleason Show
CBS-TV
STYLER, BURT
West Point
ABC-TV
SWIFT, DAVID
Playhouse 90
CBS-TV

— T —

TIBBLES, GEORGE
The Betty White Show
ABC-TV
TULLY, MONTGOMERY
Scotland Yard
ABC-TV

— V —

VADNAY, LASLO
Telephone Time
ABC-TV
VLAHOS, JOHN
The United States Steel Hour
CBS-TV

— W —

WALDMAN, TOM
The Liberace Show
ABC-TV
WALLSTEN, ROBERT
Du Pont Show of the Month
CBS-TV
WARK, MARTY
Art Linkletter's House Party
CBS-TV
WARLEN, JUDITH
Scotland Yard
ABC-TV

MIKE BAKER

ANNOUNCER-

NARRATOR-M.C.

JU 6-6300

TOM O'BRIEN

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JUdson 6-6300

ANNOUNCERS — MC'S

RADIO AND TELEVISION
—their work during 1958

— A —

ABBOTT, JIM
KFJZ-TV, Fort Worth, Tex.
ABRAMS, TERRY
WKOK, Sunbury, Pa.
ACKERLEY, BOB
KOMO, Seattle, Wash.
ACYRIGG, BEN
WLOV-TV ,Orlando, Fla.
ADAMS, BILL
WKTG, Thomasville, Ga.
ADAMS, CAL
KALB, Alexandria, La.
ADAMS, ROGER
WADC, Akron, Ohio
ADKINS, BOBBY
1420 Favorites
WVOT, Wilson, N. C.
AGA, ERCEL
KXRA, Alexandria, Minn.
AGEE LES
News As It Is
KRHD, Duncan, Okla.
AGOSTINO, PETE
Italian Hour
WJVA, South Bend, Ind.
AITKEN, KENNETH
KTKR, Taft, Calif.
ALAN, MARK
Party Time
WNJR, Newark, N. J.
ALBERGHINI, H. J.
Krackpot Kollege
WCOU, Lewiston, Me.
ALBRIDGE, KEN
Party Line
KFRU, Columbia, Mo.
ALDERMAN, DON
Nite Beat
WTRL, Bradenton, Fla.
ALDREDGE, SANDY
Request Time
WBRD, Bradenton, Fla.
ALEXANDER, NICK
KDTH, Dubuque, Iowa
ALEXANDER, OSCAR
WAAA, Winston-Salem, N. C.
ALLAIRE, PHIL
Country Music
WPAW, Pawtucket - Providence, R. I.
ALLAN, STAN
WPAC, Patchogue, N. Y.
ALLARD, ROBERT
Sounds in Stereophonic
WOC, Davenport, Iowa
ALLDREDGE, JAY
Free to Speak
WBRC, Birmingham, Ala.
ALLEN, BILL (HOSS)
Rush Hour Roundup
WLAC, Nashville, Tenn.
ALLEN, BOB
Through the Years
KATL, Miles City, Mont.
ALLEN, DE WITT
WALA, Mobile, Ala.
ALLEN, JIM
Academy Award Theatre
KLFY-TV, Lafayette, La.
ALLEN, MARY
KGIW, Alamosa, Colo.
ALLEN, PAUL
Bandstand
KOAT-TV, Albuquerque, N.M.
ALLEN, PETER
WQXR, New York, N. Y.
ALLEN, RON
Music Festival
WSCR, Scranton, Pa.
ALLEN, TONY
WUSJ, Lockport, N. Y.
ALLETTO, VINCE
WWL, New Orleans, La.
ALLIN, HENRY
WKXP, Lexington, Ky.
ALLINGER, RALPH
Nightbeat
WIBX, Utica, N. Y.
ALLISON, DALE K.
Koffee Klub
KLOO, Corvallis, Ore.
ALLISON, GENE
WISH-TV, Indianapolis, Ind.
ALSTON, JOE
Popeye & Shock
KENS-TV, San Antonio, Tex.
ALTEN, HANS
WWCA, Gary, Ind.
ALYWARD, JIM
WWNH, Rochester, N. H.
AMBROSE, RON
Yawn Patrol
WTRC, Elkhart, Ind.
AMBURN, GLEN
KFLD, Floydada, Tex.
AMMERMAN, DAN
Danny's Hideaway
WVAM, Altoona, Pa.
ANCELL, BOB
WERE, Cleveland, Ohio
ANDERSEN, GORDON
WKLA, Ludington, Mich,

BILL SHIPLEY

ANDERSON, ANDY
People Speak
KHAM, Albuquerque, N.M.
ANDERSON, EDDIE
WEVA, Emporia, Va.
ANDERSON, GORDON
WKZO-TV, Kalamazoo, Mich.
ANDERSON, JACK
KTXO, Sherman, Tex.
ANDERSON, JOSEPH
WHBF, Rock Island, Ill.
ANDERSON, KEN
WTCN, Minneapolis, Minn.
ANDERSON, RAYMOND
WMAM, Marinette, Wis.
ANDERSON, ROGER
Treasury of Music
KYCA, Prescott, Ariz.
ANDREASEN, REID
KVNU, Logan, Utah
ANDRETTA, TONY
Spinner Sanctum
KWJB, Globe, Ariz.
ANDREWS, ANDY
WTIC-TV, Hartford, Conn.
ANDREWS, DAVE
Dinnerbell Round-UP
KMBC, Kansas City, Mo.
ANDREWS, JOHNNY
The Johnny Andrews Show; Monitor
NBC
ANDRIESE, TED
For the Ladies
WFUR, Grand Rapids, Mich.
ANGELL, TERRY
KOWL, Tahoe Valley, Calif.
ANTHONY, BILL
Hoosier News
WFAM-TV, Lafayette, Ind.
ANTHONY, HUGH
WCCM, Lawrence, Mass.
ANTHONY, JAY
WHBI, Newark, N. J.
ANTHONY, JOHN
WITI-TV, Milwaukee, Wis.
ANTOINE, TEX
Tex Antoine and the Weather
NBC-TV
ANTONETTI, CLARA
Womens Point of View
WTSA, Brattleboro, Vt.
ARCHER, DON
KMLB, Monroe, La.
ARGUMEDO, OSCAR
Polkas
KCOR-TV, San Antonio, Tex.
ARMSTRONG, BOB
Destination Dawn
WPOR, Portland, Me.
ARNETT, CHARLIE
Old Trading Post
WCLG, Morgantown, W. Va.
ARNOLD, BILL
The Early Birds
WCAX, Burlington, Vt.
ARNOLD, BOB
970 Service Center
WCSH, Portland, Me.
ARNOLD, TED
WZOK, Jacksonville, Fla.
ARREDONDO, FRANK
WKAQ, Santurce, P. R.
ARTHUR, DOUG
Danceland
WIBG, Philadelphia, Pa.
ARTHUR, LLOYD
WECL, Eau Claire, Wisc.
ARTHUR, VERN
KAGE, Winona, Minn.
ASBURY, RON
WAKU, Latrobe, Pa.
ASHCRAFT, GENE
Noontime Tunes
KCLE, Cleburne, Tex.
ASHLEY, BARBEE
WGVM, Greenville, Miss.
ASHWORTH, AUDIE
Pop Parade
WBMC, McMinnville, Tenn.
ASKINS, ALLEN
Savannah River Rag
WAKN, Aiken, S. C.
ATKINSON, J. C.
Wake up with J. C.
WAUG, Augusta, Ga.
ATWATER, F. KENT
WJRI, Lenoir, N. C.
ATWOOD, RUSS
Star Time
WMAS, Springfield, Mass.
AUSTIN, BILL
Pops Review
WKIN, Kingsport, Tenn.
AUSTIN, FLETCHER
Silver Screen
WBT, Charlotte, N. C.
AUSTIN, TED
Party Line
WSTP, Salisbury, N. C.
AVANCE, BILL
Rhythm & Blues
KFTV, Paris, Tex.
AVERY, BEN
Academy Theatre
KOA-TV, Denver, Colo.
AYALA, MARCOS GARCIA
La Cosa
KIFN, Phoenix, Ariz.
AYCOCK, ROY
Saturday Session
WBOF, Virginia Beach, Va.
AYLWARD, BILL
Saturday Radio
WMTR, Morristown, N. J.

— B —

BABB, MORGAN
Red Hot & Blues
WVOL, Nashville, Tenn.
BAER, BILL
KBNZ, La Junta, Colo.
BAERG, ROYCE
KJCK, Junction City, Kan.
BAILEY, BOB
Music in Hi-Fi
WECL, Eau Claire, Wisc.
BAILEY, CARL
Catalina Cruise
KBIG, Avalon, Calif.

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ALL NIGHT IN NEW YORK
NBC — 660

*YOUNG DOCTOR MALONE — NBC-TV
. NBC RADIO THEATRE

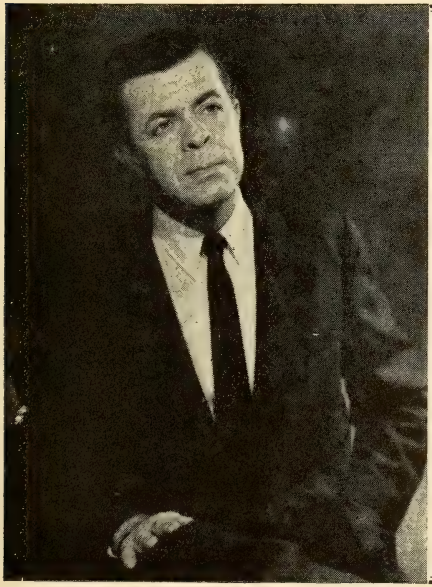
COMMERCIAL SPOTS:
ROYAL PUDDINGS, CORNING
GLASSWARE, YOURS?

BAINE, JIM
Early Bird
WNCO, Ashland, Ohio
BAKER, ALLEN P.
WLBN, Lebanon, Ky.
BAKER, ED
KVNI, Coeur D'Alene, Idaho
BAKER, GEORGE
WESA, Charleroi, Pa.
BAKER, GROVER
WRNB, New Bern, N. C.

BAKER, MIKE

B. June 15, 1926, St. Thomas, Ont., Canada; Andy Williams, Pat Boone, ABC-TV; Jim Backus, ABC Radio; Gary Moore, CBS-TV; Big Story

BAKER, NELSON
WJZ-TV, Baltimore, Md.
BAKER, PAUL
Luncheon Lyrics
KRWC, Forest Grove, Ore.
BALDONI, LUIGI
Italian Hour
WJVA, South Bend, Ind.
BALE, FRANK
KDON, Salinas, Calif.
BALE, NORM
Contact
KWKH, Shreveport, La.
BALL, NOEL
Saturday Showcase
WSIX-TV, Nashville, Tenn.
BANKSTON, RAY
Hits for the Mrs.
KWFR, San Angelo, Tex.
BANNON, ROBERT
WSKI, Montpelier, Vt.
BARAN, HENRY
Ranger Hal
WJXT, Jacksonville, Fla.
BARBARETTE, JOSEPH
WBIS, Bristol, Conn.
BARBER, DICK
KOA, Denver, Colo.
BARBER, DON
Midday Movie
WCKT, Miami, Fla.
BARKER, BOB
Truth or Consequences
NBC-TV
BARKER, CLOTIS
Man On the Street
KBHM, Branson, Mo.
BARKWELL, PATSY
KFIR, North Bend, Ore.
BARLEY, DAVE
WHTB, Talladega, Ala.
BARNES, TED
Bop Hop
WSIX-TV, Nashville, Tenn.
BARNETT, DEAN
KFNF, Shenandoah, Iowa
BARNETT, DON
Cal Poly Show
KVEC, San Luis Obispo, Calif.
BARRIE, ART
Peoples Opinions
WSPD, Toledo, Ohio
BARRIOS, JOSE
KIWW, San Antonio, Tex.
BARRON, BOB
WKAZ, Charleston, W. Va.
BARRY, DON
WIKE, Newport, Vt.
BARRY, GUY
WCOY, Columbia, Pa.
BARRY, MIKE
Barry's Beat
WTNJ, Trenton, N. J.
BARTEL, BOB
WPGC, Washington, D. C.
BARTELL, BOB
Treasure Chest
KONO-TV, San Antonio, Tex.
BARTELL, PAUL
WMIL, Milwaukee, Wis.
BARTON, JOHN
WHOW, Clinton, Ill.
BASEHORE, JOHN
WCMB, Harrisburg, Pa.
BASSETT, GEORGE
WGPA, Bethlehem, Pa.
BASTIEN, VIC
KTUL-TV, Tulsa, Okla.
BATEMAN, DON
Showcase
KCEE, Tucson, Ariz.
BATES, JIM
Hi Neighbor
WSON, Henderson, Ky.
BATES, THOMAS
WDXB, Chattanooga, Tenn.
BATOZECH, RON
Crew Cut Capers
WJOL, Joliet, Ill.
BATTER, CLYDE
KMOP, Tucson, Ariz.
BAUER, JOE
Album Time
WZIP, Cincinnati, Ohio
BAUER, RUSS
KNIM, Maryville, Mo.
BAXTER, DR. FRANK
Telephone Time
ABC-TV
BAXTER, RAY
Easy Listenin'
WJAX, Jacksonville, Fla.
BEASLEY, JIM
Do You Remember
WALM, Albion, Mich.
BEASLEY, NORMAN
WPIK, Alexandria, Va.
BEATTIE, BOB
Shopper
KLOO, Corvallis, Ore.
BEATTY, BILL
WWTB, Tampa, Fla.
BEATTY, MORGAN
Monitor: News of the World; Life and the World
NBC
BEAUCHAMP, LEE
Sundial
WVEC, Hampton, Va.



CY

HARRICE

SU. 7-5400

BECK, DON
Twin Fabulous Fifty
WARL, Arlington, Va.

BECK, JACKSON

B. July 23, 1912, New York City; Edge of Night, U. S. Steel Hour, CBS-TV; Commercials for Chesterfield, Ambassador Beer, Studebaker Lark, Scotkin

BECKER, BOB
WKLZ, Kalamazoo, Mich.
BECKER, GEORGE
WEDC, Chicago, Ill.
BECKER, SANDY
NBC-TV; WNEW-TV, New York, N. Y.
BECKMAN, JOHNNY
Top Ten Dance Party
WFGA-TV, Jacksonville, Fla.
BEDELL, FORREST
WFRC, Reidsville, N. C.
BEDFORD, PAUL
KYW, Cleveland, Ohio
BEE, ALAN
Top Value Tips to Homemakers
WLBT, Jackson, Miss.
BEECHAM, WALLIE
WENO, Nashville, Tenn.
BEGG, JAMES
Greenville Show
WION, Ionia, Mich.
BELANGER, TOM
WHLT, Huntington, Ind.
BELL, ALLEN
KREW, Sunnyside, Wash.
BELL, BOB
WGN, Chicago, Ill.
BELL, JACK
KACE, Riverside, Calif.
BELL, KEN
Ding Dong Bell
WYZE, Atlanta, Ga.
BENDER, AUGIE
WJWS, South Hill, Va.
BENDER, TED
Today's Weather
KTSM-TV, El Paso, Tex.
BENDZYNSKI, LEON
Polish Programs
WJMJ, Philadelphia, Pa.
BENEDICT, ANDREW W.
Serviceman Speaks
WWRL, New York, N. Y.
BENNETT, ED
Hints for Housewives
KVIQ-TV, Eureka, Calif.
BENNETT, JOHN
Juke Joint
WNNJ, Newton, N. J.
BENNETT, LEN
WNHC, New Haven, Conn.
BENNETT, LOU
WHAR, Clarksburg, W. Va.
BENNETT, ROBERT
1350 Club
WDCF, Dade City, Fla.
BENNETT, TERRY
Shock Theatre
WBKB, Chicago, Ill.
BENNY, FRANK
Swap Shop
KAHI, Auburn, Calif.
BENOIST, W. E.
WKDX, Hamlet, N. C.
BENSON, BOB
WJON, St. Cloud, Minn.
BENSON, CHUCK
KALL, Salt Lake City, Utah
BENSON, GORDON
KUTY, Palmdale, Calif.
BENSON, RUSS
Guessing Game
WOKZ, Alton, Ill.
BERDAN, BIRD
For You, Madame
WPTZ, Plattsburgh, N. Y.
BERG, HERB
WWOK, Charlotte, N. C.
BERG, NORM
Wasco Calling
KWSO, Wasco, Calif.
BERGESON, CHARLES W.
Ladies Day
WJBK-TV, Detroit, Mich.
BERGMAN, JIM
KUMA, Pendelton, Ore.
BERMAN, KEITH
WEDO, McKeesport, Pa.
BERNAL, MANUEL
KCOR, San Antonio, Tex.
BERNAM, MEL
Open House
WAMS, Wilmington, Del.
BERRES, KENNETH
WKAN, Kankakee, Ill.
BERRY, AL
Record Party
WOAP, Owosso, Mich.
BERRY, BILL
Yours Sincerely
WDBO, Orlando, Fla.
BERRY, DICK
Melody Mart
WFIW, Fairfield, Ill.
BERRY, JOE
WKAN, Kankakee, Ill.
BERRY, ROBERT E.
WEIM, Fitchburg, Mass.
BERRY, TOM
WKNX-TV, Saginaw, Mich.
BESSER, TED
WHLT, Huntington, Ind.
BETHEL, DAN
Make Mine Music
WKBZ, Muskegon, Mich.
BEUTEL, BILL
WGAR, Cleveland, Ohio
BICHL, KEN
KYW, Cleveland, Ohio
BICKFORD, RALPH
WAGM-TV, Presque Isle, Me.
BILL, CHUCK
Serial Theatre
WBKB, Chicago, Ill.
BINGE, RALPH
WHRV, Ann Arbor, Mich.
BINGHAM, RICHARD O.
KSL-TV, Salt Lake City, Utah

JERRY DAMON

Announcer

Narrator

M.C.

NBC — NBC-TV

BIRDSONG, HUGH
Musical Clock
WEIC, Charleston, Ill.
BIRIN, DON
KIHO, Sioux Falls, S. D.
BISHOP, GORDON
Man About Music
WSTV, Steubenville, O.
BLACK, JUNE
June's Tunes
WRMF, Titusville, Fla.
BLACK, KEN
KWDM, Des Moines, Iowa
BLACK, LOUISE
Now!
KLRJ-TV, Las Vegas, Nev.
BLACK, MARTIN
Night Owl Club
KLRJ-TV, Las Vegas, Nev.

BLAINE, JIMMY
Ruff 'N Reddy, NBC-TV

BLAIR, CURT
Popeye Theatre
WSFA-TV, Montgomery, Ala.
BLAIR, ED
WAGA-TV, Atlanta, Ga.
BLAIR, FRANK
Monitor, NBC
BLAIR, RAY
WRRR, Rockford, Ill.
BLANCHARD, LOWELL
Midday Merry-go-Round
WNOX, Knoxville, Tenn.
BLAND, SAM
Coffee Time
WCEC, Rocky Mount, N. C.
BLANKENSHIP, HALL
WRKH, Rockwood, Tenn.
BLASKE, ART
WJON, St. Cloud, Minn.
BLATTNER, BUDDY
Baseball Corner
ABC-TV
BLAZER, ELEANOR J.
Musical Homemaker
WHOK, Lancaster, Ohio

BLEAUX, JOE
KLCN, Blytheville, Ark.
BLOEDORN, ROY
Polka Time
WOMT, Manitowoc, Wis.
BLOUNT, FORREST
Wonderful Town
WGST, Atlanta, Ga.
BOCK, BOB
Star Time
KLAS, Las Vegas, Nev.
BOEHM, PAT (MRS.)
Talk of the Town
WHAN, Charleston, S. C.
BOGGAN, JAMES
WMPA, Aberdeen, Miss.
BOHN, MARK
KDSN, Denison, Iowa
BOIVIN, JAY
Blue of Evening
WGIR, Manchester, N. H.
BOLEN, JIM
KMOX-TV, St. Louis, Mo.
BOLTON, JOE
Three Stooges
WPIX, New York, N. Y.
BOND, BRYCE
WNOR, Norfolk, Va.
BONNER, JIM
WRCV-TV, Philadelphia, Pa.
BOOKSPAN, MARTIN
Stereo Parade
WCRB, Boston, Mass.
BOONE, JACK
KEED, Springfield, Ore.
BOOTH, EDDY
KHSL, Chico, Calif.
BORDEN, BARRY
Jazz In Review
WHAT, Philadelphia, Pa.
BORGESEN, ARTHUR J.
WGKA, Atlanta, Ga.
BORLAND, RICK
KPOR, Quincy, Wash.
BORRELLI, RALPH
Italian Programs
WJMJ, Philadelphia, Pa.

BORTELL, JOE
WCOY, Columbia, Pa.
BOURNE, ALAN
WPOR, Portland, Me.
BOWERS, ART
KATE, Albert Lea, Minn.
BOWEN, JERRY
KHSL, Chico, Calif.
BOWICK, BILL
Coffee With Bill
WGBA, Columbus, Ga.
BOWLER, CLARK
KEYY, Provo, Utah
BOWMAN, ROGER
News, NBC, NBC-TV
BOYD, BILL
KIUN, Pecos, Tex.
BOYER, PHIL
KPDQ, Portland, Ore.
BOYER, ROY
WVMC, Mt. Carmel, Ill.
BRACHER, BERNIE
KROD-TV, El Paso, Tex.
BRADLEY, BILL
WILD, Boston, Mass.
BRADLEY, BRUCE
Rolling Home Show
WROW, Albany, N. Y.
BRADLEY, JAMES
KIHR, Hood River, Ore.
BRADLEY, LYLE
WRVA, Richmond, Va.
BRADLEY, ROBERT
WRCV-TV, Philadelphia, Pa
BRADLEY, WAYNE
KLYR, Clarksville, Ark.
BRADSHAW, THOMAS R.
KSL-TV, Salt Lake City, Utah
BRADSHAW, TOM
WLOW, Norfolk, Va.
BRADY, DICK
WCBY, Cheboygan, Mich.
BRADY, ED
KNBC, San Francisco, Calif.
BRADY, WILLIAM
WDZ, Decatur, Ill.

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THE ACADEMY OF BROADCASTING ARTS, INC.
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BRAGG, NELSON
WJDA, Quincy, Mass.
BRAND, CHARLES
Variety Matinee
WKWK, Wheeling W. Va.
BRANDL, MILT
WISN, Milwaukee, Wis.
BRANDT, MEL
Monitor, NBC;
Modern Romances, NBC-TV
BRANDY, BOB
WTVC, Chattanooga, Tenn.
BRANNAN, REUBEN F.
WETO, Gadsden, Ala.
BRASHER, JAMES
KTXJ, Jasper, Tex.
BRENNAN, BILL
KOLT, Scottsbluff, Neb.
BREWER, STERLING
WAPI-TV, Birmingham, Ala.
BRICKETT, BOB
KSFA, Nacogdoches, Tex.
BRICKHOUSE, JACK
Man on the Street
WGN-TV, Chicago, Ill.
BRIGGS, FRED
KONA-TV, Honolulu, Hawaii
BRIGGS, JIM
WKAM, Gosden, Ind.
BRIGHT, HOWARD
WEOA, Evansville, Ind.
BRIMLEY, VERN
Teen Tune Time
KLOR-TV, Provo, Utah
BRINKMAN, AL
Nightwatch
KNEB, Scottsbluff, Neb.
BRITTAIN, BILL
WMAK, Nashville, Tenn.
BRITTON, BILL
WPTV, Palm Beach, Fla.
BRITTON, JACK
KTRN, Wichita Falls, Tex.
BROCK, JOHN
WGOR, Georgetown, Ky.
BROMBERG, L. J.
KCHA, Charles City, Iowa
BROOKS, BILL
Hi Fi Hop
KTVH, Hutchinson, Kan.
BROOKS, JACK
Breakfast Newsboy
WCCC, Hartford, Conn.
BROOKS, NORMAN
WRCV-TV, Philadelphia, Pa.
BROOKS, PHIL
WKPA, New Kensington, Pa.
BROWN, ART
WWDC, Washington, D. C.
BROWN, BILL
WPRS, Paris, Ill.
BROWN, BOB
KCHA, Charles City, Iowa
BROWN, BRUCE
Mid-day Melodies
WCHB, Inkster, Mich.
BROWN, CURTIS
KWOS, Jefferson City, Mo.
BROWN, DON
Carnation Time
KVON, Napa, Calif.
BROWN, DOUG
Dig This
KRGV-TV, Weslaco, Tex.
BROWN, JACK
Top 60 in Dixie
WCOS, Columbia, S. C.
BROWN, FLOYD
WRMN, Elgin, Ill.
BROWN, LOU
KPAR-TV, Sweetwater, Tex.
BROWN, PHIL
Cavalcade of Better Music
WPBC, Minneapolis, Minn.
BROWN, RON
KEEN, San Jose, Calif.
BROWN, TIM
KRVN, Lexington, Neb.
BROWNE, TOM
WIST, Charlotte, N. C.
BRUCE, DON
KALL, Salt Lake City, Utah
BRUCE, JACK
Missouri Valley Barn Dance
WNAX, Yankton, S. D.
BRUCHEY, DON
Channel 2 Theatre
WMAR-TV, Baltimore, Md.
BRUNDAGE, HUGH
KMPC, Los Angeles, Calif.
BRUNETT, CARLOS
KCOR, San Antonio, Tex.
BRUNNER, GALEN
WIGM, Medford, Wis.
BRUSH, JACK
KVOX, Moorhead, Minn.
BRYAN, HARRY
WCRR, Corinth, Miss.
BRYANT, WILLIAM
Good Morning Ladies
WDSG, Dyersburg, Tenn.
BATTLES, FRANK
KGAS, Carthage, Tex.
BUCHANAN, IKE
Popeye Theatre
WCTV, Tallahassee, Fla.
BUCK, JIM
KAML, Kenedy, Tex.
BUDD, MILTON
Town Crier
WMBD, Peoria, Ill.
BUEHLMAN, CLINT
Musical Clock
WBEN, Buffalo, N. Y.
BUFFINGTON, JIM
WMPA, Aberdeen, Miss.
BUFFINGTON, JOEL
KASY, Auburn, Wash.
BULLER, DICK
Melodies in Gold
WKMH, Detroit-Dearborn, Mich.
BUNCE, EDWARD
WSYL, Sylvania, Ga.
BUNCH, JIM
KORE, Eugene, Ore.

JOE GIVEN
Spokesman
Morning Newscasts
WNEW
•
Robert Coe Management
144 West 57 Street
New York 19

RALPH CAMARGO
RADIO—TV
ACTOR—ANNOUNCER
NARRATOR
JU 2-8800

BURGESS, DANNY
Kiddies Karnival
WCNY - TV, Carthage - Watertown, N. Y.
BURGESS, FRANK
Chuck Wagon Roundup
WHMA, Anniston, Ala.
BURGESS, SMOKEY
WPNX, Phenix City, Ala,.
BURKES, STEVE
Click Parade
WMOX, Meridian, Miss.
BURKLAND, LEN
KYUM, Yuma, Ariz.

BURNS, STAN

Entertainment Press Conference, DuMont; NBC Monitor, Cerebral Palsy Telethon, WOR-TV; Stan Burns Show, WINS

BURT, BOB
WFHR, Wisconsin Rapids, Wis.
BURTENSHAW, BOB
Early Bird Bob
KID, Idaho Falls, Idaho
BURWELL, TED
WRNB, New Bern, N. C.
WTYC, Rock Hill, S. C.
BUTLER, JIM
KXLY, Spokane, Wash.
BUTLER, TUCKER
Wake Up and Smile
WCVA, Culpepper, Va.
BUTSCHER, THOMAS
Music T N T
WCST, Berkeley Springs, W. Va.
BUTTER, CLYDE
Morning Sound
KCNY, San Marcos, Tex.
BUTTS, TOM
WHSM, Hayward, Wis.
BYRAM, GEORGE
Shock
KBTV, Denver, Colo.
BYRON, BOB
KPRC, Houston, Tex.

— C —

CADWELL, CLYDE
KPOP, Los Angeles, Calif.
CAHILL, TOMMY
WING, Dayton, Ohio
CALDWELL, DONN
WHLL, Wheeling, W. Va.
CALDWELL, LAMAR
Dawn in Dixie
WHSC, Hartsville, S. C.
CALDWELL, MERLE
KOLS, Pryor, Okla.
CALHOUN, BOBBY
KCLA, Pine Bluff, Ark.
CALLAGHAN, JACK
Popeye
WSOC-TV, Charlotte, N. C.
CALLIGAN, VAN
WXIX-TV, Milwaukee, Wis.
CALLOWAY, WINSTON
Golden Chariot
WCRY, Macon, Ga.
CALVERT, GARRY
WSTV, Steubenville, Ohio
CALVERT, RAYMOND W.
KVOC, Casper, Wyo.

CAMARGO, RALPH

U. S. Steel, Our Miss Brooks, William Bendix Show, Have Gun Will Travel, CBS-TV

CAMERON, WALLY
WIOS, Tawas City, Mich.
CAMPBELL, BUD
KARK-TV, Little Rock, Ark.
CAMPBELL, DAVE
WAPI, Birmingham, Ala.
CAMPBELL, DEE
WAVI, Dayton, Ohio
CAMPBELL, SOUP
Saturday with Soup
WFDF, Flint, Mich.
CANFIELD, ROY
WMLF, Pineville, Ky.
CANNON, JEAN
WPCC, Clinton, S. C.
CANNON, LOWELL
Top Tunes
KLAS, Las Vegas, Nev.
CANTER, RUSSELL
WBNS, Columbus, Ohio
CANTERBURY, MEL
WMON, Montgomery, W. Va.
CANTOR, LOUIS
WDIA, Memphis, Tenn.
CAPROL, ED
Wrestling
WLW-A, Atlanta, Ga.
CARAWAY, ALLEN
WHSM, Hayward, Wis.
CARD, CLELLAN
Axel and His Dog
WCCO-TV, Minneapolis - St. Paul, Minn.
CARD, JERRY
WREP, Rossville, Ga.
CARDENAS, HUGH
KRSI, Minneapolis, Minn.
CARDILLE, BILL
Luncheon
WIIC, Pittsburgh, Pa.
CARL, LEN
WLAP, Lexington, Ky.
CARLE, BENNY
Circle 6 Ranch
WBRC-TV, Birmingham, Ala.
CARLETON, LAD
WKBR, Manchester, N. H.
CARLINI, ULYSSES
Peppo the Clown
WEHT, Evansville, Ind.
CARLISLE, JIM
Best on Wax
WLAG, LaGrange, Ga.
CARLSON, HERB
WARB, Covington, La.
CARLTON, ROBERT
WJRI, Lenoir, N. C.

FRANK SIMMS

Management — Willian J. Bratter
SU 7-5400

CARL CARUSO
ANNOUNCER - MC
JU 2-8800

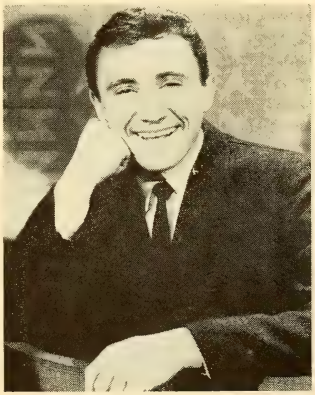
CARMODY, BILL
Record Pre-Vue
WEIC, Charleston, Ill.
CARNEY, EARL
Carolina Special
WDBM, Statesville, N. C.
CARPENTER, WAYNE
KTIB, Thibodaux, La.
CARPENTER, WILEY
WENC, Asheville, N. C.
CARR, HERMAN
WBLY, Springfield, Ohio
CARR, ROY
WTCN, Minneapolis, Minn.
CARRIGAN, JIM
Show of Shows
WCBI, Columbus, Miss.
CARROLL, RALPH
WNBF, WNBF-TV, Binghamton, N. Y.
CARSON, KIT
Nighttime Sylacauga
Sylacauga, Ala.
CARSTENS, AL
KATE, Albert Lea, Minn.
CARTER, BOB
WPTA, Fort Wayne, Ind.
CARTER, CAL
Ringo
KAMD, Camden, Ark.
CARTER, DIAMOND
WMFR, High Point, N. C.
CARTER, ESTILL LEE
Dance Time
WPRT, Prestonsburg, Ky.
CARTER, JERRY
Showcase
WKIP, Poughkeepsie, N. Y.
CARTER, KEN
KDSX, Denison-Sherman, Tex.
CARTER, ROGER
WADC, Akron, Ohio

CARUSO, CARL
Modern Romances
NBC-TV

CASE, NELSON
Conquest, High Adventure, Garry Moore Show, CBS-TV; Pat Boone—Andy Williams, Sammy Kaye, ABC-TV; Tic-Tac-Dough, NBC-TV

CASEY, JIM
WPON, Pontiac, Mich.
CASSELMAN, CHET
KMPC, Los Angeles, Calif.
CASTLEBURY, ROY
Coffee Time
KFTV, Paris, Tex.
CASTOR, CHARLES
KVCV, Redding, Calif.
CAUSEY, BID
Capt. Showboat '58
KNOE-TV, Monroe, La.
CAVITT, DON
KRSI, Minneapolis, Minn.
CAWOOD, JOHN
Roundup
WMIK, Middlesboro, Ky.
CHAMBERS, BOB
Telefriend
KIXX, Provo, Utah
CHAMBERS, JO
KVOL, Lafayette, La.
CHAMPENESS, HAL
Chic Adams Show
KENI-TV, Anchorage, Alaska
CHAMPION, JESSE
WJLD, Birmingham, Ala.
CHANDLER, JACK
KCMS, Manitou Springs, Colo.
CHANEY, JACK
KJCK, Junction City, Kan.
CHAPMAN, FRED
WSTU, Stuart, Fla.
CHAPMAN, GLENN
KOLS, Pryor, Okla.
CHAPMAN, JOHN
WMIX, Mt. Vernon, Ill.
CHAPMAN, TOM
KSON, San Diego, Calif.
CHAPPEL, LLOYD
KARM, Fresno, Calif.
CHARF, AL
KFHA, Tacoma, Wash.
CHASE, JIM
KGLC, Miami, Okla.
CHASE, KEN
Town & Country Time
WTVL, Waterville, Me.
CHASE, WARD
WITI-TV, Milwaukee, Wis.
CHASTEEN, BOB
Dawn Patrol
WEBC, Duluth, Minn.
CHAVEZ, FEDERICO
Cascadas Musical
KABQ, Albuquerque, N. M.
CHEATHAM, JOHN
Neighbor John
KATI, Casper, Wyo.
CHERRY, AL
Sunnyside Up
KRWC, Forest Grove, Ore.
CHEVILLET, DON
WNDU, South Bend, Ind.
CHICK, JOHN
Tulsa Ballroom
KRMG, Tulsa, Okla.
CHILDS, RALPH
KMA, Shenandoah, Iowa
CLARK, DICK
American Bandstand
ABC-TV
CLARK, JAY
WAVZ, New Haven, Conn.
CLARK, LEE
KFSD, KFSD-TV, San Diego, Calif.
CLARK, TUBBIE
KTW, Seattle, Wash.
CLARK, WARREN
KTUC, Tucson, Ariz.

CLARKE, JOHN H.
Marathon, News, NBC; Continental Class Room, Frances Langford Special, NBC-TV



MERV GRIFFIN
William Bratter (Pers. Mngr.)
MCA

GENE HAMILTON
NBC — WRCA-TV

CLAUS, DICK
Music for Moderns
KIDD, Monterey, Calif.
CLAYTON, BOB
Movie Seven
WCKT, Miami, Fla.
CLAYTON, BOB
Boston Ballroom
WHDH-TV, Boston, Mass.
CLAYTON, TOM
Souvenirs
WLLH, Lowell, Mass.
CLELAND, BOB
KTNT, Tacoma, Wash.
CLEMENS, BOB
Coffee Date
KZUM, Farmington, N. M.
CLIFFORD, EDDIE
KTW, Seattle, Wash.
CLIFTON, CHUCK
WROX, Clarksdale, Miss.
CLIFTON, DON
WTUX, Wilmington, Del.
CLINKHAMMER, JACK
Jack West Show
WWOL, Buffalo, N. Y.
CLOONEY, NICK
WLAP, Lexington, Ky.
CLOVIS, CARL
WHAR, Clarksburg, W. Va.
COATS, BOB
KEED, Springfield, Ore.
COBB, LARRY
Pop The Quesiton
KOWB, Laramie, Wyo.
CODDAIRE, BILL
Old Commuter
WSTC, Stamford, Conn.
COFFEY, WILLIAM
WILE, Cambridge, Ohio
COFFMAN, CARLE
Hi-Fi Way
KCEE, Tucson, Ariz.
COHEN, DONNIE S.
KLLA, Leesville, La.

COLE, DOUG
WIKE, Newport, Vt.
COLE, PETER
WEAT, West Palm Beach, Fla.
COLE, PINKNEY B., Jr.
1330 Club
WTRO, Dyersburg, Tenn.
COLEMAN, CHARLIE
Downbeat
WHMS, Charleston, W. Va.
COLEY, MARVIN A.
Easy Listening
WABZ, Albemarle, N. C.
COLLIER, RALPH
Wonderful Town
WCAU, Philadelphia, Pa.
COLLINS, FRED
Five Star Matinee
NBC
COLLINS, JERRY
Tennessee Barn Dance
WNOX, Knoxville, Tenn.
COLLINS, WILLIAM
WPMP, Pascagoula, Miss.
COLLINSWORTH, JACK
"Bama Beat"
WULA, Eufaula, Ala.

COLLYER, BUD
Beat the Clock, ABC-TV

COLSTON, JIM
WMNS, Olean, N. Y.
COMBS, MARK
WFMY-TV, Greensboro, N. C.
COMBS, WAYNE
1390 Club
WKIC, Hazard, Pa.
COMPTON, LEWIS
Rise & Shine
WHEE, Martinsville, Va.
CONFER, KERBY E.
Night Train
WMPT, Williamsport, Pa.
CONNELL, JOHN
Lucky Lager Dance Time
KPOA, Honolulu, T. H.

CONTE, JOHN
Matinee Theater
NBC-TV
CONTI, LARRY
Night Club
WSTV, Steubenville, Ohio
CONWAY, ED
Woman's World
WCPS, Tarboro, N. C.
COOK, FRED
KTNC, Falls City, Neb.
COOK, JAY
KRDO-TV, Colorado Springs, Colo.
COOK, MAL
Ebony Bandstand
WAUG, Augusta, Ga.
COOK, REEVES
WBPD, Orangeburg, S. C.
COOK, RUSS
Time Keeper Show
WLOH, Princeton, W. Va.
COOKE, ALISTAIR
Omnibus
NBC-TV
COOPER, JOE
Bingo
KMSP-TV, Minneapolis, Minn.
COOPER, STAN
The Early, Early Show
KAHI, Auburn, Calif.
COPE, FRANK
Ole Lazy Man
WMRB, Greenville, S. C.
COPPI, IRVIN
Time Keeper Show
WJPF, Herrin, Ill.
CORBETT, JOHN
Speaker of the House
WBEN, WBEN-TV, Buffalo, N. Y.
CORCORAN, BILL
Meet Your Neighbor
KLFY-TV, Lafayette, La.

JOHN CLARKE
— NBC STAFF —

Jim Coy
RADIO-TV
COMMERCIALS
FILMS
MC-HOST
JU. 2-8800

CORDELL, CARL B.
B. December 12, 1923, Greensboro, N. C.; Cordell's Corner, WITN-TV; Quiz Club, WRC-TV; Lucky Partners, NBC-TV

CORNICK, BILL
KSIB, Creston, Iowa

COSTIN, DICK
Music for Fun
WBGR, Jesup, Ga.

COVAIA, AL
KSBS, San Francisco, Calif.

COWAN, JIM
KGEM, Boise, Idaho

COX, JIM
WGGH, Marion, Ill.

COY, JIM
B. October 5th, 1916, Kansas City, Mo.; Wanted Dead or Alive, CBS-TV; NBC Radio News (on the hour), Guy Lombardo Show, NBC-Radio; Radio New York, WOR; Rheingold Theatre, NBC-TV; Wednesday Night Fights, ABC-TV

CRADDOCK, JAMES
KADO, Marshall, Tex.

CRAIG, BILL
WXEX-TV, Petersburg-Richmond, Va.

CRAIG, TED
WLIS, Old Saybrook, Conn.

CRAIG, VERN
WKAP, Allentown, Pa.

CRANE, GENE
Dividends for Homemakers
WCAU-TV, Philadelphia, Pa.

CRAWFORD, GENE
Toast 'n Coffee
WGBF, Evansville, Ind.

CRAWFORD, GEORGE
Bandwagon
WTAR, Norfolk, Va.

CRAWFORD, JIM
WJTV, Jackson, Miss.

CRAWFORD, JIM
The Trading Post
WBTM, Danville, Va.

CRAYCRAFT, ROGER
Sunday Concert
KLMO, Longmont, Colo.

CRITCHLOW, JOE
KVOG, Ogden, Utah

CROCKER, SID
WAFB-TV, Baton Rouge, La.

CROFT, MARTIN
Hi-way 1370
WKMC, Roaring Spring, Pa.

CROMWELL, GEORGE
KOIL, Omaha, Neb.

CROMWELL, JIMMY
KTLU, Rusk, Tex.

CROSLEY, JIM
WYTH, Madison, Ga.

CROSS, MILTON
The Metropolitan Opera; The Metropolitan Opera Auditions of the Air; The Same Christmas, ABC

CROUDUP, ANDY
Spiritual Jubilee
WESY, Leland-Greenville, Miss.

CULLEN, BILL
Pulse, NBC; The Price Is Right, NBC-TV

CUMMINGS, KEITH
Caravan of Music
KWHN, Ft. Smith, Ark.

CUNNINGHAM, FRANK
WPMP, Pascagoula, Miss.

CUNNINGHAM, HUNT
Sunday Drive
WLAG, LaGrange, Ga.

CUNNINGHAM, JACQUES
WHLD, Niagara Falls, N. Y.

CUNNINGHAM, JOE
Hi-Fi In Stereo
WLBR, Lebanon, Pa.

CUPP, MICKEY
Coffee with Cupp
KCMC-TV, Texarkana, Tex.

CURRY, BILL
Soundtrack
WIS, Columbia, S. C.

CURTIN, MARK
KFYO, Lubbock, Tex.

CURTIS, AL
Cartoon Capers
WBIR-TV, Knoxville, Tenn.

CUTLER, JIM
WRAM, Monmouth, Ill.

CUTSHALL, HANK
So. Dade Roundup
WSDB, Homestead, Fla.

CUTSHALL, JOHN
WRAY, Princeton, Ind.

— D —

DABNEY, ROBERT
WMOV, Ravenswood, W. Va.

DALE, BOB
KFMB-TV, San Diego, Calif.

DALE, CURLY
KFNF, Shenandoah, Iowa

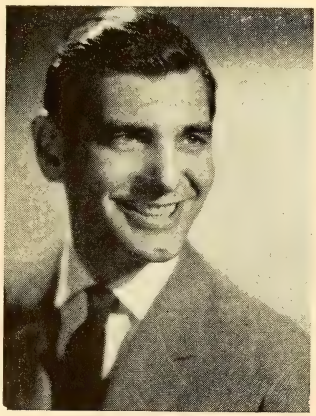
DALE, JEFF
Ark-La-Tex Jubilee
KWKH, Shreveport, La.

DALLES, BILL
Cavalcade of Music
WCPO, Cincinnati, Ohio

DAMBACH, KEN
WHBI, Newark, N. J.

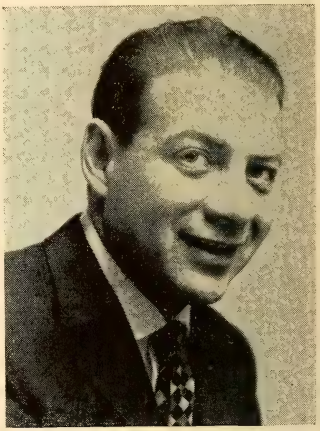
DAMON, JERRY
B. Orange, N. J.; NBC-TV Opera Theatre, My Gardner Calling, NBC-TV; Marathon, NBC Network; News on the Hour, Monitor, NBC

DANCY, WILLIAM
Anything Goes
WWNR, Beckley, W. Va.



SONNY FOX

Ashley-Steiner



ALLEN SWIFT

Captain of the "S. S. Popeye"
and
"The Voice of Everything—
But Firestone"

DANEHE, DICK
All-Star Golf
ABC-TV
D'ANGELO, ARNIE
Top 10 Dance Party
WHEN-TV, Syracuse, N. Y.
DANIELS, BO
Hit Parade
WGAV, Amsterdam, N. Y.
DANIELS, DAN
WKMI, Kalamazoo, Mich.
DANIELS, GARY
Daniels Den
WCST, Berkeley Springs, W. Va.
DANIELS, JACK
WJHL, Johnson City, Tenn.
DANN, HARVEY
KFH, Wichita, Kan.
DANOS, DEAN
KROY, Sacramento, Calif.
DARK, JOHNNY
Tele-Quest Time
WEAM, Washington, D. C.
DARY, ALAN
Boston Movietime
WBZ-TV, Boston, Mass.
DAUER, DON
WSYR-TV, Syracuse, N. Y.
DAUGHERTY, DOC
Club 43
WSBA-TV, York, Pa.
DAUGHERTY, PAUL
Assignment Atlanta
WLW-A, Atlanta, Ga.
DAVID, RUSS
Playhouse Party
KSD, St. Louis, Mo.
DAVID, STAN
Concert Festival
WBAB, Babylon, N. Y.
DAVIES, BOB
Ladies Matinee
KOOL-TV, Phoenix, Ariz.
DAVIS, ARCH
WFHR, Wisconsin Rapids, Wis.
DAVIS, DAVE
WFBF, Fernandina Beach, Fla.
DAVIS, DEWAYNE
Good Morning
KINE, Kingsville, Tex.
DAVIS, GEOFF
WROW, Albany, N. Y.
DAVIS, HY
WABB, Mobile, Ala.
DAVIS, JACK
WQUB, Galesburg, Ill.
DAVIS, JIM
Sunday Hayride
WBLJ, Dalton, Ga.
DAVIS, JIM
WLW-I, Indianapolis, Ind.
DAVIS, JOHN L.
Kitchen Klub
WKEY, Covington, Va.
DAVIS, LES
WROV, Roanoke, Va.
DAWN, DICK
All-Night Downbeat
WEAM, Washington, D. C.
DAY, BOB
Let's Listen to Music
WICY, Malone, N. Y.
DAY, BOB
Breakfast Express
WOKZ, Alton, Ill.
DEACONS, JUDSON
Musicland
WBGR, Jesup, Ga.
DEAL, FRANK
WCYB-TV, Bristol, Va.
DEAN, DAVE
KIMO, Independence, Mo.
DEAN, JERRY
Jazz College
KNBA, Vallejo, Calif.
DEAN, LOU
Music 'Til Morning
WRVA, Richmond, Va.
DEAN, VICTOR
WING, Dayton, Ohio
DeCARO, PAUL
WRIB, Providence, R. I.
DEDRICK, DAVE
KELO, Sioux Falls, S. D.
DEE, JIMMY
WRBC, Jackson, Miss.
DeHAVEN, BOB
Good Neighbor Time
WCCO, Minneapolis, Minn.
DEITRICK, HARRY
Hometown
WATO, Oak Ridge, Tenn.
DeLAPP, BOB
KELA, Centralia-Chehalis, Wash.
DeLARA, MARIO
Radio Reloj
WHOM, New York, N. Y.
DELINE, JIM
WSYR, Syracuse, N. Y.
DEL VALLE, NELSON
WORA, Mayaguez, P. R.
DeMATTEO, RON
WTSL, Hanover, N. H.
DeMONBRUN, DON
KWRY, Winner, S. D.
DeMOSS, LYLE
Loafin' with Lyle
WOW, Omaha, Neb.
DENNIS, JOE
WARK, Hagerstown, Md.
DENSMOOR, JAMES
WCWC, Ripon, Wisc.
DENT, CHUCK
WRGR, Starke, Fla.
DERBYSHIRE, JACK
Early Riser's
WBTA, Batavia, N. Y.
DERR, RICHARD
WGPA, Bethlehem, Pa.
DEUEL, BILL
Music Room
WLYC, Williamsport, Pa.
DEVANEY, KEN
KJEO, Fresno, Calif.
DEXTER, JERRY
KENO, Las Vegas, Nev.

DON MORROW

ANNOUNCER-HOST-ACTOR

JU 2-8800

NELSON CASE

EXCLUSIVE MANAGEMENT

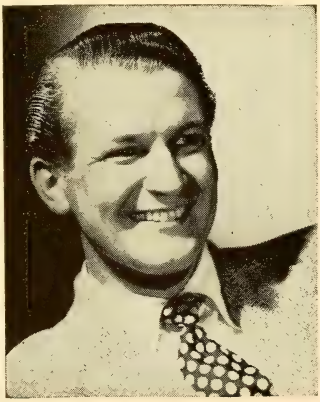
CARL EASTMAN

80 Park Ave. MU 2-4986

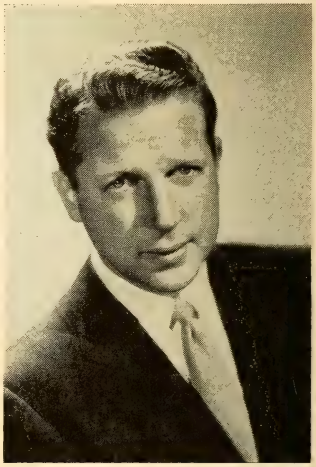
DEXTER, LARRY
KHAT, Phoenix, Ariz.
DE WITT, JOHN
After Glow
WWHG, Hornell, N. Y.
DeYOUNG, JOHN
WGL, Fort Wayne, Ind.
DIAZ, JUAN R.
Debate Musical
WHOM, New York, N. Y.
DIAZ, R. COLON
India Canta
WTIL, Mayaguez, P. R.
DICKEY, GENE
Genesee Jamboree
WBBC, Flint, Mich.
DICKSON, BOB
Talent Search
KRGV-TV, Weslaco, Tex.
DICKSON, FRED
WSOC, Charlotte, N. C.
DIEHL, BILL
Top Forty Show
WDGY, Minneapolis, Minn.
DIETZ, LARRY
This, That, and the Other
KLMO, Longmont, Colo.
DIFFEE, BILL
WFNS, Burlington, N. C.
DILLARD, WAYNE
Sunset Express
KAVR, Apple Valley, Calif.
DILLINGHAM, ALEX
WOOD-TV, Grand Rapids, Mich.
DILLON, EUGENE
Make Yours Music
WCMW, Canton, Ohio
DILLON, PAT
Roller Derby
ABC-TV
DILWORTH, SCOTT
Swingshift
WTAN, Clearwater, Fla.
DINET, BOB
Minding Your Business
WONG, Oneida, N. Y.

DiNUNZIO, MARIO
WWON, Woonsocket, R. I.
DiRIENZO, NICK
Polka Party
WMTR, Morristown, N. J.
Di SALVO, HUGO
WIOU, Kokomo, Ind.
DIXON, DICK
Platter Party
KIXX, Provo, Utah
DIXON, JOHN
WALA-TV, Mobile, Ala.
DOBBS, JACK C.
Coffee Time
WZOB, Fort Payne, Ala.
DODEL, BILL
Rooster Reveille
KRLC, Lewiston, Idaho
DOKKA, JERRY
WLSD, Big Stone Gap, Va.
DONAHOO, DEL
WOW-TV, Omaha, Neb.
DONOVAN, DAN
WMEX, Boston, Mass.
DORAIS, BILL
Festival of Music
KLX, Oakland, Calif.
DORSEY, TOM
WCOW, Sparta, Wisc.
DOUBLEDAY, DEACON
WSYR, Syracuse, N. Y.
DOUGHERTY, AL
KXLT, Helena, Mont.
DOUGLAS, GLEN
WHLB, Virginia, Minn.
DOUGLAS, JACK
Bold Journey
ABC-TV
DOUGLAS, JACK
WNIL, Niles, Mich.
DOVER, BILL
KWTX-TV, Waco, Tex.
DOWLING, BILL
WEDO, McKeesport, Pa.
DOWNS, HUGH
Monitor, NBC

DOYLE, FRANK
Morning Matinee
WMMB, Melbourne, Fla.
DRAGIN, TED
WSAV-TV, Savannah, Ga.
DRAKE, JOHNNY
Big Bands Show
WNAB, Bridgeport, Conn.
DREIGHTON, FRANK
Startime, Weathervane
WNDU-TV, South Bend, Ind.
DRESBACH, SANDY
Parade of Schools
WPAY, Portsmouth, Ohio
DRISCOLL, DICK
WMFG, Hibbing, Minn.
DRUCKER, JACK
WIRA, Fort Pierce, Fla.
DRUMMOND, BUDD L.
Houseparty
WACB, Kittanning, Pa.
DUANE, TERRY
WMIE, Miami, Fla.
DUCK, ORMAN
WDOE, Dunkirk, N. Y.
DUGDALE, CHARLIE
KPIX, San Francisco, Calif.
DUNAWAY, BOBBIE
Romper Room
WTVM, Columbus, Ga.
DUNBAR, LEE
WHCU, Ithaca, N. Y.
DUNCAN, TERRY
Spotlight
KGHL-TV, Billings, Mont.
DUNN, ED
WDSK, Cleveland, Miss.
DUNN, GERRY
KOLT, Scottsbluff, Neb.
DUNN, TOM
Dunn's Inn
WPEO, Peoria, Ill.
KLEO, Wichita, Kan.
DUNNE, BOB
KDUB-TV, Lubbock, Tex.



BUD COLLYER



BOB EMERICK

JUdson 2-8800

DUNNE, STEVE
Truth or Consequences
NBC-TV
DUNNICLIFF, JOHN
KTRF, Thief River Falls, Minn.
DUNPHY, DON
Cavalcade of Sports
NBC
DUNSFORD, ANN
Kiddie Time
WECT, Wilmington, N. C.
DUPUY, MONTY
Motorcade
WFBC, WFBC-TV, Greenville, S. C.
DURAN, TED
Fiesta Time
KBUC, Corona, Calif.
DURAND, TOM
WTTM, Trenton, N. J.
DUVALL, JED
WTIK, Durham, N. C.
DWYER, BILL
WHAM, Rochester, N. Y.
DYER, BOB
WKNX-TV, Saginaw, Mich.
DYER, HAL
WLNH, Laconia, N. H.
DYKE, BILL
WISC, Madison, Wisc.
DYKSTRA, LARRY
WJBL, Holland, Mich.
DYMOND, WILLIAM
WTRA, Latrobe, Pa.
DZIKOWSKI, CAS
Polish Hour
WJVA, South Bend, Ind.

— E —

EARLE, BOB
WHCU, Ithaca, N. Y.
EARLE, GEORGE
Breakfast at Heer's
KWTO, Springfield, Mo.
EARLEY, BILL
Morning Side of Record
WEMB, Erwin, Tenn.
EARLEY, TOM
Speak Your Peace
WBCB, Levittown, Pa.
EARLY, BOB
KIKO, Globe-Miami, Ariz.
EARLY, BOB
KOOL, Phoenix, Ariz.
EASTMAN, JIM
Radio Newsreel
WBMC, McMinnville, Tenn.
EBERSOLE, MERLE
WKMC, Roaring Spring, Pa.
EDDY, RAY
WIST, Charlotte, N. C.
EDENS, GARY
WSAT, Salisbury, N. C.
EDLEMAN, CHUCK
WVEC, Hampton, Va.
EDSEL, JACK
WRAM, Monmouth, Ill.
EDWARDS, DON
KROC, Rochester, Minn.
EDWARDS, GEORGE
WQXR, New York, N. Y.
EDWARDS, HOP
WAPI, Birmingham, Ala.
EDWARDS, JACK
Melody Inn
WOMT, Manitowoc, Wis.
EGAN, BILL
WHBI, Newark, N. J.
EGAN, LEO
WBZ-WBZA, Boston-Springfield, Mass.
EIGEN, JACK
WMAQ, Chicago, Ill.
EISNER, JIM
Road Show
KTIB, Thibodaux, La.
ELDREDGE, TED
WKNE, Keene, N. H.
ELDRIDGE, GARY
WMOR, Morehead, Ky.
ELIAS, EDDIE
WAKR-TV, Akron, Ohio
ELKINS, JIM
KNOC, Natchitoches, La.
ELLIOT, WIN
Cavalcade of Sports, NBC; 'Win with a Winner', NBC-TV
ELLIOTT, HANK
WORL, Boston, Mass.
ELLIOTT, JIM
Jukebox
WWWR, Russellville, Ala.
ELLIOTT, JOHN
KRSD, Rapid City, S. D.
ELLIOTT, KING
WAVO, Avondale Estates, Ga.
ELLIOTT, MELVIN
WQXR, New York, N. Y.
EMBRY, JIMMY
Coffee Club
WPCO, Mt. Vernon, Ind.
EMBRY, W. C.
KSOK, Arkansas City, Kan.

EMERICK, ROBERT E. (BOB)

B. December 9, 1915, Tacoma, Wash.; Perry Mason, December Bride, Zane Grey Theatre, Derringer, CBS

EMERSON, BILL
Lunch at La Grange
WBAB, Babylon, N. Y.
EMERY, BOB
Big Brother
WBZ-TV, Boston, Mass.
EMICH, HOWARD L.
WMAM, Marinette, Wis.
EMMERT, LLOYD
Sunny Side Up
KDRS, Paragould, Ark.
EVANS, BOB
"T" Windsor
KROD-TV, El Paso, Tex.

BROOKE TAYLOR

Management

MARY G. DOOLING

730-5th Ave., N.Y.C. JU 6-6915

PHIL TONKEN

JU 2-8800

ENGLISH, DAVID
Night Train
WHGR, Houghton Lake, Mich.
ENO, JACK
Night Patrol
WEBR, Buffalo, N. Y.
ERBES, LESTER M.
KURA, Moab, Utah
ERCK, LOU
KSST, Sulphur Springs, Tex.
EUBANKS, BOB
KACY, Oxnard, Calif.
EVANS, BILL
Companion Show
WJJC, Commerce, Ga.
EVANS, DON
KOPR, Butte, Mont.
EVANS, GREG
Monitor-Local
WRDO, Augusta, Maine
EVANS, JEFF
Midday Matinee
WRDW-TV, Augusta, Ga.
EVANS, JOHNNY
WIS-TV, Columbia, S. C.
EVERIT, TOM
Pow-Wow
KBOP, Pleasanton, Tex.
EWING, CLIFF
Modern Home
KOOK, Billings, Mont.
EYRE, AL
WTOR, Torrington, Conn.
EYRICH, DICK
WSTR, Winter Haven, Fla.

— F —

FACEMYER, ROY
Jersey Jamboree
WSNJ, Bridgeton, N. J.
FAIRCHILD, ART
KVNI, Coeur D'Alene, Ida.
FARIS, LYNN
Good Morning Show
WBRC, Birmingham, Ala.
FARMER, FRANCES
WFBM-TV, Indianapolis, Ind.
FARRAYE, LOU
WNOR, Norfolk, Va.
FARRINGTON, BOB
WHOO, Orlando, Fla.
FARRINGTON, GLEN
WTAX, Springfield, Ill.
FAULCONER, FRANK
WKXP, Lexington, Ky.
FAULK, LINC
WCKB, Dunn, N. C.
FAUSH, ERSKINE
WENN, Birmingham, Ala.
FAY, JERRY
KOYN, Billings, Mont.
FEATHERSTONE, CHARLES
WWSC, Glens Falls, N. Y.
FEDUCCIA, L. A.
Coffee Break
WDSK, Cleveland, Miss.
FELLMER, FRANK
Music Box
WMTR, Morristown, N. J.
FENNEL, DICK
At Sundown
WRDW-TV, Augusta, Ga.
FENNEMAN, GEORGE
You Bet Your Life, NBC-TV
Anybody Can Play, ABC-TV
FERGUSON, DON
Jumptown
WNOK-TV, Columbia, S. C.
FERREN, TOM
WMBV-TV, Marinette, Wis.
FESPERMAN, HOMER
Bandstand
WIS, Columbia, S. C.
FESPERMAN, JAMES E.
KFSA, Fort Smith, Ark.
FIELDS, ERIC C.
WPDM, Potsdam, N. Y.
FILBEN, PAUL
WDEC, Americus, Ga.
FILE, AUGIE
WALA, Mobile, Ala.
FILESI, FRANK
WNAE, Warren, Pa.
FILKINS, LARRY
KGNC-TV, Amarillo, Tex.
FINLEY, ART
Kaleidoscope
KROW, Oakland, Calif.
FINLEY, CURT
KBMX, Coalinga, Calif.
FISHER, ED
Holler Dollar
WJW-TV, Cleveland, Ohio
FISHER, GEORGE
WBBQ, Augusta, Ga.
FISHER, JOHN
Bingo at Home
WMBD-TV, Peoria, Ill.
FISKE, FRED
WWDC, Washington, D. C.
FITZGERALD, JIM
WORL, Boston, Mass.
FITZGERALD, PAT
Lamplight Theatre, Best of MGM
WNDU-TV, South Bend, Ind.

FITZMAURICE, MICHAEL

B. April 28, 1916, Chicago, Ill.

FLAGG, PAUL
WERD, Atlanta, Ga.
FLAHERTY, PAT
KBOE, Oskaloosa, Iowa
FLATHER, HARLEY
KROC, Rochester, Minn.
FLEET, TOM C., JR.
Have Fun
KANN, Sinton-Corpus Christie, Tex.
FLEETWOOD
Music Through the Night
NBC
FLEMING, ARNAULD
Buckeye Bugle Call
WCLT, Newark, Ohio

REX MARSHALL

—MANAGEMENT—
GEORGE F. FOLEY

730 Fifth Ave. JUdson 6-4312

FRED SCOTT

ANNOUNCER — MC — HOST

LE 5-1000

FLEMING, JACK
Listen Ladies
WAJR, Morgantown, W. Va.
FLEMING, JACK
Wythe County Jamboree
WYVE, Wytheville, Va.
FLETCHER, CLIFF
KUJ, Walla Walla, Wash.
FLETCHER, FRED
Tempus Fugit
WRAL-TV, Raleigh, N. C.
FLORENCE, GEORGE
WSLI, Jackson, Miss.
FLORENCE, JERRY
Take It From The Top
WOOO, DeLand, Fla.
FLORIP, BUZZ
KORE, Eugene, Ore.
FLYNN, CHARLES
WFBG-TV, Altoona, Pa.
FLYNN, ED
Almanac
WKCB, Berlin, N. H.
FOLAND, MYLES
WCPO, Cincinnati, Ohio
FOLEY, DON
KROY, Sacramento, Calif.
FORBES, BOB
Musical Alarm Clock
WJMX, Florence, S. C.
FORBES, JERRY
WSPR, Springfield, Mass.
FORD, CHUCK
Minute Hand
WLAK, Lakeland, Fla.
FORD, CLIFF
KLRA, Little Rock, Ark.
FORD, DAUN
Platter Panel
KFEQ-TV, St. Joseph, Mo.
FORD, DOUG
WCYB, Bristol, Va.
FORD, MICHAEL
KTYM, Inglewood, Calif.
FORD, TONY
WGES, Chicago, Ill.
FORD, VINCE
WKMI, Kalamazoo, Mich.
FORDYCE, JERRY
WLRP, New Albany, Ind.
FORE, FANTROY
WFPM, Fort Valley, Ga.
FORREST, RAY
Children's Theatre
NBC-TV
FORRESTER, ERNIE
KGNO, Dodge City, Kan.
FORSLUND, FRED Z.
Morningside
KCRB, Chanute, Kan.
FORSYTH, DAVE
News Tonight
WICU-TV, Erie, Pa.
FOSTER, BOB
WGGH, Marion, Ill.
FOSTER, IRV
WSNJ, Bridgeton, N. J.
FOSTER, JOHN C.
WSNT, Sandersville, Ga.
FOSTER, LAVERNE
WDSP, DeFuniak Springs, Fla.
FOWLER, LARRY
Caravan
KVOE, Emporia, Kan.
FOX, GARY
WTRR, Sanford, Fla.

FOX, IRWIN 'SONNY'

Wonderama, WNEW-TV; Price Is Right, NBC; Beat the Clock, ABC; To Tell The Truth, CBS; Breeze Commercials—Lever Bros.

FOX, LES
WMMW, Meriden, Conn.
FRANCIS, BILL
KLEN, Killeen, Tex.
FRANCOIS, PAT
Carousel
KFIV, Modesto, Calif.
FRANK, JOE
KTUC, Tucson, Ariz.
FRANKLIN, DON
Franklins Frolics
WCKR, Miami, Fla.
FRANKLIN, JOHN
KUKI, Ukiah, Calif.
FRANZ, DON
KATE, Albert Lea, Minn.
FRASER, GORDON
Monitor
NBC
FREDERICKS, ALAN
WGLI, Babylon, L. I.
FREDINE, DARYL
KRTN, Raton, N. M.
FREEMAN, BILL
KGFW, Kearney, Neb.
FREEMAN, BILL
KTAR, Phoenix, Ariz.
FREEMAN, HARRY
KFSA, Fort Smith, Ark.
FREEMAN, JERNE
WJQS, Jackson, Miss.
FREER, BOB
KRIO, McAllen, Tex.
FREIN, DEAN
KXIC, Iowa City, Iowa
FRENCH, PETE
KYW, Cleveland, Ohio
FRIEDMAN, BERNARD
Concert Gems
WISL, Shamokin, Pa.
FROLAND, JOHN
WHBQ, Memphis, Tenn.
FROMME, GALEN
Open Line
WBAL, Baltimore, Md.
FRUEND, BOB
KJAN, Atlantic, Iowa
FRY, DUGAN
Musical Notebook
WCLT, Newark, Ohio
FRY, JERRY
Goldie's Gang
KHSL-TV, Chico, Calif.

RALPH PAUL

— MANAGEMENT —
GEORGE F. FOLEY

730 Fifth Ave. JUdson 6-4312

BILL ROGERS

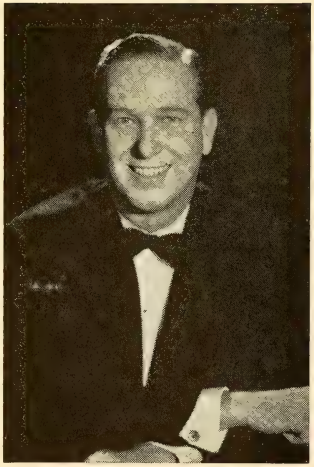
—Management—
George F. Foley

730 Fifth Ave. JUdson 6-4312

FRYE, MARTIN
WRFD, Worthington, Ohio
FUELHART, DAVID
WNAE, Warren, Pa.
FULLER, BOB
Little Rock University Speaks
KTHV, Little Rock, Ark.
FULLER, CHARLES
Sun Up
WSUN, St. Petersburg, Fla.
FULLER, JACK
Till Dawn Show
WLAV, Grand Rapids, Mich.
FUSCO, DANNY
WRUN, Utica, N. Y.

— G —

GABOR, BRUCE
KNLR, North Little Rock, Ark.
GABRIELSON, CONRAD
WHLB, Virginia, Minn.
GAETA, JACK
Mostly Music
WMNS, Olean, N. Y.
GAGNIER, BOB
KREW, Sunnyside, Wash.
GAINES, WILLIAM
WKZO-TV, Kalamazoo, Mich.
GALGON, PAUL
WKAP, Allentown, Pa.
GALL, GARY B.
WCCN, Neillsville, Wisc.
GALLAN, ADAM
After School
WVAM, Altoona, Pa.
GALLEGHER, RACHEL
Albert's Breakfast Club
KONP, Port Angeles, Wash.
GALLEGOS, JOSE
Entre Vecimas
KABQ, Albuquerque, N. M.
GALLION, BOB
WABB, Mobile, Ala.
GALLOP, FRANK
Monitor, NBC
The Perry Como Show, NBC-TV
GANNON, JOE
Operation 860
KWPC, Muscatine, Iowa
GARDELLA, HELEN
Tempest in a Teacup
WBNC, Conway, N. H.
GARDINER, DON
Monday Morning Headlines
ABC
GARDNER, JAY
KVLV, Fallon, Nev.
GARDNER, RUSS
Shenandoah Showcase
WSVA, WSVA-TV, Harrisonburg, Va.
GARLINGER, GEORGE
WPFB, Middletown, Ohio
GARNER, AL
WRGR, Starke, Fla.
GARNER, JOHNNY
KPAC-TV, Port Arthur, Tex.
GARRE, ED
KASY, Auburn, Wash.
GARREN, MORT
KRSI, Minneapolis, Minn.
GARRETT, LEROY
Blue Goose Show
WEUP, Huntsville, Ala.
GARREY, ANDY
Weekend
KBKC, Kansas City, Mo.
GARRON, DOUG
WSRO, Marlborough, Mass.
GARROWAY, DAVE
Monitor, NBC
GARWOOD, JOHN
1240 Club
WNBZ, Saranac Lake, N. Y.
GASTON, LYLE
KGWA, Enid, Okla.
GATES, JIM
WFBG-TV, Altoona, Pa.
GATES, PAT
WFAX, Falls Church, Va.
GATLIN, JOHN
WFMW, Madisonville, Ky.
GAUSTAD, GEORGE
KSDN, Aberdeen, S. D.
GAYLORD, CHESTER
WFGM, Fitchburg, Mass.
GEARHART, VAL
KRNO, San Bernardino, Calif.
GEDDES, DOROTHY
WISV, Viroqua, Wis.
GENDRON, CLEM
WTOL-TV, Toledo, Ohio
GENTILE, JOE
WHRV, Ann Arbor, Mich.
GENTRI, JOHN
KFSD, San Diego, Calif.
GEORGE, SAM
KORA, Bryan, Tex.
GHIORSE, LARRY
Platter Patter
WBET, Brockton, Mass.
GIACONE, LYN
Birthday Club
WABL, Amite, La.
GIBBS, HARRY
Wrangler's Club
KSD-TV, St. Louis, Mo.
GIBBS, LAWRENCE
KMLB, Monroe, La.
GIBIAN, JAY
WJER, Dover, Ohio
GIBSON, DON
600 Club
WCVP, Murphy, N. C.
GIBSON, JESS
KSIW, Woodward, Okla.
GILBERT, GALEN O.
Hometown News
KTLQ, Tahlequah, Okla.
GILBERT, JAY
Musical Clock
KCAR, Clarksville, Tex.



DEL SHARBUTT
DEL SHARBUTT SHOW
WABC — "Noon to 2" Monday thru Saturday
Personal Management — Kal Ross

FRED PARSONS
JU 2-8800

GILBERT, JOHNNY
Music Bingo
ABC-TV, NBC-TV
GILKEY, SAM B.
WKOA, Hopkinsville, Ky.
GILL, GRACE
Media Hora con Graciela
KIFN, Phoenix, Ariz.
GILMORE, BOB
Ladies Hall of Hits
WLEE, Richmond, Va.
GILMORE, TOM
KGWA, Enid, Okla.
GIRAND, JOE
Show Case of Music
WINF, Manchester, Conn.

GIVEN, JOE
Newscasts, WNEW
Freelance Spokesman

GLADDEN, BILL
Roadshow
WAVE, Louisville, Ky.
GLEASON, ROBERT
KTNT-TV, Tacoma, Wash.
GLENN, BOB
WSTV-TV, Steubenville, Ohio
GLICKMAN, MARTY
Cowtown Rodeo
ABC-TV
GLOVER, GEORGE
KTCS, Ft. Smith, Ark.
GLOVER, HERB
WADP, Kane, Pa.
GLYNN, JOHN
Music For You
KSEK, Pittsburg, Kan.
GODDARD, CHUCK
WLOL, Athens, Ga.
GODWIN, CARROLL
The Music Beat
WCSC, Charleston, S. C.
GOLDEN, JIM
Music Maestro
WARE, Ware, Mass.
GOMBOS, ED
Afternoon Downbeat
WCVA, Culpeper, Va.
GONZALES, JOHN
WIOS, Tawas City, Mich.
GONZALES, ED
WCMB, Harrisburg, Pa.
GOODPASTURE, JOE
WETB, Johnson City, Tenn.
GORDON, BILL
KTRN, Wichita Falls, Tex.
GORDON, CHARLES
Wake Up & Live
WPLM, No. Plymouth, Mass.

GRAUER, BEN
Monitor; Nightline, NBC
Radio; Searchlight, NBC-TV

GRAULICH, BERT
Burnt Toast & Coffee
WVCG, Coral Gables, Fla.
GRAVES, C. D.
WROX, Clarksdale, Miss.
GRAVES, CHUCK
KBOM, Bismarck, N. D.
GRAVES, GENE
WTTM, Trenton, N. J.
GRAVES, JIM
Stereo Serenade
WRBL, Columbus, Ga.
GRAWET, JOE
WQXQ, Ormond Beach, Fla.
GRAY, CURT
Fabulous Fifty
WMET, Miami Beach, Fla.
GRAY, DEAN
WFLB, Fayetteville, N. C.
GRAY, JOHN
WSYR-TV, Syracuse, N. Y.
GREEN, JIM
WFMW, Madisonville, Ky.
GREENE, CARL
Kid-O-Rama
KGUN-TV, Tucson, Ariz.
GREENE, KENNETH
Dance Date
WCAX, Burlington, Vt.
GREENFIELD, JIM
Top of the Morning
WSIR, Winter Haven, Fla.
GREENWOOD, JOHN
Country Music Time
WSTR, Sturgis, Mich.
GREFSHEIM, ORIS
KUJ, Walla Walla, Wash.
GREGG, AL
WYRN, Louisburg, N. C.
GREGORY, BILL
Meet Your Neighbor
WNBF-TV, Binghamton, N.Y.
GREGORY, WALKER
WOHS, Shelby, N. C.
GREGSON, AL
WMBA, Ambridge, Pa.
GRIEVES, JIM
KASL, Newcastle, Wyo.
GRIFFIN, CHARLES
Jamboree
KOSE, Osceola, Ark.

GRIFFIN, MERV
B. July 6, 1928, San Mateo, Calif.; Merv Griffin Show, ABC-Radio; Play Your Hunch, ABC-TV

GRIFFIN, PETE
Top Ten Dance Party
WDEF-TV, Chattanooga, Tenn.
GRIFFIN, VAN
Musical Clock
KFRU, Columbia, Mo.
GRISWOLD, JACK
630 Bandstand
WEJL, Scranton, Pa.
GRIZZARD, TED
Street Program
WVLK, Lexington, Ky.
GROBE, ALBERT
WQXR, New York, N. Y.
GROHMAN, JIM
Syncopated Clock
WMMB, Melbourne, Fla.

Ray Morgan

Announcer-M. C.

Rep. Dell Peters

521 - 5th Ave., N. Y. C.

MU 7-1750

GROSS, ALLEN
Trading Post
KSRC, Socorro, N. M.
GROSS, TONY
WLAF, LaFollette, Tenn.
GROSSMAN, BOB
WXEX-TV, Petersburg - Richmond, Va.
GROVE, MACK
WICA, Ashtabula, Ohio
GROVER, JOHN
KNBC, San Francisco, Calif.
GROW, RON
Flinty's Attic
WJIM-TV, Lansing, Mich.
GUEST, BOB
KRMS, Osage Beach, Mo.
GUEST, BUD
WJR, Detroit, Mich.
GUILFORD, RICK
Interfraternity Quiz
WDCR, Hanover, N. H.
GUILLORY, MAURICE
KEUN, Eunice, La.
GUMM, BILL
WRJN, Racine, Wisc.
GUMUSKI, DICK
WMAB, Munising, Mich.
GUNDERSON, DALE
KBKW, Aberdeen, Wash.
GURRELL, STAN
Music Unlimited
WKIP, Poughkeepsie, N. Y.
GUY, QUIN
WCRR, Corinth, Miss.

— H —

HAACKE, LAUREN
Platter Palace
KDIX-TV, Dickinson, N. D.
HAAVEN, JON
KCMT, Alexandria, Minn.
HACK, DONALD M.
WKLA, Ludington, Mich.
HACK, GEORGE
Eastern Shore Today
WBOC-TV, Salisbury, Md.
HACKETT, TED
WTKO, Ithaca, N. Y.
HADKIN, DICK
WPAC, Patchogue, N. Y.
HAFFORD, BILL
Sports Round-Up
KGUN-TV, Tucson, Ariz.
HAGLER, BILL
Breakfast at the Horsley
WAVU, Albertville, Ala.
HAHN, BOB
Valley Bandstand
KOVR-TV, Stockton, Calif.
HAINES, WES
KJAN, Atlantic, Iowa
HALE, BOB
Top 40
KRIB, Mason City, Iowa
HALE, HARRY
WVMC, Mt. Carmel, Ill.
HALE, PHILIP
WKNB, West Hartford, Conn.
HALEY, HAL
Hillbilly Showtime
KETX, Livingston, Tex.
HALL, BILL
Gospel Melodies
WCHB, Inkster, Mich.
HALL, DAVE
KPUG, Bellingham, Wash.
HALL, JIM
KCAL, Redlands, Calif.
HALL, JIM
WFNS, Burlington, N. C.
HALL, MONTY
Monitor, NBC
Bingo At Home,
WNEW-TV, New York, N. Y.
HALL, RADCLIFFE
News, NBC Radio
HALL, REDD
WEMP, Milwaukee, Wisc.
HALLORAN, RYAN
Movies at Midday
WAVE-TV, Louisville, Ky.

HAMILTON, GENE

Movie Four, WRCA-TV; Staff Announcing, WRCA-AM & FM; Commercials, NBC-TV

HAMILTON, ROY
Musical Almanac
WWWR, Russellville, Ala.
HAMMOND, WILLIAM
Uncle Willies Club
KFDM-TV, Beaumont, Tex.
HANCOCK, AL
KSWO, Lawton, Okla.
HANCOCK, JOHN
Words & Music
WLCX, La Crosse, Wisc.
HANLEY, DON
Coffee Time
WMAY, Springfield, Ill.
HANNON, AL
Farm Digest
KSYC, Yreka, Calif.
HANSEN, PETER
The Plymouth Show
ABC-TV
HANSERD, TOM
WSM, Nashville, Tenn.
HANSON, KENNETH
KFRE, Fresno, Calif.
HANSON, WALT
Matinee Time
WTRC, Elkhart, Ind.
HARBAUGH, DAVE
WMIC, Monroe, Mich.
HARDIE, DICK
Special Events
KOVR-TV, Stockton, Calif.
HARDWICK, BOB
WFBM, Indianapolis, Ind.
HARDY, CARROLL
WHAM, Rochester, N. Y.
HARDY, ED
Record Shop
KVOW, Littlefield, Tex.
HARGIS, DON
KWYO, Sheridan, Wyo.
HARGROVE, MART
WMSL-TV, Decatur, Ala.
HARKINS, BILL
Stairway to the Stars
KVII-TV, Amarillo, Tex.
HARLAN, JOHN
Quizdown
KNXT, Los Angeles, Calif.
HARMON, JAY
KFH, Wichita, Kan.
HARPER, ANN
Starlight Theater
KFJZ-TV, Forth Worth, Tex.
HARPER, BOB
KGNO, Dodge City, Kan.
HARPER, CHARLES
Shafter Home Hour
KWSO, Wasco, Calif.
HARPER, TOMMY
WMBR, Jacksonville, Fla.
HARPER, WAYNE
KELD, El Dorado, Ark.
HARRELL, WALT
Bumper to Bumper
WNCO, Ashland, Ohio
HARRELL, HANK
KHEM, Big Spring, Tex.

HARRICE, CY

B. Mar. 1, 1915, Chicago, Ill.; Big Story, Cavalcade of America, NBC; John Daly, Lone Ranger, Silver Eagle, Danny Thomas Show, ABC; Brighter Days, CBS

HARRINGTON, HOWARD
Open House
KOGA, Ogallala, Neb.
HARRINGTON, JOHN
KVI, Seattle, Wash.
HARRIS, BOB
WKAM, Gosden, Ind.
HARRIS, DON
It Pays to Listen
KCLE, Cleburne, Tex.
HARRIS, HUGH
WMTR, Morristown, N. J.
HARRIS, JACK
WJR, Detroit, Mich.
HARRIS, TOM
Sunrise Roundup
WHUB, Cookeville, Tenn.
HARRISON, ARCH
Coffee Break
WFVA, Fredericksburg, Va.
HARRISON, CHIP
WTNC, Thomasville, N. C.
HARRISON, CRAIG
KCBS, San Francisco, Calif.
HARRISON, JOHN L.
Lucky Lager Dance Time
KSEI, Pocatello, Idaho
HARRISON, RON
Night Watch
WAKR, Akron, Ohio
HART, BILL
Cinderella Weekend
WCAU-TV, Philadelphia, Pa.
HARVEY, ED
WCAU, Philadelphia, Pa.
HARVISON, KENNETH
KNEL, Brady, Tex.
HATFIELD, DON
B-Square
KSIR, Wichita, Kan.
HAWKINS, DENNY
KASL, Newcastle, Wyo.
HAWKINS, DON
Coffee Watch
KSTP, St. Paul-Minneapolis, Minn.
HAYMES, BOB
Dinner For One; Please
Haymes
NBC
HAYNES, JERRY
Bandstand
WFAA-TV, Dallas, Tex.
HEAD, DON
Revue
WTVB, Coldwater, Mich.
HEALAN, RED
Hillbilly DeeJay
WRFC, Athens, Ga.
HEALY, DAN
1340 Club
WBRK, Pittsfield, Mass.
HEARON, JIM
WJPS, Evansville, Ind.
HEFFERNAN, PAT
WCOW, Sparta, Wisc.
HEFFINGTON, MARVIN
KLRA, Little Rock, Ark.
HELMS, PAUL
Farm Show
WFEB, Sylacauga, Ala.
HELMSO, AL
KTVU, San Francisco - Oakland, Calif.
HEMKE, BILL
KOLN-TV, Lincoln, Neb.
HENDERSON, BILL
WEGO, Concord, N. C.
HENDERSON, ROY
920 Club
WMMN, Fairmont, W. Va.
HENLEY, GARY
KREM, Spokane, Wash.
HENNING, BILL
Terry Mann Show
WWOL, Buffalo, N. Y.
HENRICH, WALT
Album Merry-Go-Round
WDOK, Cleveland, Ohio
HENRY, CHARLES
Sunday in Hi-Fi
WGNS, Murfreesboro, Tenn.
HENRY, JOE
KTHE, Thermopolis, Wyo.
HENRY, SAM
Beale St. Jive
WOWL, Florence, Ala.
HENSON, DOUG
WJMJ, Philadelphia, Pa.
HENSON, GERALD
KODE-TV, Joplin, Mo.
HERBERT, DAVEY
Mr. Banjo's Show
WJW-TV, Cleveland, Ohio

HERINK, JIM
Polka Party
WMOD, Moundsville, W. Va.
HERLIHY, ED
Monitor, My True Story, Guest of Honor, NBC Radio

HERNON, PAT
"Weather 6"—WRCA-TV; Commercials for DeCaf, Chapstick, Beechnut Peppermint Gum

HERRING, BILL
KWTX-TV, Waco, Tex.
HERSON, BILL
WSPB, Sarasota, Fla.
HESTER, CHARLES
WCPC, Houston, Miss.
HESTER, VERN
Morning Watch
WLYC, Williamsport, Pa.
HESTOR, JEFF
WSLI, Jackson, Miss.
HEWITT, WARREN
WCVS, Springfield, Ill.
HICKEY, BILL
Rhythm at Random
WBEC, Pittsfield, Mass.
HICKMAN, RONNIE
WNNJ, Newton, N. J.
HICKS, FRANK S.
WHBF, Rock Island, Ill.
HIGH, STAN
High Toppers
WKMF, Flint, Mich.
HILDRETH, HOWARD
KBVM, Lancaster, Calif.
HILL, MARVIN
WSYL, Sylvania, Ga.
HINSON, GENE
WEGO, Concord, N. C.
HIPPS, TOM
Popeye and Friends
WTVM, Columbus, Ga.
HOBART, CHARLIE
WENY, Elmira, N. Y.
HOBBY, WES
WADS, Ansonia, Conn.
HODGSON, JAY
The Uncle Jay Show
KTBC-TV, Austin, Tex.
HOFTYSER, WILLIAM A.
Sound of Jazz—1958
KBAM, Longview, Wash.
HOGE, TOM
Breakfast Express
WBLJ, Dalton, Ga.
HOHL, FRED
Mayhem in the AM
WAME, Miami, Fla.
HOLCOMB, TRUITT
KSYL, Alexandria, La.
HOLIDAY, JOHN
Play Radio
WSPN, Saratoga Springs, N. Y.
HOLLAND, HERSCHEL
KTVC-TV, Ensign, Kan.
HOLLE, EVERETT
WAPI-TV, Birmingham, Ala.
HOLLISTER, RICK
WMBR, Jacksonville, Fla.
HOLMES, ROBERT
WLEU, Erie, Pa.
HOLMES, ROGER
WAMS, Wilmington, Del.
HONEYMAN, RUSS
The Magic of Music
WDXN, Clarksville, Tenn.
HOOLEY, JACK
WROC-TV, Rochester, N. Y.
HOOVER, HERBERT L.
KXLL, Missoula, Mont.
HOPPING, JOE
Clock Watcher
KSEK, Pittsburg, Kan.
HOPPLE, JOE
Tower of Albums
WCMS, Norfolk, Va.
HORNE, TANCIL A.
Carousel
WGNI, Wilmington, N. C.

HORTSMAN, RICHARD
WHEN, Syracuse, N. Y.
HOTCHKISS, PERRY G.
KFTM, Fort Morgan, Colo.
HOUGHTALING, F. WILLIAM
KTUT, Tooele, Utah
HOUGHTON, BUD
Monterey Serenade
KIDD, Monterey, Calif.
HOULIHAN, BILL
Mr. Weather
WEEK-TV, Peoria, Ill.
HOWARD, CURLEY
WREV, Reidsville, N. C.
HOWARD, DON
KHAS, Hastings, Neb.
HOWARD, GLEN
Community Calendar
WMIC, Monroe, Mich.
HOWARD, HAL
WPNX, Phenix City, Ala.
HOWARD, JERRY
Jamboree
WFIS, Fountain Inn, S. C.
HOWARD, LEN
KANA, Anaconda, Mont.
HOWARD, MARTIN
Club 970
WATH, Athens, Ohio

HOWELL, WAYNE
Wayne Howell Show, Young Doctor Malone, NBC, NBC-TV

HOWERTON, MACK
KTML, Marked Tree, Ark.
HOYLE, DON
Weatherman
WTVH, Peoria, Ill.
HOYLE, STOWE
Little Rascals
WFBC-TV, Greenville, S. C.
HUBBIRD, BEN
KSYL, Alexandria, La.
HUDSON, BOB
WYLD, New Orleans, La.
HUFF, FRED
KLWN, Lawrence, Kan.
HUFFMAN, LOWELL
KAPR, Douglas, Ariz.
HUGH, IVOR
Music Room
WCCC, Hartford, Conn.
HUGHES, Pat
KTBB, Tyler, Tex.
HUIZENGA, GORDON
Welcome to Coopersville
WGHN, Grand Haven, Mich.
HULL, DICK
WFRP, Savannah, Ga.
HULL, DOC
Hullaboo
KRMG, Tulsa, Okla.
HUMMEL, JIM
WAMV, East St. Louis, Ill.
HUNDLEY, JERRY
KHAS, Hastings, Neb.
HUNSAKER, LARRY
Musical Marathon
KLGN, Logan, Utah
HUNT, RALPH
KOOL, Phoenix, Ariz.
HUNTER, JACK D.
WADC, Akron, Ohio
HUNTLEY, JIM
KHHH, Pampa, Tex.
HUSKEY, JERRY
WFRC, Reidsville, N. C.
HUSSON, RAY
Bear's Den
WMON, Montgomery, W. Va.
HUSTON, GLEN
Commuters Special
KLYK, Spokane, Wash.
HUTCH, NITA
WTVN, Columbus, Ohio
HUTCHINS, SID
KCRT-TV, KGLD-TV, Great Bend, Kan.
HUTCHINSON, JIM
WHBQ-TV, Memphis, Tenn.

HUTCHINSON, RAY
KOL, Seattle, Wash.
HUTTON, BILL
KNOX, Grand Forks, N. D.
HUTTON, ROGER
WMOV, Ravenswood, W. Va.
HUXLEY, KEITH
WMTN, Morristown, Tenn.
HYLE, BOB
WKVA, Lewistown, Pa.
HYMAN, ED
KONO-TV, San Antonio, Tex.
HYMAS, BRUCE R.
Magic of Melody
KLGN, Logan, Utah
HYNES, BOB
Carousel of Comedy
WABI-TV, Bangor, Me.

— I —

IRWIN, COULTER
KGER, Long Beach, Calif.
IRWIN, HAL
WPUV, Pulaski, Va.
IVES, VIC
KVIP, Redding, Calif.

— J —

JACKSON, BOB
KGNC, Amarillo, Tex.
JACKSON, HOWARD
WMFG, Hibbing, Minn.
JACKSON, JAY
Tic Tac Dough
NBC-TV
JACKSON, LAVELLE
Morning Serenade
WGSV, Guntersville, Ala.
JACKSON, LEE
Playhouse 3
WRGP-TV, Chattanooga, Tenn.
JACKSON, TED
WRCV, Philadelphia, Pa.
JAMES, DAVE
KJBS, San Francisco, Calif.
JAMES, DON
WDBO, Orlando, Fla.
JAMES, LES
Wax Parade
WRHI, Rock Hill, S. C.
JAMES, LLOYD
WDXN, Clarksville, Tenn.
JAMES, RUSS
Breakfast Club
KVEC, San Luis Obispo, Calif.
JAMES, TAYLOR
KFRC, San Francisco, Calif.
JAQUIS, LEWIS
WCMP, Pine City, Minn.
JASANY, DICK
WGAR, Cleveland, Ohio
JAY, BILL
Popeye
WLAC-TV, Nashville, Tenn.
JAY, JOHN
WILE, Cambridge, Ohio
JELINEK, J. DAWSON
KFTM, Fort Morgan, Col.
JENKS, HART
Teen DJ Contest
WOW, Omaha, Neb.
JENNINGS, ROBERT
WWSC, Glens Falls, N. Y.
JENSEN, DICK
WAVO, Avondale Estates, Ga.
JENSEN, LEE
Bandstand
KBIF, Fresno, Calif.
JENSEN, WALT
KWOA, Worthington, Minn.
JETER, ASHLEY C., Jr.
WEBJ, Brewton, Ala.
JOBES, JIMMY
Coffee Club
WWPF, Palatka, Fla.
JOHNSON, BILL
Time for Everybody
WLAC, Nashville, Tenn.

JOHNSON, B. J.
Country Music
WRJW, Picayune, Miss.
JOHNSON, BUDDY
KPAC-TV, Port Arthur, Tex.
JOHNSON, DANIEL
KNCO, Garden City, Kan.
JOHNSON, DICK
KQTV, Fort Dodge, Iowa
JOHNSON, DICK
WIGM, Medford, Wisc.
JOHNSON, HARRY T.
WNDB, Daytona Beach, Fla.
JOHNSON, JOE
WPAQ, Mt. Airy, N. C.
JOHNSON, LARRY
WMBH, Joplin, Mo.
JOHNSON, ROBERT
KIHR, Hood River, Ore.
JOHNSON, TOM
Early Bird Show
WCON, Cornelia, Ga.
JOHNSON, ZEKE
Country Fair
WSIG, Mt. Jackson, Va.
JOHNSTON, JIM
KREM, Spokane, Wash.
JOHNSTON, JOHN
Album Time and Record Shop
WGMA, Hollywood, Fla.

JOHNSTON, JOHNNY C.

B. December 1, 1916, Kansas City, Mo.; Johnny Johnston Show, WMGM Radio; Patrice Munsel Show, ABC-TV; Masquerade Party, NBC-TV

JOHNSTON, KEN
WHGB, Harrisburg, Pa.
JOHRDAHL, BERNARD
WKAN, Kanakee, Ill.
JONES, BILL
WNAK, Wilkes Barre, Pa.
JONES, CLARENCE
WBPD, Orangeburg, S. C.
JONES, DALTON
KTBB, Tyler, Tex.
JONES, DANA
Sunnyside of the Street
WBEC, Pittsfield, Mass.
JONES, DOC
WBET, Brockton, Mass.
JONES, HASKELL
Tic-Toc-Tempos
KCMC-TV, Texarkana, Tex.
JONES, ROSS
KGLC, Miami, Okla.
JONES, TOM
WWKY, Winchester, Ky.
JORDAN, JEFF
KDKA-TV, Pittsburgh, Pa.
JORSTAD, DON
Dance Time
KGLF, Safford, Ariz.
JOSEPH, BILL
Yawn Patrol
WLCX, La Crosse, Wisc.
JOSEPH, FRANK
WKLZ, Kalamazoo, Mich.
JOYE, TOMMY
WDKD, Kingstree, S. C.
JOYNER, GORDON
WTVH, Peoria, Ill.

— K —

KALLAY, ED
Funny Flickers
WAVE-TV, Louisville, Ky.
KANE, DAVE
WAML, Laurel, Miss.
KANTER, SHEL
KSIG, Crowley, La.
KARLBOM, BARBARA
WHTB, Talladega, Ala.
KARVER, WALLY
Nightcap
WILK, Wilkes-Barre, Pa.
KASS, STEVE
WRIB, Providence, R. I.
KAY, FREDDIE
WRBC, Jackson, Miss.
KAYE, BOB
KEVE, Minneapolis, Minn.
KAYE, HARVEY
WBRB, Mt. Clemens, Mich.
KAYE, RICHARD L.
Record Review
WORB, Boston, Mass.
KEATING, THOMAS
WBRV, Boonville, N. Y.
KEEFE, ROBERT
WROC-TV, Rochester, N. Y.
KEETON, MIKE
KCRV, Caruthersville, Mo.
KEITH, BOB
WLOF-TV, Orlando, Fla.
KELLER, KEN
Broadway Showtime
WMNI, Columbus, Ohio
KELLEY, CHET
Concert Hall
WOCB, West Yarmouth, Mass.
KELLEY, JOE
New England Farm & Home
WHDH-TV, Boston, Mass.
KELLY, JOE
Hoosier Favorite
South Bend, Ind.
KELPE, HENRY
KMTV, Omaha, Neb.
KELTNER, BILL
Musicthon
WAYE, Baltimore, Md.
KEMERER, DALE
Soundstage
WHLM, Bloomsburg, Pa.
KEMPER, KEN
Album Time
KADY, St. Charles, Mo.
KENNEDY, BILL
WCRT, Birmingham, Ala.
KENNEDY, BILL
CKLW-TV, Detroit, Mich.
KENNEDY, HERB
KHIT, Walla Walla, Wash.
KENNEDY, JACK
Open House
WGNS, Murfreesboro, Tenn.
KENNEDY, KEN
WDAY-TV, Fargo, N. D.
KENNEDY, TOM
Big Game
NBC-TV
KENNY, BOB
Howdy Traveler
KOWB, Laramie, Wyo.
KENT, BOB
Platter Parade
WMYN, Madison-Mayodan,
KENT, ROGER
Morning Watch
KSTP, St. Paul-Minneapolis, Minn.
KERSTING, DICK
WHTC, Holland, Mich.
KESSENICH, RAY
WTRW, Two Rivers, Wisc.
KIERNAN, WALTER
Monitor, NBC
KILGO, JIMMY
Kanteen
WSOC-TV, Charlotte, N. C.
KILGORE, GORDON
KDTH, Dubuque, Iowa
KILGORE, ROBERT
WSNT, Sandersville, Ga.
KILMER, JOHN
WHOO, Orlando, Fla.
KIMBERLEY, DON
KART, Jerome, Ida.
KINER, DEAN
KAVR, Apple Valley, Calif.
KING, BILL
Today's Top Ten
WTOC, Savannah, Ga.
KING, DON
Cloud 9
WBML, Macon, Ga.
KING, DUKE
KOA, Denver, Colo.
KING, ED
Party Line
KDKA, Pittsburgh, Pa.
KING, FRED
KANO, Anoka, Minn.
KING, GENE
Morning Melodies
KSTR, Grand Junction, Colo.
KING, HARRY
Top Thirty
WMAY, Springfield, Ill.
KING, JESSE
Jazz Room
WHAT, Philadelphia, Pa.
KING, JOHN
WCBY, Cheboygen, Mich.
KING, RICHARD
Midday Melodies
KCOG, Centerville, Iowa
KING, ROLAND
Looney Tunes
KVTV, Sioux City, Iowa
KING, SHORTY
WSIG, Mt. Jackson, Va.
KING, VAN
WMLF, Pineville, Ky.
KING, WALLY
WOOO, DeLand, Fla.
KINNIRY, PAUL
WDAN-TV, Danville, Ill.
KINSMAN, FRANK
Music in Hi-Fi
WECL, Eau Claire, Wisc.
KIRBY, BOB
Musical Memo
WGHN, Grand Haven, Mich.
KISSEE, KEITH
KIMO, Independence, Mo.
KISTER, GEORGE
KMMJ, Grand Island, Neb.
KLEIS, GEORGE
WJBL, Holland, Mich.
KLINE, JOHN
KGAL, Lebanon, Ore.
KLOSE, BOB
WSTC, Stamford, Conn.
KNIEVEL, JOHN
Northwest Newsbeat
KIMA-TV, Yakima, Wash.
KNIGHT, JIM
Knight Train
KOEL, Oelwein, Iowa
KNIGHT, JOE
Nightbeat
WAVE, Louisville, Ky.
KNOX, KEN
KRBC, Abilene, Tex.
KNUTSON, BOB
Musical Day
WJMS, Ironwood, Mich.
KOESLING, LARRY
After Breakfast Coffee
WAGN, Menominee, Mich.
KONGOTT, AL
Country Junction
WLAC-TV, Nashville, Tenn.
KOONCE, KENNETH
KCLA, Pine Bluff, Ark.
KOZICH, PETE
WBRX, Berwick, Pa.
KRAMER, HARRY
The Edge of Night
CBS-TV
KRAVITZ, HERB
WJDY, Salisbury, Md.
KUEHN, VERNON
Alarm Clock Club
KWAK, Stuttgart, Ark.
KURTZ, HOWARD
Yours Truly
WCMP, Pine City, Minn.
KUSACK, BILL
Mostly Music
WOTW, Nashua, N. H.
KUTAN, DICK
Coffee Time
WBUT, Butler, Pa.

— L —

LABOE, ART
KPOP, Los Angeles, Calif.

LACE, WILLIAM
Farmer's Almanac
WEZN, Elizabethtown, Pa.
LADD, GLENN
Hayride
WCVP, Murphy, N.C.
LAING, ART
Weathervane
CKLW-TV, Detroit, Mich.
LAKE, BOB
Music on the Mall
KBUC, Corona, Calif.
LAMB, ART
In Our Town
WRC-TV, Washington, D.C.
LAMB, BILL
Jam for Breakfast
WKMF, Flint, Mich.
LAMB, VOLNEY, JR.
Traffic Show
WMFT, Terre Haute, Ind.
LAMBERT, KEN
WLDS, Jacksonville, Ill.
LAMBERT, TOM
WISN, Milwaukee, Wis.
LAMONT, ROY
Teen Age Party
WRVA-TV, Richmond, Va.
LANCASTER, BOYCE
KTUL-TV, Tulsa, Okla.
LANDFEAR, DEAN
Voice of Iowa
WMT, Cedar Rapids, Iowa
LANDON, PAT
1060 Music Hall
WRCV, Philadelphia, Pa.
LANDRY, BOB
WNRI, Woonsocket, R. I.
LANDRY, JAMES, JR.
Musical Clock
WMRI, Marion, Ind.
LANE, ROBERT
WDUZ, Green Bay, Wis.
LANG, ART
Music for the Young at Heart
WFLB, Fayetteville, N.C.
LANGE, HENRY
WIMS, Michigan City, Ind.
LARCADE, HENEY
KPAC, Port Arthur, Tex.
LARKIN, JACK
KNCM, Moberly, Mo.
LARSEN, BOB
WRIT, Milwaukee, Wis.
LARSON, ALVIN B.
KIFW, Sitka, Alaska
LARSON, GENE
Larceny At Large
KGFW, Kearney, Neb.
LARSON, PAUL
WORC, Worcester, Mass.
LASSITER, CHAD
WHEY, Millington, Tenn.
LAUBE, RAY
WOAI-TV, San Antonio, Tex.
LAUMAN, PAUL
WKRC, Cincinnati, Ohio
LAVERNE, GENE
Showcase
WFEA, Manchester, N.H.
LAWRENCE, JERRY
KFL, Fulton, Mo.
LAWRENCE, TOM
WTAP-TV, Parkersburg, W. Va.
LAWRENCE, VINCE
WCAW, Charleston, W. Va.
LAWSON, KEN
Popeye
KVTV, Sioux City, Iowa
LAWSON, WALT
Camp Meetin
KHEM, Big Spring, Tex.
LAZAROW, ART
WDDY, Gloucester, Va.
LEA, DAVID
Stereo Studio
WRBL, Columbus, Ga.
LEACH, MYLES
Platter Paradise
WGSV, Guntersville, Ala.
LEAFSTEDT, RAY
Music in a Modern Mood
KOEL, Oelwein, Iowa
LEATHERS, JERRY
KPOR, Quincy, Wash.
LEDUC, LOUIE
KANO, Anoka, Minn.
LEE, CHUCK
KMOP, Tucson, Ariz.
LEE, DICK
Thin 'n That
WBBA, Pittsfield, Ill.
LEE, JOE
Kiddie Kapers
WACL, Waycross, Ga.
LEE, STAN
Rise & Shine
WCIL, Carbondale, Ill.
LEE, TED
Music Shop
WAIT, Chicago, Ill.
LEGER, HARLOW
KCAP, Helena, Mont.
LEGRANDE, LEWIS
KGNC, Amarillo, Tex.
LEIGHTON, AL
KDLM, Detroit Lakes, Minn.
LeJEUNE, HOUSTON
KEUN, Eunice, La.
LEMKE, BILL
KRVN, Lexington, Neb.
LENHARDT, NORM
WJBK, Detroit, Mich.
LEONARD, BOB
The Vincent Lopez Show
ABC
LEONARD, CHARLIE
WEOA, Evansville, Ind.
LEPAGE, JEAN
Brunch Time
WMSA, Massena, N.Y.
LE ROUX, ARCH
KHIT, Walla Walla, Wash.

LESCOULIE, JACK

B. Nov. 17, 1917; Today, Meet the Champions, NBC-TV; Jackie Gleason, CBS-TV

LESLIE, TOM
WKLX, Paris, Ky.
LEWANDOWSKI, BOB
Polka-Go-Round
WBKB, Chicago, Ill.
LEWIS, BOB
Sale-A-Day
KODE, Joplin, Mo.
LEWIS, DICK
KLZ-TV, Denver, Colo.
LEWIS, GEORGE
Saturday Night Jamboree
WSAZ-TV,
Huntington, W. Va.
LEWIS, J. B.
Honest John Show
KRNY, Kearney, Neb.
LEWIS, JOHN
Panorama '59
WKCB, Berlin, N. H.
LEWIS, MILTON
Tempo
WKIS, Orlando, Fla.
LEWIS, ROBERT Q.
Make Me Laugh
ABC-TV
LEWIS, THOMAS L.
KCVL, Colville, Wash.
LEY, FRANK
KUEQ, Phoenix, Ariz.
LEYDEN, BILL
It Could Be You
NBC-TV
LIADIS, STEVE
WEIR, Weirton, W. Va.
LIBERATORE, AL
WREM, Remsen, N.Y.
LIBUTTI, GEORGE
WVET, Rochester, N.Y.
LICK, MAXWELL
Starlight Theater
WSEE, Erie, Pa.
LIESCH, SHARON
KTHE, Thermopolis, Wyo.
LINCOLN, ED
Alley 43
WSBA-TV, York, Pa.
LINDAMOOD, FRANK FOX
Listen Ladies
WYVE, Wytheville, Va.
LINDBERG, BOB
Teen Age Jam
KBUR, Burlington, Iowa
LINDROTH, BOB
Musical Day
WJMS, Ironwood, Mich.
LINGER, JERRY
WDXB, Chattanooga, Tenn.
LINKLETTER, JACK
Haggis Baggis (Nighttime)
NBC-TV
LINN, CLARE
WTSP, St. Petersburg, Fla.
LIVELY, BILL
KWIN, Ashland, Ore.
LIVENGOOD, JAMES
KBUR, Burlington, Iowa
LIVINGOOD, JAY
KVOG, Ogden, Utah
LIVINGSTON, DAVE
KRIC, Beaumont, Tex.
LIVINGSTON, JOHNNIE
WMSL-TV, Decatur, Ala.
LLOYD, BOB E.
WHEC, WHEC-TV,
Rochester, N.Y.
LOCHNER, ART
Melody Matinee
WPIK, Alexandria, Va.
LOCKWOOD, DAVE
KRUX, Phoenix, Ariz.
LOCKWOOD, ED
WGOA, Winter Garden, Fla.
LOFLAND, CHARLES
WJEF, Grand Rapids, Mich.
LOGAN, DAVE
WBEX, Chillicothe, Ohio
LOGAN, HORACE
Cowtown Hoedown
KCUL, Fort Worth, Tex.
LOGAN, JOHN
KRIG, Odessa, Tex.
LONDON, ALLAN
WFRV-TV, Green Bay, Wis.
LONDON, DICK
WARD-TV, Johnstown, Pa.
LONERGAN, STAN
Captain Jinks
WEEK-TV, Peoria, Ill.
LONGWELL, BOB
Trader Bob Show
WKMH,
Detroit-Dearborn, Mich.
LONGWORTH, BILL
Early Bird
WGBI, Scranton, Pa.
LOUNSBURY, JIM
Record Hop
WBKB, Chicago, Ill.
LOVE, BOB
Bandstand
KBIF, Fresno, Calif.
LOVE, SHIRLEY
Saturday Night Wrestling;
Outdoor Club,
WOAY-TV,
Oak Hill-Beckley, W. Va.
LOVUS, MILT
Soundtrack
WAYX, Waycross, Ga.
LOWE, JOHN
KGER, Long Beach, Calif.
LOWE, KELLIE
WKOA, Hopkinsville, Ky.
LOZANO, GUILLERMO
Caravan
KCOR-TV, San Antonio, Tex.
LUCAS, BEN
Talk of Town
WRGA, Rome, Ga.
LUCIER, JIM
Teen Time
WMAB, Munising, Mich.
LUECK, KEN
WNDB, Daytona Beach, Fla.

LUND, HOWIE
Album Merry-Go-Round
WDOK, Cleveland, Ohio
LUNSFORD, BOB
WSTL, Eminence, Ky.
LUSK, BERNIE
KROC-TV, Rochester, Minn.
LUSSIER, OSCAR
WSRO, Marlborough, Mass.
LUTZ, RON
Music to Milk By
KFAL, Fulton, Mo.
LYLES, OBY
WHSC, Hartsville, S. C.
LYNCH, LEW
Album Review
WOCB,
West Yarmouth, Mass.
LYNN, ANDY
Cow Jamboree
KAYL, Storm Lake, Iowa
LYON, JOHN
WBBQ, Augusta, Ga.
LYONS, CLIFF
KWYO, Sheridan, Wyo.
LYONS, TOM
Dr. Blues Show
WEAG, Alcoa, Tenn.
LYTLE, HARRY
Sunrise Salute
WTAN, Clearwater, Fla.

— Mc —

McBRYDE, VANCE
Atlantic Weather
WICU TV, Erie, Pa.
McCALL, BYRON
Easy to Remember
KYCA, Prescott, Ariz.
McCALL, STEVE
KRUX, Phoenix, Ariz.
McCHESNEY, JOE
KWTX, Waco, Tex.
McCLELLAN, JERRY
Coffee Time
WKIN, Kingsport, Tenn.
McCLENDON, RAY
The Express
WAVU, Albertville, Ala.
McCLUNE, JOHNNY
Record Shop
WENN, Birmingham, Ala.
McCORMICK, CHARLIE
Talk of the Town
WJEH, Gallipolis, Ohio
McCOURT, DICK
Matinee
WKAI, Macomb, Ill.
McCOY, AL
KOOL, Phoenix, Ariz.
McCOY, ROGER
26 Men
WBOY-TV,
Clarksburg, W. Va.
McCRAW, COUG
KRIC, Beaumont, Tex.
McCULLEY, JOE
WSNJ, Bridgeton, N.J.
McCULLOUGH, JOHN
Wake Up Show
WNDU, South Bend, Ind.
McDONALD, DAVE
1380 Club
KLIZ, Brainerd, Minn.
McDONALD, FRANK
KTYM, Inglewood, Calif.
McDOUGALD, MIKE
Morning Toast
WCHK, Canton, Ga.
McELHATTON, DAVE
KCBS, San Francisco, Calif.
McELRATH, JACK
KELP-TV, El Paso, Tex.
McELROY, JACK
TV News Digest
KSBY-TV,
San Luis Obispo, Calif.
McFARLAND, HARRY
KSIW, Woodward, Okla.

McGARRY, MAC
Montage
WRC-TV,
Washington, D.C.
McGARVIN, DICK
KGEM, Boise, Idaho
McGAVICK, JIM
KFKF, Bellevue, Wash.
McGEE, GIL
Night Train
KWAL, Kellogg-Wallace, Ida.
McGINNIS, PAT
KHBM, Monticello, Ark.
McGLAUGHLIN, JERRY
KFJB, Marshalltown, Iowa
McGOWAN, JOHN
KOSA-TV, Odessa, Tex.
McHAN, DON
WGOV, Valdosta, Ga.
McKAMY, KENT
Your Lucky Stars
WICH, Norwich, Conn.
McKAY, TED
WKRC, Cincinnati, Ohio
McKEE, DAVE
Carolina in the Morning
WANS, Anderson, S.C.
McKEE, JACK
WCSC-TV, Charleston, S.C.
McKENNEY, HOWARD
Yankee Trader
WEIM, Fitchburg, Mass.
McKEON, ED
The Breakfast Club
ABC
McKEOWN, GEORGE
This Morning
WEKZ, Monroe, Wis.
McKIM, RAY
KTNC, Falls City, Neb.
McKINLEY, VERN
T'N'T
WMVO, Mount Vernon, Ohio
McKINNEY, GENE
Easy Does It
KVAR, Phoenix-Mesa, Ariz.
McKINNEY, JIM
WCVS, Springfield, Ill.
McKINSTRY, BILL
WMIX, Mt. Vernon, Ill.
McLACHLAN, DELL
WSON, Henderson, Ky.
McLAIN, BOB
KCKC, San Bernardino, Calif.
McLEAN, BILL
Movie Date
KAKE-TV, Wichita, Kan.
McLEAN, JEAN
KWIZ, Santa Ana, Calif.
McLELLAN, BILL
KSLV, Monte Vista, Col.
McLELLAND, ROBERT V.
Bopping with Bob
WEBJ, Brewton, Ala.
McLEOD, JOHNNY
WLAU, Laurel, Miss.
McMURRY, JOE
KNEL, Brady, Tex.
McNAIR, MAC
WTUS, Tuskegee, Ala.
McNAMARA, PAUL
630 Mainstreet
WEJL, Scranton, Pa.
McROY, PAUL
WCIL, Carbondale, Ill.

— M —

MAAS, BOB
WKRT, Cortland, N.Y.
MAC, BOB
Open Mike
WCAT, Orange, Mass.
MAC, RODDY
Komedy Klub House
WREX-TV, Rockford, Ill.
MacDONALD, BOB
Hi-Fi on KVI
KVI, Seattle, Wash.
MacDONALD, JOHN
KRBC, Abilene, Tex.

MACE, MAX
WMRB, Greenville, S.C.
MacFARLAND, BOB
Morning Shopper
WDVL, Vineland, N.J.
MACK, BILL
WEDC, Chicago, Ill.
MACK, BOB
WLAU, Laurel, Miss.
MACK, WAYNE
WDOK, Cleveland, Ohio
MACKEY, BRUCE
WKRT, Cortland, N.Y.
MacPHAREN, ANGUS
WKLA, Ludington, Mich.
MacVARLEY, JERRY
Shut-In Program
KCAR, Clarksville, Tex.
MADILL, DON
Housewife Request
WCCM, Lawrence, Mass.
MAGGARD, AL
980 Club
KGLN, Glenwood Springs, Colo.
MAHONEY, GEORGE
Music, by George
KOB, Albuquerque, N.M.
MAHONEY, JOHN
KYW, Cleveland, Ohio
MAJOR, DON
WEWO, Laurinburg, N.C.
MALDEN, KEN
WILD, Boston, Mass.
MALE, COLIN
This Is Music
ABC-TV
MALLICOAT, AL
KGER, Long Beach, Calif.
MALLOW, JOHN
WGN, Chicago, Ill.

MALONE, BILL
Tempo, WMAL-Radio, Washington, D. C.; TV Sports Show, WMAL-TV

MANLEY, BUD
KNOP-TV, North Platte, Neb.
MANNING, JOSEPH
Open House
WBTA, Batavia, N.Y.
MANSFIELD, CHARLIE
Hits for Mrs.
WHAV, Haverhill, Mass.
MARCH, BOB
KTVU, San Francisco-Oakland, Calif.
MARCO, FRED
For Ladies Only
KKOG, Ogden, Utah
MARDIS, BILL
Musical Clock
WLOC, Munfordville, Ky.
MARER, BRAD
Premiere Theatre
WEAT-TV, W. Palm Beach, Fla.
MARKLE, TINY
WAVZ, New Haven, Conn.
MARKS, HERB
Cap'n Five
WRAL-TV, Raleigh, N.C.
MARLOWE, JIM
Melody Lounge
WHYN, Springfield, Mass.
MARSH, CHUCK
WDOG, Marine City, Mich.
MARSH, REID
WFRC, Reidsville, N.C.
MARSHALL, BOB
WAGA-TV, Atlanta, Ga.
MARSHALL, CHARLES
KLLA, Leesville, La.
MARSHALL, GENE
KADO, Marshall, Tex.
MARSHALL, JOHN
WPTV, Palm Beach, Fla.

MARSHALL, REX

B. Jan. 9, 1919, New Jersey; Disneyland, ABC-TV; December Bride, Doug Edwards News, Zane Grey Theatre, CBS-TV; Loretta Young Show, The Line-Up, NBC-TV

MARSHALL, RIC
Morning Mayor
KLEO, Wichita, Kan.

MARTIN, CHET
KSRO, Santa Rosa, Calif.

MARTIN, CLIF
WDOG, Marine City, Mich.

MARTIN, FRANK
WTVB, Coldwater, Mich.

MARTIN, JIM
WISR, Butler, Pa.

MARTIN, JOHN
Top Tunes
KRDG, Redding, Calif.

MARTIN, JOHN
WRFD, Worthington, Ohio

MARTIN, KEN
WHLI, Hempstead, N.Y.

MARTIN, WARREN
WHIO-TV, Dayton, Ohio

MARTINDALE, KEITH
Top Tunes
KRDG, Redding, Calif.

MARTINDALE, WINK
WHBQ, Memphis, Tenn.

MARTINS, JENNINGS
Downtown
WTRF-TV, Wheeling, W. Va.

MARVIN, TONY
Arthur Godfrey Time
CBS-TV

MARZOA, EDWARD
WJWL, Georgetown, Del.

MASANZ, WARREN
WAUW, Ashland, Wis.

MASON, BILL
WDBQ, Dubuque, Iowa

MASON, BOB
WSAT, Salisbury, N.C.

MASON, JOHN
Family Theatre
WMBD-TV, Peoria, Ill.

MASTIN, CHARLES
WEKY, Richmond, Ky.

MATHIS, LEE
Musical Modes
WRPB, Warner Robins, Ga.

MATNEY, DON
WBUY, Lexington, N.C.

MATTHEWS, LEON
Party Line
KSPI, Stillwater, Okla.

MAULDIN, CHARLIE
KORA, Bryan, Tex.

MAX, FRITZI

B. August 10, 1912, Brooklyn, N. Y.; Commercials for: National Safety Council, Mutual of Omaha, Dash, Polident, New York Confidential; Documentaries for Radcliffe College; Sperry & Hutchinson Green Stamps

MAXWELL, WIN
WBMK, West Point, Ga.

MAYER, JOE
WCUE, Akron, Ohio

MAYES, TOMMY
WFKN, Franklin, Ky.

MAYNES, JAMES
KALI, Pasadena, Calif.

MAYS, JOHN
Hometown News
KBOA, Kennett, Mo.

MEADE, GARY
Teen-Age Dance Time
KVIQ-TV, Eureka, Calif.

MEADOR, ROBERT
KPBA, Pine Bluff, Ark.

MEADS, WALLY
KSDO, San Diego, Calif.

MEARIAN, MIKE
Childrens Theater
WBEN-TV, Buffalo, N.Y.

MEATH, EDDIE
WHEC, WHEC-TV, Rochester, N.Y.

MEDINA, ALEX
Latin American Hour
KMAP, Bakersfield, Calif.

MEEHAN, DICK
Platter Party
KCLW, Hamilton, Tex.

MELLICHAMP, BUD
Bandstand
WGRO, Lake City, Fla.

MELLIN, DON
WEIR, Weirton, W. Va.

MELON, RALPH
680 Party Line
KFEQ, St. Joseph, Mo.

MELTON, BERNIE
WFOR, Hattiesburg, Miss.

MELTZER, AL
WEBR, Buffalo, N.Y.

MENDINE, MARTIN
KCSJ, Pueblo, Colo.

MENTZER, EARL
WJEJ, Hagerstown, Md.

MERCER, CLIFF
WGN, Chicago, Ill.

MERCER, WALLY
Rockin' with Bop
WBOP, Pensacola, Fla.

MERCHANT, WOODY
Old Dominion Jamboree
WPRW, Manassas, Va.

MERENS, LYMAN
You Can't Lose
WRJN, Racine, Wis.

MERRICK, WILLIAM A.
Philosophy
KBMN, Bozeman, Mont.

MESSER, NORMAN
WOAI-TV, San Antonio, Tex.

MEYER, ED
KMMJ, Grand Island, Neb.

MEYER, JOHN
KXOK, St. Louis, Mo.

MICHAELS, ALLEN
Sunshine Serenade
WTOL, Toledo, Ohio

MICHAELS, KEN
WRMF, Titusville, Fla.

MICHELS, JOHNNY
WAQE, Towson, Md.

MIDDLETON, ROBERT
WWSC, Glens Falls, N.Y.

MILFORD, DALE
Evening Edition Weather
WFAA-TV, Dallas, Tex.

MILLER, BILL
WJNO, West Palm Beach, Fla.

MILLER, BILL
KSWO, Lawton, Okla.

MILLER, BOB
WLW-I, Indianapolis, Ind.

MILLER, BOB
KJSK, Columbus, Neb.

MILLER, BRUCE
WLOW, Norfolk, Va.

MILLER, DICK
WJTV, Jackson, Miss.

MILLER, MEL
Gold Platter Show
WMEX, Boston, Mass.

MILLER, NEIL
Top Ten Dance Party
WDEF-TV, Chattanooga, Tenn.

MILLER, PAT
Ranger's Club
KGNS-TV, Laredo, Tex.

MILLER, REX
KSWO, Lawton, Okla.

MILLER, RON
WMIE, Miami, Fla.

MILLS, BOB
What Goes with the Weather
WVET-TV, Rochester, N.Y.

MILLS, BOB
Sun-Up, Shock!
KOTV, Tulsa, Okla.

MILLS, CHUCK
KNOT, Prescott, Ariz.

MILLS, FRANK
WBAP, WBAP-TV, Fort Worth, Tex.

MILNE, BRUCE
Hillbilly Houseparty
WABL, Amite, La.

MILNER, ART
WKDN, Camden, N.J.

MILNER, GENE
Hotpoint Hot Seat
WIP, Philadelphia, Pa.

MILTON, JUD
KROD, El Paso, Tex.

MILWEE, N. C.
Musical Clock
WFUN, Huntsville, Ala.

MIMS, ERNIE
WQUB, Galesburg, Ill.

MITCHELL, CHARLES
Esso Reporter
WBTW, Florence, S. C.

MITCHELL, CLIFF
Farm Family
KASM, Albany, Minn.

MITCHELL, DENNY
Party Line
WERI, Westerly, R. I.

MITCHELL, DICK
KELA, Centralia-Chehalis, Wash.

MITCHELL, EVERETT
National Farm & Home Hour
NBC

MITCHELL, GEORGE
Jive Before Five
WAUD, Auburn, Ala.

MITCHELL, HARRY
KERO-TV, Bakersfield, Calif.

MITCHELL, JERRY
WJOB, Hammond, Ind.

MITCHELL, LYLE G.
KDMO, Carthage, Mo.

MITCHELL, TIM
KAGR, Yuba City, Calif.

MOCHAL, JAMES
KPIG, Cedar Rapids, Iowa

MOCKMORE, DAVE
Musical Clock
KFLJ, Walsenburg, Colo.

MOHNKEN, LEN
Symphonic Varieties
WHHH, Warren, Ohio

MOLINARO, LARRY
Polka Party
WNAR, Norristown, Pa.

MOLINE, JOHN
Housewife's Matinee
KLGA, Algona, Iowa

MOLLISON, CRAIG V.
KWHO, Salt Lake City, Utah

MOLONEY, JIM
WGES, Chicago, Ill.

MONACO, DICK
KCAP, Helena, Mont.

MONAGHAN, ART
WSKI, Montpelier, Vt.

MONTGOMERY, ELAINE
Cabbages & Kings
WAGN, Menominee, Mich.

MONTGOMERY, ROBERT L.
Greatest Sound in Dixie
WPET, Greensboro, N.C.

MOODY, NOEL
KRMO, Monett, Mo.

MOONEY, FRANK
WHUM, Reading, Pa.

MOORE, DALE G.
Morning Melodies
KBMN, Bozeman, Mont.

MOORE, JIM
KXOK, St. Louis, Mo.

MOORE, MERRIEL
WETB, Johnson City, Tenn.

MOORE, TOM
Jim Justice
KTUE, El Dorado, Ark.

MOORE, TOM
Ladies Fair
KNXT, Los Angeles, Calif.

MORALES, J. G.
WXRF, Guayama, P. R.
MORAN, JACK
WKRC, Cincinnati, Ohio
MORELAND, KUZ
Koffee Klub
KCRV, Caruthersville, Mo.
MORGAN, BOB
WBBW, Youngstown, Ohio
MORGAN, JACK
KCID, Caldwell, Idaho
MORGAN, MARTIN
WTSP, St. Petersburg, Fla.
MORGAN, MIKE
WELM, Elmira, N.Y.

MORGAN, RAY

MORGAN, ROBERT
Coffee Cup
WBOP, Pensacola, Fla.
MORRIS, DON
KUMA, Pendelton, Ore.
MORRIS, LARRY
WYZE, Atlanta, Ga.
MORRIS, RAY
KEEN, San Jose, Calif.
MORRIS, ROD
Big 6 Jamboree
KVIQ-TV, Eureka, Calif.
MORRISON, ROBERT
KMCD, Fairfield, Iowa
MORRISSEY, BILL
WKBR, Manchester, N.H.

MORROW, DON

B. Jan. 29, 1927, Stamford, Conn.; G-E College Bowl, Jackie Gleason Show, CBS-TV; Lowell Thomas News, CBS-Radio; Rin-Tin-Tin, ABC-TV

MORTON, LOU
Morning Watch
WGST Atlanta, Ga.
MOSS, LLOYD
WQXR, New York, N. Y.
MOSS, PHIL
WDIA, Memphis, Tenn.
MOTT, MAX
Woman's Club of Air
KSEL, Lubbock, Tex.
MOWRY, JIM
WJJC, Commerce, Ga.
MOYNAHAN, CAROL
WGOR, Georgetown, Ky.
MULCAHY, JOHN F.
Coffee Break
WRIV, Riverhead, N. Y.
MULLARKEY, TOM
Teenage Downbeat
WBAP-TV, Fort Worth, Tex.
MULLEN, JOHN
WWLP, Springfield, Mass.
MULLIGAN, RAY
WSAN, Allentown, Pa.
MULLIN, KAYO
WSIV, Pekin, Ill.
MULLINS, LEONARD
WCLA, Claxton, Ga.
MULROY, BOB
KWG, Stockton, Calif.
MULVIHILL, JOE
Police Beat
WJW, Cleveland, Ohio
MUNDEN, GROVER
Club 60
WMBL, Morehead City, N.C.
MUNT, PAUL B.
KOLN-TV, Lincoln, Neb.
MURDOCK, JACK
Coffee Break
KPVI, St. Louis, Mo.
MURPHY, BILL
KXOK, St. Louis, Mo.
MURPHY, BILL
The Big Spin
KLYK, Spokane, Wash.
MURRAY, LEE
Fun House; Roy Rogers
WISN-TV, Milwaukee, Wis.
MURRAY, LOU
Starlight Symphony
WRTA, Altoona, Pa.
MUSCARE, ED
Spanish Hour
KSRC, Socorro, N. M.
MUSIC, JOHN
WTOD, Toledo, Ohio
MYERS, BILL
Homeward Bound
KGMC, Englewood-Denver, Colo.
MYERS, LARRY
WBRV, Boonville, N. Y.
MYERS, WALT
KCAL, Redlands, Calif.

— N —

NAHLEY, DON
WRBL-TV, Columbus, Ga.
NAJAMEY, ABE
800 Radio Row
WCAD, Danbury, Conn.
NARZ, JACK
Dotto
NBC-TV
NASH, BOB
KFYO, Lubbock, Tex.
NASH, WESLEY
KPST, Preston, Ida.
NEALE, TOM
WCOM, Parkersburg, W. Va.
NEHRLING, WALLY
Dawn Patrol
WIRE, Indianapolis, Ind.
NEILL, EVERETTE
WMCK, McKeesport, Pa.
NEILSON, ED
Breakfast in Bedlam
WMNS, Olean, N.Y.
NELSON, BOB
WECL, Eau Claire, Wis.
NELSON, HOWARD
KJSK, Columbus, Neb.
NELSON, LINDSEY
Sports
NBC-TV
NELSON, PAUL
KWLM, Des Moines, Iowa
NELSON, RICK
Bingo at Home
WBRZ-TV, Baton Rouge, La.
NESLER, JERRY
KSDO, San Diego, Calif.
NESTER, ROY
Platter Party
WINC, Winchester, Va.
NEUBERGER, STAN
Kaffee Klatch
WEKZ, Monroe, Wisc.
NEWELL, T. I.
KDSJ, Deadwood, S.D.
NEWHOUSE, JOHN
WSTC, Stamford, Conn.
NEWHOUSE, RON
WKLZ, Kalamazoo, Mich.
NEWMAN, SLIM
WNAR, Norristown, Pa.
NEWTON, JIM
KELP-TV, El Paso, Tex.
NEVINS, ELLIOT
The Early Bird
WSKN, Saugerties, N.Y.
NICHOLS, BILL
WTYC, Rock Hill, S. C.
NICHOLSON, NICK
Take It Easy
WISR, Butler, Pa.
NICKUM, BILL
Journey Into Melody
WBRK, Pittsfield, Mass.
NIEMI, TED
Magazine of the Air
WKBN, WKBN-TV, Youngstown, Ohio

NIMMO, BILL

For Love Or Money, CBS-TV; Keep It in the Family, Who Do You Trust, ABC-TV; Daily News Report, WPIX

NIX, ED
KWIZ, Santa Ana, Calif.
NOE, BOB
Man on Street
WBKV, West Bend, Wis.
NOEL, SID
Womans World
WWL, New Orleans, La.
NOLAN, JAMES W.
Party Time
KIMA-TV, Yakima, Wash.
NOLAN, TIM
KPRC, Houston, Tex.
NORMAN, HERB
Social Security
WWRL, New York, N. Y.
NORMAND, RAY
Morning Dial
WFAU, Augusta, Me.
NORRIS, BARRY
KFJB, Marshalltown, Iowa
NORTHINGTON, JIM
Jim About Music
WHKP, Hendersonville, N.C.
NORWOOD, BILL
WNCT, Greenville, N.C.
NYDELL, KEN
Roller Derby
ABC-TV

— O —

OAKLEY, JERRY
Downbeat
WCOG, Greensboro, N.C.
OBERLEY, J.
WIZE, Springfield, Ohio

OBLINGER, JACKIE

B. Sept. 16, 1929, Wilkes-Barre, Pa.; It's a Woman's Whirl, Hostess: Sea Hunt, Cisco Kid, Target; Sunday Night Show, WHIS-TV

O'BRIEN, DON
Hollywood Playhouse
WCCO-TV, Minneapolis-St. Paul, Minn.
O'BRIEN, ELLIS
Weather Man
WCSH-TV, Portland, Me.

O'BRIEN, JOE

B. July 16, 1915, Yonkers, N. Y.; Joe's Place, WMCA; Commercials: Fab, El Producto, Chevron, TV; Schaeffer, Radio

O'BRIEN, MARY LOU
KBCL, Shreveport, La.

O'BRIEN, TOM

B. April 3, 1925, New York, N. Y.; News, WINS; Chevrolet Weekend News, CBS, Radio; Big Story, WNEW-TV; Monitor, NBC

O'CONNELL, BILL
WEZE, Boston, Mass.
O'CONNOR, BOB
Club 7-4-0
WGSM, Huntington, N.Y.
O'DONNELL, LEW
Breakfast Bar
WHEN-TV, Syracuse, N. Y.
OGLE, JIM
Meet Your Merchant
KPIN, Casa Grande, Ariz.
O'KEEFE, WALTER
Nightline
NBC
OLESON, DOUG
KBKW, Aberdeen, Wash.
OLIVE, GRAY
Music at Gray-break
WMSC, Columbia, S. C.
OLIVER, LLOYD
Oliver Farm Show
KRNY, Kearney, Neb.
OLIVER, W. M. JR.
Salute to Homemakers
WREV, Reidsville, N.C.
OLSEN, JOHNNY
Play Your Hunch
CBS-TV

OLSEN, WES
WLAV, Grand Rapids, Mich.
OLSON, BRUNO
WHBF-TV, Rock Island, Ill.
OLSON, GLEN
KOVC, Valley City, N.D.
OLSON, HARVEY
WDRC, Hartford, Conn.
OLSON, RAY
WSAL, Logansport, Ind.
O'NEIL, CHUCK
Chuckwagon
WFEA, Manchester, N.H.
O'NEILL, PAT
WGMA, Hollywood, Fla.
O'NEILL, KEVIN
Popeye Show
WKRG-TV, Mobile, Ala.
ORKIN, DICK
WLAN, Lancaster, Pa.
ORMES, BILL
WAGG, Franklin, Tenn.
ORR, BILL
Morning Watch
KSTR, Grand Junction, Colo.
ORR, JEROME
KELD, El Dorado, Ark.
ORRELL, BOB
WGRO, Lake City, Fla.
ORTEGON, VICTOR LARA
KUNO, Corpus Christi, Tex.
ORTIZ, R.
WXRF, Guayama, P. R.
OSBORNE, RICHARD
KFAY, Fayetteville, Ark.
OSTERMAN, LARRY
Koffee Klubb
KCOW, Alliance, Neb.
OTZMAN, JERRY
Morning Alarm
WALM, Albion, Mich.
OUELLETTE, GEORGE
Ladies' Fair
WMTW-TV, Poland Spring, Me.
OVERTON, JOE
Just Music
WMAK, Nashville, Tenn.
OWENS, EDDIE
Mostly Music
WTRO, Dyersburg, Tenn.
OWENS, JACK
WMAZ-TV, Macon, Ga.
O'WRIL, BOB
Morning Beat
WGAN-TV, Portland, Me.

— P —

PAFFORD, BUCK
WGOV, Valdosta, Ga.
PAGE, DAVE
Capt. Cy's Cartoons
KREM, Spokane, Wash.
PAGEL, DUANE
KBRL, McCook, Neb.
PAINE, BILL
KLPR, Oklahoma City, Okla.
PAINTER, FRANK
Old Coonhunter
WBLJ, Dalton, Ga.
PALMER, BILL
Romper Room; Casper Capers
WTVN-TV, Columbus, Ohio
PALMER, BUD
Fight Beat
NBC-TV
PALMER, DUKE
Good Earth
KBOR, Brownsville, Tex.
PALMQUIST, JAMES R.
KLIR, Denver, Colo.
PAPPAS, CHRIS
Sunrise Circus
KVEN, Ventura, Calif.
PARCHER, PEG
KPEG, Spokane, Wash.
PARKER, BEN L.
Tops in Pops
KBOP, Pleasanton, Tex.
PARKER, DONN
Top 50 Show
WMEX, Boston, Mass.
PARKER, JACK
Popeye
WNCT, Greenville, N. C.
PARKER, JIM
KVON, Napa, Calif.
PARKER, PAUL
Quaker Question Mike
WIP, Philadelphia, Pa.
PARKER, RUSTY
Scraping the Toast
WDEV, Waterbury, Vt.
PARKES, HAL
KEYY, Provo, Utah
PARKS, BERT
County Fair, Masquerade Party, NBC-TV; Bert Parks Bandstand, NBC Radio
PARKS, BUD
Breakfast Club
WBRB, Mt. Clemens, Mich.
PARMLEY, T. L.
KSOK, Arkansas City, Kan.
PAROBY, DOMINICK
1540 Matinee
WPTS, Pittston, Pa.

PARSONS, FRED

B. June 13, 1920, Huntington, W. Va.; Road of Life, Right to Happiness, CBS-Radio; Lamp Unto My Feet, CBS News, CBS-TV

PARSONS, KEN
KPBA, Pine Bluff, Ark.
PARSONS, LES
KTUL, Tulsa, Okla.
PASS, NOEL
WMOX, Meridian, Miss.
PATEE, GEORGE J.
KURA, Moab, Utah
PATRICK, JOHN
Anniversary Club
KDZA, Pueblo, Colo.
PATRICK, PHIL
WCUB, Manitowoc, Wis.
PATTERSON, CLARE
WPEL, Montrose, Pa.
PATTERSON, GEORGE
KBVM, Lancaster, Calif.
PATTERSON, PAUL
Music in the Night
WLLH, Lowell, Mass.
PAUL, ED
WCED, DuBois, Pa.
PAUL, KING
WLEU, Erie, Pa.

PAUL, RALPH

Strike It Rich, "Dotto," The Millionnaire, Top Dollar, CBS-TV; Goodyear Playhouse, The Big Payoff, NBC-TV

PAULSON, AL
KRSI, Minneapolis, Minn.
PAXSON, BUD
WACK, Newark, N. Y.
PAXTON, TOM
This Afternoon
WKY-TV, Oklahoma City, Okla.
PEACH, FRED
WHYN, Springfield, Mass.
PEARSON, AL
KSRO, Santa Rosa, Calif.
PECHINI, MARIO
KOYE, El Paso, Tex.
PEELE, JERRY
WEWO, Laurinburg, N. C.
PEEPER, LEO
Denver Bandstand
KBTV, Denver, Colo.
PEGG, WILLIAM F.
Midday Jamboree
WTOE, Spruce Pine, N. C.
PEGUES, ROBERT
Sunrise Serenade
KINY, Juneau, Alaska
PEISS, ED
Polka Time
KOOK-TV, Billings, Mont.
PELGER, FRED
Host with the Most
KYUM, Yuma, Ariz.
PELLE, FRED
The Gospel Hour
WEAG, Alcoa, Tenn.
PENCE, GEORGE J.
KCVL, Colville, Wash.
PENDLEBURY, JIM
From Studio "C"
KSEI, Pocatello, Ida
PENROSE, BERN
Afternoon Musicade
WTTM, Trenton, N. J.
PERCIAL, JACK
WLEC, Sandusky, Ohio
PERKINS, BILL
KOYN, Billings, Mont.
PERLAIN, PETE
KGHL-TV, Billings, Mont.
PERRIN, DON
WTVC, Chattanooga, Tenn.
PERRY C. STUART
Music Around the Clock
WWSR, St. Albans, Vt.
PERRY, NICK
WTAE, Pittsburgh, Pa.
PETERS, CHARLOTTE
KSD-TV, St. Louis, Mo.
PETERS, KERM
WBLF, Bellefonte, Pa.
PETERSEN, RODNEY
KBOE, Oskaloosa, Iowa
PETERSON, ART
Musical Clock
WFBL, Syracuse, N. Y.
PETERSON, DON
KDSN, Denison, Iowa
PETERSON, GEORGE
WYRN, Louisburg, N.C.
PETERSON, JACK
Swap Shop
WHKK, Akron, Ohio
PETITO, GENE
Live Wrestling
WBOY-TV, Clarksburg, W. Va.
PETRICH, LEE
4:00 O'Clock Movie
KENS-TV, San Antonio, Tex.
PFAU, GEORGE E.
KXLL, Missoula, Mont.
PFEIFAUF, NICK
Pop Parade
WTRR, Sanford, Fla.
PHELPS, BOB
WLOS-TV, Ashville, N.C.
PHIEFFER, BILL
WTUX, Wilmington, Del.
PHILLIPS, A. G.
WLTC, Gastonia, N. C.
PHILLIPS, BOB
KART, Jerome, Ida.
PHILLIPS, BRAD
WINS, New York, N. Y.
PHILLIPS, DICK
WEVA, Emporia, Va.
PHILLIPS, GENE
WMAN, Mansfield, Ohio
PHILLIPS, KEN
WMBA, Ambridge, Pa.
PHILLIPS, LEE
WKAT, Miami Beach, Fla.
PHILLIPS, ROBERT
KWOS, Jefferson City, Mo.
PHIPPS, LARRY
WINI, Murphysboro, Ill.
PIATT, BOB
KENI-TV, Anchorage, Alaska
PICKINS, PETE
Music for Everybody
WKIC, Hazard, Ky.
PIDGEON, G. D.
Skyline Interview
WSBB, New Smyrna Beach, Fla.
PIERCE, BILL
WEJL, Scranton, Pa.
PIERCE, JACKIE
Gold Cast Theatre
WTVJ, Miami, Fla.

PIERCE, W. A., JR.
WWCC, Bremen, Ga.
PINCKNEY, LLOYD
Concert Hall
WSPN, Saratoga Springs, N. Y.
PINNER, JOE
Music Man
WNOK, Columbia, S. C.
PIRNIE, DUNCAN
WQXR, New York, N. Y.
PITCAITHLEY, AL
KPBM, Carlsbad, N. M.
PLAYER, JIM
Coffee Break
WBTW, Florence, S. C.
POLAO, RON
Ronaldo & His Records
WTNJ, Trenton, N. J.
POLMAN, NORM
WNHC, New Haven, Conn.
POMALES, FELIX
Caravana Musical
WITA, San Juan, P. R.
POOLE, BOB
Partyline
WFBC, Greenville, S. C.
POOLE, BUCK
WRIM, Pahokee, Fla.
POOLE, LYNN
Johns Hopkins File 7
ABC-TV
POOLE, RAY
KDZA, Pueblo, Colo.
PORWANICKI, LEO
WLIP, Kenosha, Wis.
POTTA, PAT
KNAC-TV, Fort Smith, Ark.
POTTER, EDWARD
Notes & Nonsense
WTSB, Lumberton, N. C.
POWELL, JACK
Dance Date
WANE-TV, Fort Wayne, Ind.
POWERS, DON
WRPB, Warner Robins, Ga.
POWERS, JIMMY
Cavalcade of Sports
NBC-TV
PRATHER, KENNETH G.
KATI, Casper, Wyo.
PRATT, BUD
Callin' All Neighbors
KIS, Sedalia, Mo.
PRATT, FLOYD
WWBC, Bay City, Mich.
PREMONT, BOB
KCNY, San Marcos, Tex.
PREVETTI, BILL
Teen Time Dance Party
KQEO, KOAT-TV,
Albuquerque, N. M.
PRIAKOS, BILL
KTCS, Ft. Smith, Ark.
PRICE, BILL
KNIM, Maryville, Mo.
PRICE, NATHAN
WGOA, Winter Garden, Fla.
PRICE, SAM
KERG, Eugene, Ore.
PRICE, VINCENT
ABC-TV
PRINGLE, DAVID
WPAG, Ann Arbor, Mich.
PROMER, HOWARD
Daybreaker Show
WCFR, Springfield, Vt.
PUFFER, GEORGE
WCLI, Corning, N. Y.
PUGSLEY, BEN
Farm Visitor
KMAQ, Maquoketa, Iowa
PRYOR, CACTUS
KTBC-TV, Austin, Tex.

— Q —

QUAVE, MACKIE
WIS, Columbia, S. C.

— R —

RABEL, ED
Downbeat
WHMS, Charleston, W. Va.
RABELL, JACK
KSON, San Diego, Calif.
RADA, JOE
WCAW, Charleston, W. Va.
RAINEY, BUD
Daydreams
WREB, Holyoke, Mass.
RAMBO, GEORGE
Ramblin
KWIN, Ashland, Ore.
RAMSY, RAY
The AD-Caster
WHIR, Danville, Ky.
RANDAL, TED
KPIX, San Francisco, Calif.
RANDALL, DALE
KBOI-TV, Boise, Ida.
RANEY, REX
WBIR-TV, Knoxville, Tenn.
RANNIGER, BOB
1590 Club
KGAS, Carthage, Tex.
RAU, CHRIS
Western Varieties
KSIS, Sedalia, Mo.
RAY, CURT
KMOX-TV, St. Louis, Mo.
RAY, HOWARD
Tops in Pops
WFUN, Huntsville, Ala.
RAY, JOE
Popeye and Friend
WEE, Erie, Pa.
RAYBALL, JOE
Call to Breakfast
WHAV, Haverhill, Mass.
RAYMOND, HAL
WEEK, Peoria, Ill.
REAGON, WALTER
KSFA, Nacogdoches, Tex.
RECORD, KEN
WHLT, Huntington, Ind.
RECTOR, BRUCE
WRUN, Utica, N. Y.
REDDELL, TOM
Weather
KSWO-TV, Lawton, Okla.
REDDER, DANNY
WKKS, Vanceburg, Ky.
REED, DICK
KAFY, Bakersfield, Calif.
REED, WARREN
KTNT-TV, Tacoma, Wash.
REEL, DAVE
WCGC, Belmont, N. C.
REESE, CARL
WERE, Cleveland, Ohio
REESE, JAMES R., JR.
The Garden of Prayer
WCBG, Chambersburg, Pa.
REESE, WALTER
Spanky's Show
WEHT, Evansville, Ind.
REID, DICK
WCHS, Charleston, W. Va.
REIDY, PAUL
WRDW, Augusta, Ga.
REIG, HOWARD
News
NBC Radio
REIGHARD, RICK
WCUE, Akron, Ohio

REIMERS, ED
B. October 26, Moline, Ill.; Playhouse 90, CBS-TV; Maverick, ABC-TV

REITZ, PINKY
Breakfast Time
WLEC, Sandusky, Ohio
RENCH, KENNY
Early Bird
WPTW, Piqua, Ohio
RENWICK, CHUCK
Eye Opener
WJW, Cleveland, Ohio
REX, JAMES
WMT-TV, Cedar Rapids, Iowa
REY, MARIO
KALI, Pasadena, Calif.
REYNOLDS, BUD
WTUS, Tuskegee, Ala.
REYNOLDS, CLIFTON
Fun House
WCSH-TV, Portland, Me.
REYNOLDS, JACK
KLAS-TV, Las Vegas, Nev.
REYNOLDS, LEE
Popeye, Grandpa's Place
WTTG, Washington, D. C.
RHOADS, JERRY
WJNO, West Palm Beach, Fla.
RHODARMER, SCOTTY
WENC, Asheville, N. C.
RHODES, C. L.
Morning Varieties
WMYN, Madison-Mayodan, N. C.
RHYNE, DON
Rise & Shine
KGLU, Safford, Ariz.
RICE, DICK
Tello-Test
WSPD, Toledo, Ohio
RICHARDS, BILL
WCHS, Charleston, W. Va.
RICHARDS, FLOYD
WTIC-TV, Hartford, Conn.
RICHARDS, JAMES
Dawn Patrol
WKWK, Wheeling, W. Va.
RICHARDS, STAN
WMPS, Memphis, Tenn.
RICHARDS, TONY
Dance Party
WLVA-TV, Lynchburg, Va.
RICHARDSON, ANGEL
Pida Su Musica
WITA, San Juan, P. R.
RICHETER, AL
WORM, Savannah, Tenn.
RICKENBACKER, ACE
WTYN, Tryon, N. C.
RIDDLE, ALAN
Kitchen Klatter
WESC, Greenville, S. C.
RIDNER, JACK
Circle 6 Ranch
WCTV, Tallahassee, Fla.
RIGGS, AL
WKAZ, Charleston, W. Va.
RIMERMAN, MARV
KELO, Sioux Falls, S. D.
RISH, MANNY
920 Club
WBBB, Burlington, N. C.
RISSLING, BOB
WJDA, Quincy, Mass.
RITNER, BART
Morning Mail
WCEC, Rocky Mount, N. C.
ROBBINS, FRED
Haggis Baggis (daytime)
NBC-TV;
Monitor, NBC Radio
ROBERTS, ART
WXLW, Indianapolis, Ind.
ROBERTS, DON
KOA-TV, Denver, Colo.
ROBERTS, HOWDY
Musical Clock
WMT, Cedar Rapids, Iowa
ROBERTS, MARTY
WDZ, Decatur, Ill.
ROBERTS, PETER
Monitor, NBC
ROBERTS, TED
Club Macombo
WKAI, Macomb, Ill.
ROBERTSON, TRAFTON
Contact
WTAR, Norfolk, Va.
ROBINSON, CARL
Best by Request
KVOW, Littlefield, Tex.

ROBINSON, DAVID
KOMO, Seattle, Wash.
ROBINSON, JOHNNY
WHYS, Ocala, Fla.
ROBINSON, MAX
Saturday Breakfast Party
WJTN, Jamestown, N. Y.
ROBINSON, STAN
Weather Ahead
WHIZ, WHIZ-TV,
Zanesville, Ohio
ROCHE, HAL
KBOR, Brownsville, Tex.
ROCKHOLD, JOE
WHIO-TV, Dayton, Ohio
ROCKEFELLER, JACK
KNOX, Grand Forks, N. D.
ROCKWELL, GENE
Rocky's Roost
WFAH, Alliance, Ohio
RODEWALD, DON
KERO-TV, Bakersfield,
Calif.
RODIO, JIM
WFPG, Atlantic City, N. J.
RODRIGUEZ, HECTOR
KUNO, Corpus Christi, Tex.
ROEDEL, JOHN
KSD, St. Louis, Mo.

ROGERS, BILL

$64,000 Question, $64,000 Challenge, G.E. Theatre, CBS-TV; Texaco Command Performance, NBC-TV; Walter Winchell File, ABC-TV

ROGERS, DAVE
Disc O Rama
WJMX, Florence, S. C.
ROGERS, GEORGE
Dialing for Dollars
WMAR-TV, Baltimore, Md.
ROGERS, JOHN
Halifax Music Hall
WROD, Daytona Beach, Fla.
ROLLINS, MIKE
KLIK, Jefferson City, Mo.
ROMANCE, ED
WPPA, Pottsville, Pa.
ROODHOF, TED
4-County Almanac
WDOS, Oneonta, N. Y.
ROPER, JAMES T.
KRTN, Raton, N. M.
ROPER, JIM
WRIM, Pahokee, Fla.
ROPER, PRES
WMAN, Mansfield, Ohio
ROSE, FRED
Hillbilly Heaven
KFAY, Fayetteville, Ark.
ROSER, JIM
Sacred Song Time
WCHO, Washington, Ohio
ROSS, BARRY
KDJI, Holbrook, Ariz.
ROSS, DON JOHN
WMT-TV, Cedar Rapids,
Iowa
ROSS, JACK
Harmony Home
WBBC, Flint, Mich.
ROSSE, CALVIN
1260 Club
WCHV, Charlottesville, Va.
ROSSI, JIM
KIBL, Beeville, Tex.
ROTH, ROBERT
WHEN, Syracuse, N. Y.
ROUNDTREE, BOB
WAAA, Winston-Salem, N. C.
ROUSSEAU, GENE
WWON, Woonsocket, R. I.
ROVANG, REX
KRIB, Mason City, Iowa
ROWAN, G. B.
Guest Book
KLOR-TV, Provo, Utah
ROWE, FLO BEACH
Flo's Five
WSLB, Ogdensburg, N. Y.
ROWE, FREEMAN
The Companion Show
WGFS, Covington, Ga.
ROWLANDS, HUGH
Uncle Hugo
WISN-TV, Milwaukee, Wis.
ROY, MIKE
KCKC, San Bernardino, Calif.
RUDD, SEARLE
KOLD, Tucson, Ariz.
RULE, RON
Breakfast Club
KUIK, Hillsboro, Ore.
RULEY, TOM
860 Club
WMRI, Marion, Ind.
RUSH, CHARLES
WFIS, Fountain Inn, S. C.
RUSSELL, DON
Monitor, NBC
RUSSELL, KEN
WIVK, Knoxville, Tenn.
RYAN, BILL
Headin' Home
KVOO, Tulsa, Okla.
RYAN, DICK
Teen Canteen,
WJRT, Flint, Mich.
RYAN, JOHNNY
Clockwatcher
KVOO, Tulsa, Okla.

— S —

SADON, EARL
Early-Bird
WBUT, Butler, Pa.
SAFFLE, JOE
Wake Up Time
KHAM, Albuquerque, N. M.
SAGGESE, BOB
T.N.T.
WBML, Macon, Ga.
ST. THOMAS, DON
Saint Spins
KTNT, Tacoma, Wash.
SALEM, GEORGE
Of Women & Things
KWBY, Colorado Springs,
Colo.
SALMANS, FRED
All Aboard for Fun
KVII-TV, Amarillo, Tex.
SALTER, BOB
KENO, Las Vegas, Nev.
SANDERS, BOB
Noontime Melodies
WAUD, Auburn, Ala.
SANDERS, CREIGHTON
KTIL, Tillamook, Ore.
SANDERS, HOWARD
WLIB, New York, N. Y.
SANDERS, JACK
WKVA, Lewistown, Pa.
SANDS, GEORGE
Rise & Shine
WMAS, Springfield, Mass.
SANNER, LYNN
KNOT, Prescott, Ariz.
SANTON, CHESTER
WQXR, New York, N. Y.
SAUNDERS, BRUCE
WSBT, South Bend, Ind.
SAVITZ, ALLEN
WDOL, Athens, Ga.
SAVITZ, BILL
Voice of the City
WDSR, Lake City, Fla.
SAWYER, BUD
WDXE, Lawrenceburg, Tenn.
SCAFFE, WADE
WAVP, Avon Park, Fla.
SCAMFER, RON
KBRO, Bremerton, Wash.
SCANLAN, JIM
WOW-TV, Omaha, Neb.
SCANNEL, JIM
Weather
WMBV-TV, Marinette, Wis.
SCHAFFER, RONALD
KBRL, McCook, Neb.
SCHENKLEBERT, DALE
KICD, Spencer, Iowa
SCHERER, JOE
KTLN, Denver, Colo.
SCHLIPP, DICK
Showcase
WEEU, Reading, Pa.
SCHLADEMAN, DON
Ladies First
WIRE, Indianapolis, Ind.
SCHLICHTING, JOHN R.
WTWV, Tupelo, Miss.
SCHOCH, JACK
Matinee Melodies
WHP, Harrisburg, Pa.
SCHOLZ, BOB
No Business Like Scholz
Business
WBEL, Beloit, Wis.
SCHOTT, JAMES
KSGM, Ste. Genevieve, Mo.
SCHRIMSHER, DON
Dishpan Club
KSST, Sulphur Springs, Tex.
SCHRIVA, GEORGE
WRNB, New Bern, N. C.
SCHULTZ, OTTO
WIBV, Belleville, Ill.
SCHULZ, BOB
WDBF, Delray Beach, Fla.
SCHUSTER, E.J.
KTXO, Sherman, Tex.
SCOTT, ANDY
Scott-land
WMSC, Columbia, S. C.
SCOTT, BOB
Weathervane
WJRT, Flint, Mich.
SCOTT, ED
Morning Movie
WTVT, Tampa, Fla.

SCOTT, FRED

B. June 25, Dayton, Ohio; Bugs Bunny Presents, Liberace-Host, WABD

SCOTT, JACK
Just Before Luncheon
WITT, Lewisburg, Pa.
SCOTT, JIM
KPRC-TV, Houston, Tex.
SCOTT, MIKE
WIZE, Springfield, Ohio
SCOTT, RAY
WKPA, New Kensington, Pa.
SCOTT, STAN
Nine Teen Time
WSTV-TV, Steubenville,
Ohio
SCOTT, STU
KVIQ-TV, Eureka, Calif.
SCOVILL, CLEVE
Musical Clock
WCON, Cornelia, Ga.
SEAVEY, NEAL
WLNH, Laconia, N. H.
SEAY, JIM
Musical Date
WCAY, Cayce-West Columbia
S. C.
SEELY, DOYLE
KINS, Eureka, Calif.
SELF, JIMMY
KZOL, Muleshoe, Tex.
SEMPLE, HUGH
KWDM, Des Moines, Iowa
SENNETT, DAVE
WTLB, Utica, N. Y.
SEVY, VERN
WKBN-TV, Youngstown,
Ohio
SEWELL, DOUG
KDUB-TV, Lubbock, Tex.
SHADBURN, BILL
WSAV, Savannah, Ga.
SHAFER, DAVE
WJER, Dover, Ohio

SHAFFER, GARY
WHDL, Olean, N. Y.

SHALES, ROGER
WRMN, Elgin, Ill.

SHANKWEILER, GLEN
WKOK, Sunbury, Pa.

SHANNON, PAUL
WTAE, Pittsburgh, Pa.

SHAPIRO, GEORGE
KTVC-TV, Ensign, Kan.

SHARBUTT, DEL
B. Feb. 16, 1912, Cleburne, Tex.; Jim Backus, Radio; ABC; Your Hit Parade, NBC-TV, CBS-TV

SHARP, DON
KALB, Alexandria, La.

SHARP, IRVING
WDBJ, WDBJ-TV, Roanoke, Va.

SHARPE, ED 'PAPPY'
Pop Deejay
WRFC, Athens, Ga.

SHAVOR, FRED D.
Dinner Theatre
WTRI, Albany, N. Y.

SHAW, BOB
Music Til Tomorrow
WCSH, Portland, Me.

SHAW, TED
Weather
KSYD-TV, Wichita Falls, Tex.

SHAY, JIM
Bumper to Bumper
WAND, Canton, Ohio

SHEA, BOB
KXOK, St. Louis, Mo.

SHEA, FRAN
WTYM, Springfield, Mass.

SHEIN, HERB
Bright & Early
WKXL, Concord, N. H.

SHELDON, GENE
Music in AM
WWJB, Brooksville, Fla.

SHELLADY, BOB
KXIC, Iowa City, Iowa

SHELTON, GENE
WBBA, Pittsfield, Ill.

SHELTON, JIM
Pick-a-Pocket
WIBC, Indianapolis, Ind.

SHELTON, JIM
KDSX, Denison-Sherman, Tex.

SHEPPE, BOB
WFOY, St. Augustine, Fla.

SHERBAHN, DICK
WLAN, Lancaster, Pa.

SHERMAN, BRAD
WKAT, Miami Beach, Fla.

SHERRY, ROD
KFSD-TV, San Diego, Calif.

SHIELD, MIKE
Dance Date
WJPF, Herrin, Ill.

SHIELDS, TOM
Platter Party
Tarboro, N. C.

SHIMP, BERT
Turnabout
WSAZ, Huntington, W. Va.

SHIPLEY, BILL
The Big Story, NBC-TV; You Are There, Jonathan Winters Show, CBS-TV

SHORE, HAL
Sound Off
WBCM, Bay City, Mich.

SHOWALTER, AL
KBRO, Bremerton, Wash.

SHOYLING, CLIFF
WICU, Erie, Pa.

SHREVE, BILL
WIFM, Elkin, N. C.

SHROYER, KENNETH E.
WBAR, Bartow, Fla.

SHULL, CHUCK
Weather
WRVA-TV, Richmond, Va.

SIKES, SHIRLEY
KMAN, Manhattan, Kan.

SILKWOOD, JIM
KDOV, Medford, Ore.

SILL, DAVE
WADP, Kane, Pa.

SILVER, KEITH
WSPR, Springfield, Mass.

SIMMONS, BARRY
Symphony Hall
KLX, Oakland, Calif.

SIMMS, FRANK
For Love or Money, Garry Moore Show, CBS-TV

SIMON, JIM
KRIG, Odessa, Tex.

SIMS, BOB
Parade of Music
WHYS, Ocala, Fla.

SIMS, HANK
Day in Court
ABC-TV

SINCLAIR, C. A.
2nd Cup of Coffee
WPRW, Manassas, Va.

SINCLAIR, DICK
Polka Party
KFI, Los Angeles, Calif.

SINGER, GEORGE
KTLN, Denver, Colo.

SINK, IRDELL
Carosel
WBUY, Lexington, N. C.

SIZEMORE, ASHER
Noontime Jamboree
WKLX, Paris, Ky.

SKAFF, NED
Dinner At The Greystone
WCHS, Charleston, W. Va.

SKINNER, ED
Apron Serenade
WNOK, WNOK-TV, Columbia, S. C.

SKINNER, MORGAN
KBRV, Soda Springs, Ida.

SLATON, BILL
Breakfast with Bill
WJQS, Jackson, Miss.

SLATTERY, JACK
Art Linkletter's House Party
CBS-TV

SLATTERY, JOE
A Guy Named Joe
KWTO, Springfield, Mo.

SLATTON, JOHN
WJBB, Haleyville, Ala.

SLAYMAKER, GENE
KYW, Cleveland, Ohio

SLOAN, MAYNARD
KRMO, Monett, Mo.

SMALL, ROBERT
WISV, Viroqua, Wis.

SMART, ART
Coffee Break
KSEI, Pocatello, Ida.

SMITH, BOB, Jr.
WCYB, Bristol, Va.

SMITH, BOB
Morning Merry Go Round
WTOC, Savannah, Ga.

SMITH, BRYANT
Morning Beat
KVBC, Farmington, N. M.

SMITH, CARL
WLON, Lincolnton, N. C.

SMITH, CY
Your Guy Cy
KRNO, San Bernardino, Calif.

SMITH, DICK
WMCK, McKeesport, Pa.

SMITH, DON
Driver's Serenade
KCLS, Flagstaff, Ariz.

SMITH, DON
Safety Patrol
WACL, Waycross, Ga.

SMITH, FRED
KTXJ, Jasper, Tex.

SMITH, GARDNER
WHEN, Syracuse, N. Y.

SMITH, GARY
WAME, Miami, Fla.

SMITH, GEORGE L.
KTUT, Tooele, Utah

SMITH, GUY
KCKN, Kansas City, Kan.

SMITH, HARRY K.
WFLN, Philadelphia, Pa.

SMITH, HUGH
Good Morning Show
KTRY, Bastrop, La.

SMITH, HUGH
KOGT, Orange, Tex.

SMITH, JACK
You Asked For It
ABC-TV

SMITH, JERE
Record Hop
KMSP-TV, Minneapolis, Minn.

SMITH, MARK
KONA-TV, Honolulu, Hawaii

SMITH, MERRILL
Perkin with Pappy
WOTW, Nashua, N. H.

SMITH, PAUL
KDYL, Salt Lake City, Utah

SMITH, PETE
Channel Hop
KBIG, Avalon, Calif.

SMITH, RAY
WKTG, Thomasville, Ga.

SMITH, RICHARD
WLSV, Wellsville, N. Y.

SMITH, RUDY
WCOM, Parkersburg, W. Va.

SMITH, SHEL
KMAN, Manhattan, Kan.

SMITH, WAYNE
KBIA, Columbia, Mo.

SMYTH, ED
Chore Time
WRCO, Richland Center, Wisc.

SNODGRASS, DAVE
WGFS, Covington, Ga.

SNYDER, PEG
KPEG, Spokane, Wash.

SOHL, JIM
WARK, Hagerstown, Md.

SOLANDER, GEORGE
Lucky Lager Dance Time
KGVO, Missoula, Mont.

SOSBY, EDDIE
KMTV, Omaha, Neb.

SOUTHWOOD, TOMMY
Yawn Patrol
WFKY, Frankfort, Ky.

SPAHR, BILL
WDBJ, Roanoke, Va.

SPAIN, WADE
Morning Jamboree
KHIL, Brighton, Colo.

SPEAKS, ALAN
Breakfast Party
WHIZ, Zanesville, Ohio

SPEAR, JIM
Moppett Shop
WBOC-TV, Salisbury, Md.

SPEARS, BEN
WFPM, Fort Valley, Ga.

SPECK, DARREL
Country Music Caravan
WANY, Albany, Ky.

SPENCER, LES
WBNS, Columbus, Ohio

SPICER, CY
Bingo at Home
KNAC-TV, Fort Smith, Ark.

SPOOR, JOE
WNBZ, Saranac Lake, N. Y.

SPRINGER, CHUCK
KREM's Kamera
KREM, Spokane, Wash.

SPRINGMANN, TED
Moving Along
KADY, St. Charles, Mo.

SPURLING, CHARLES
WTCO, Campbellsville, Ky.

STACKE, PAUL
Club 560
WEBC, Duluth, Minn.

STALLARD, DAL
KCKN, Kansas City, Kan.

STAMPER, GIL
Preview
WBT, Charlotte, N. C.

STANLEY, ARTHUR
Hi-Fi Music
WQUA, Moline, Ill.

STANLEY, RED
Off the Record
WACB, Kittanning, Pa.

STANLEY, ROY
Weekend
KBKC, Kansas City, Mo.

STANT, JACK
Words & Music
WDRF, Chester, Pa.

STAPLETON, JIM
Junior Jamboree; Dance Party
WLVA; WLVA-TV, Lynchburg, Va.

STARCHER, BUDDY
WSVA, Harrisonburg, Va.

STARK, DICK

B. Nov. 7, 1911, Grand Rapids, Mich.; Gunsmoke, What's My Line?, Leave It to Beaver, CBS-TV; Patrice Munsel, ABC-TV; Wells Fargo, Comedy Time, NBC-TV

STARLING, DAVE
Ladies Day
KFI, Los Angeles, Calif.

STAVAS, JOE
Top O' The Morning
KJAY, Topeka, Kan.

STEELE, BRETT
KHAT, Phoenix, Ariz.

STEELE, DAN
KMHT, Marshall, Tex.

STEELE, DON
KLIK Klock
KLIK, Jefferson City, Mo.

STEFFES, ART
Afternoon of Albums
KVOX, Moorhead, Minn.

STELLING, JACK
WMMS, Bath, Me.

STEMMLER, NICK
WWTB, Tampa, Fla.

STENGER, FRANK
Matinee
WCBI, Columbus, Miss.

STENGER, PETE
Wake Up & Sing
WSAZ, Huntington, W. Va.

STENGLE, DAN
WAMV, East St. Louis, Ill.

STEPHANS, GEORGE
Operation Music
WARE, Ware, Mass.

STEPHENS, CARL
Cartoon Carl
WSFA-TV, Montgomery, Ala.

STEPHENS, STEVE
Your Party
KTHV, Little Rock, Ark.

STERLING, BOB
KNGS, Hanford, Calif.

STERLING, VIC
KJEO, Fresno, Calif.

STERN, TESS
WTVN, Columbus, Ohio

STEVENS, BILL
WCYB-TV, Bristol, Va.

STEVENS, CHUCK
1570 Club
WPTW, Piqua, Ohio

STEVENS, DON
WMPS, Memphis, Tenn.

STEVENS, MATT
Easy Listening
WHHH, Warren, Ohio

STEVENS, MAXIE, Jr.
Pop Music
WRJW, Picayune, Miss.

STEVENS, NAT
WTLB, Utica, N. Y.

STEVENS, RALPH
WRAY, Princeton, Ind.

STEVENS, RAY
WAQE, Towson, Md.

STEWART, ESTILL
Hillbilly Hodown
WDOC, Prestonsburg, Ky.

STEWART, HAYES
XEM-TV, Mexicali-Baja, Calif.

STEWART, JOHN
KDKA, Pittsburgh, Pa.

STINGLEY, ROY
Fairfield Jamboree
WHOK, Lancaster, Ohio

STOHL, HANK
KD Cartoons
KDKA-TV, Pittsburgh, Pa.

STOKE, JIM
Deal for a Meal
KYOS, Merced, Calif.

STOLL, ALAN
KBCL, Shreveport, La.

STONE, AL
Phone Forum
WCSC, Charleston, S. C.

STONE, DEWEY
WDEC, Americus, Ga.

STONER, BOB
Road Show
KWKH, Shreveport, La.

STONER, PETER
WJBK, Detroit, Mich.

STONIER-HAMNETT, RUSS
Classical Hour
WCNC, Elizabeth City, N. C.

STORM, JOE
Lunch at Pedlar
WBZY, Torrington, Conn.

STOUDT, JACK
KIRX, Kirksville, Mo.

STOWE, JAMES A.
WOTR, Corry, Pa.

STRAND, NORM
Cap'n Sandy Weather
WSAV-TV, Savannah, Ga.

STRATTON, DICK
Open House
WJXT, Jacksonville, Fla.

STRAUSS, JOHN
KNCO, Garden City, Kan.

STRAUSS, WILLIAM
WQXR, New York, N. Y.

STRECKER, JOHN
Weather
KOMU-TV, Columbia, Mo.

STUART, ALLEN
WHLI, Hempstead, N. Y.

STUART, STREETER
WBZ - WBZA, Boston - Springfield, Mass.

STURM, DEAN
WSAZ-TV, Huntington, W. Va.

STURTZ, HOWIE
WCCN, Neillsville, Wisc.

STYLES, DANNY
Katman Show
WNJR, Newark, N. J.

SUIT, HAROLD
WALB-TV, Albany, Ga.

SULLIVAN, ALEX
Long Island Nightcap
WGLI, Babylon, N. Y.

SULLIVAN, BILL
WCHA, Chambersburg, Pa.

SULLIVAN, TIM
Commuter's Express
KGMC, Engelwood-Denver, Colo.

SUMMERRISE, BOB
KFKF, Bellevue, Wash.

SUMMERS, BILL
Gospel Train
WLOU, Louisville, Ky.

SUNKEL, BUD
WDAN-TV, Danville, Ill.

SUTTER, DICK
WRMN, Elgin, Ill.

SWANN, JIMMY
WDAM-TV, Hattiesburg - Laurel, Miss.

SWANSON, DEAN
KFJB, Marshalltown, Iowa

SWAYZE, JOHN CAMERON
Chance for Romance
ABC-TV

SWIFT, ALLEN

Emcee of Popeye Show, WPIX; Commercials: I Love Lucy, Hitchcock Presents, CBS; Disneyland, ABC; Steve Allen Show, NBC; Dragnet

SWINSON, BOBBY
Old Time Hymn Time
KCLW, Hamilton, Tex.

SWORD, ROGER
KPIN, Casa Grande, Ariz.

SYNNES, ROD
WFRV-TV, Green Bay, Wisc.

SYRDAL, JIM
KCMT, Alexandria, Minn.

— T —

TABLER, WALTER
Music for Mom
KXOX, Sweetwater, Tex.

TAFOYA, AL
KQEO, Albuquerque, N. M.

TALLEY, JOHNNY
WENO, Nashville, Tenn.

TANKY, NICK
WMCK, McKeesport, Pa.

TATE, BILL
Night Train
KOGT, Orange, Tex.

TATUM, T. E.
Supper Club
WHEE, Martinsville, Va.

TAYLOR, BILL
WIRC, Hickory, N. C.

TAYLOR, BROOKE
B. November 21, 1918, Indianapolis, Ind.

TAYLOR, GENE
KOTA, KOTA-TV, Rapid City, S. D.

TAYLOR, JIMMIE
WTCO, Campbellsville, Ky.

TAYLOR, KEN
The Music Room
WVCG, Coral Gables, Fla.

TAYLOR, PERRY
KAND, Corsicana, Tex.

TAYLOR, SAMMY
KWJJ, Portland, Ore.

TAYLOR, TED
KNBC, San Francisco, Calif.

TAYLOR, W. S.
WKDX, Hamlet, N. C.

TEEL, JERRY
KSTN, Stockton, Calif.

TEGTMEIER, DOUG
KTRF, Thief River Falls, Minn.

TENNANT, JACK
WAJR, Morgantown, W. Va.

TERRELL, RON
KTUL, Tulsa, Okla.

TERRI, LOU
WDRC, Hartford, Conn.

TERRY, BILL
Party Line
WWPF, Palatka, Fla.

THOMAS, BERNIE
Musically Yours
KDEF, Albuquerque, N. M.

THOMAS, BILL
WDBQ, Dubuque, Iowa

THOMAS, GEORGE
Operation Nitcap
WHLM, Bloomsburg, Pa.

THOMAS, NORMAN A., Jr.
Today's Top Tunes
WDNT, Dayton, Tenn.

THOMAS, RAY
Musical Clock
WHAN, Charleston, S. C.

THOMAS, RIC
KOL, Seattle, Wash.

THOMAS, TOM
Friendly Neighbor
WERI, Westerly, R. I.

THOMAS, WAYNE
KTIM, San Rafael, Calif.

THOMASON, BILL
Sugar & Spice
WBAC, Cleveland, Tenn.

THOMPSON, BILL
KTIM, San Rafael, Calif.

THOMPSON, BOB
KATE, Albert Lea, Minn.

THOMPSON, CHUCK
Dixon on Disc
WALA-TV, Mobile, Ala.

THOMPSON, DANNY
Highway Patrol
WTIP, Charleston, W. Va.

THOMPSON, GORDON
KGAL, Lebanon, Ore.

THOMPSON, JIM
WPPA, Pottsville, Pa.

THOMPSON, RON
KTOW, Oklahoma City, Okla.

THOMPSON, TINY
The 4 Sharps
WHIS-TV, Bluefield, W. Va.

THORNTON, CAL
WCLA, Claxton, Ga.

THORP, WILLIAM
Open House
WGBB, Freeport, N. Y.

THORPE, BILL
Best of the Top 40
WFBL, Syracuse, N. Y.

TIDD, JACK
WDSR, Lake City, Fla.

TILFORD, RUSS
Starlight Theater
XETV, San Diego, Calif.

TINGLEY, IRV
Toast 'n Tunes
WRRR, Rockford, Ill.

TIPPINS, AL
Popeye Playhouse
WFGA-TV, Jacksonville, Fla.

TOMLINSON, CLAUDE
Clock Show
WIVK, Knoxville, Tenn.

TOMKINS, TOM
KOLD, Tucson, Ariz.

TONKEN, PHIL

TONNEMACHER, FRANK
920 Bandstand
WMNI, Columbus, Ohio

TOPINKA, RUDY
WSAU, WSAU-TV, Wausau, Wisc.

TRAVIS, DAN
Danny's Hideaway
WBNL, Boonville, Ind.

TRELA, JOE
Polish Programs
WONG, Oneida, N. Y.

TRENT, STEVE
WCER, Charlotte, Mich.

TRIGG, STEVE
KOSA, Odessa, Tex.

TRIMBLE, ROBERT L.
WLSV, Wellsville, N. Y.

TRIPLETT, JOHN
WSDB, Homestead, Fla.

TROXLER, AL
Downbeat
WCOG, Greensboro, N. C.

TRUMBULL, DONALD
Afternoon Nocturne
WNBZ, Saranac Lake, N. Y.

TUCKER, JACK
WFVA, Fredericksburg, Va.

TUNSTALL, BILL
Jumpin' Jack
WCRY, Macon, Ga.

TURK, AL
Bingo at Home
WDAU-TV, Scranton, Pa.

TURLEY, BOB
WKAZ, Charleston, W. Va.

TURNAGE, JERRY
WFPR, Hammond, La.

TURNAGE, MAURICE
WKBL, Covington, Tenn.

TURNER, GRANT
WSM, Nashville, Tenn.

TURNER, JIM
WSOC, Charlotte, N. C.

TURNER, MIKE
WIRC, Hickory, N. C.

TURNER, ROBERT PAUL
KVOC, Casper, Wyo.

TYRRELL, JOE
WPFB, Middletown, Ohio

TYSS, TY
Party Line
WGAV, Amsterdam, N. Y.

— U —

UNTERBORN, DICK
Cartoon Corners
KTBS-TV, Shreveport, La.

UPTON, DON
WIS-TV, Columbia, S. C.

— V —

VAIL, KIT
WKTY, La Crosse, Wisc.

VALENTINE, JIM
Open House
WMMN, Fairmont, W. Va.

VALLE, DAN
WFAS, White Plains, N. Y.

VALLIQUETTE, BOB
WTIG, Massillon, Ohio

VAN ANDEL, DOROTHY
Designs in Living
WFUR, Grand Rapids, Mich.

VAN CAMP, BOB
Morning Melodies
WSB, Atlanta, Ga.

VAN DEE, JAMES
Dancing Party
WVMI, Biloxi, Miss.

VANDERJACK, GUY
WPAG, Ann Arbor, Mich.

VANDEVENTER, JERRY
Nightbeat
WSB, Atlanta, Ga.

VANDEVER, JOE
Housewife Time
WDMF, Buford, Ga.

VAN DYKE, DICK
Mother's Day
ABC-TV

VAN DYNE, WAYNE
The Daybreaker
WSTV, Steubenville, Ohio

VAUGHN, BOB
Home & Highway
WSUN, St. Petersburg, Fla.

VAUGHN, REESE J.
WBIA, Augusta, Ga.

VENTER, MEL
KFRC, San Francisco, Calif.

VENTRELLA, TONY
WEDC, Chicago, Ill.

VESTAL, STAN
KNGS, Hanford Calif.

VICK, GLENN
WGTM, Wilson, N. C.

VIEDT, BEN
KWRY, Winner, S. D.

— W —

WADE, GILBERT
WFPR, Hammond, La.

WADE, JEFF
1470 Melody Lane
WLAM, Lewiston, Me.

WADE, OZZIE
WKNE, Keene, N. H.

WAGGONER, CHUCK
Songs at Sun-up
WAGG, Franklin, Tenn.

WAGNER, JOHNNY
Florida Calling
WKIS, Orlando, Fla.

WAGNER, JON
KLWN, Lawrence, Kan.

WALKER, JOHNNY
Yawn Patrol
WEJL, Scranton, Pa.

WALKER, TOM
Tom's Triple T
KTCS, Ft. Smith, Ark.

WALLACE, GIL
Koffee Klub
WFIW, Fairfield, Ill.

WALLACE, NORM
KPDQ, Portland, Ore.

WALLER, EDMUND
WTOR, Torrington, Conn.

WALLINSON, ED
WNAK, Wilkes-Barre, Pa.

WALLISTON, ED
WNAK,, Wilkes-Barre, Pa.

WALSH, GORDON
Street of Dreams
WINC, Winchester, Va.

WALSH, TOM
Curtain Time
WPEP, Taunton, Mass.

WALTERS, LLOYD
KSCO, Santa Cruz, Calif.

WARD, FRANK
Request Matinee
WAKR, Akron, Ohio

WARD, FRED
WOWL, Florence, Ala.

WARD, TERRY
KOWL, Tahoe Valley, Calif.

WARNERS, BOB
Tops for Teens
WAYX, Waycross, Ga.

WARNER, DICK
Warnerland
WRDW, Augusta, Ga.

WARREN, BILL
WKRC, Cincinnati, Ohio

WARREN, DOUG
Talk of the Town
WKDN, Camden, N. J.

WEAVER, BILL
Party Line
WDAY-TV, Fargo, N. D.

WEAVER, JOE
Penthouse Party
WTOL, Toledo, Ohio

WEBB, DICK
WFDF, Flint, Mich.

WEBB, JAY
0 Club
WSBC, Chicago, Ill.

WEBB, JOHNNY
KLRA, Little Rock, Ark.

WEBB, RIC
KOPR, Butte, Mont.

WEBB, RICK
WARB, Covington, La.

WEBER, ART
Birthday Club
KFBB-TV, Great Falls, Mont.

WEBSTER, KURT
Teen-Age Dancing Party
WAVY-TV, Norfolk, Va.

WEEMS, BOB
WFPG, Atlantic, City, N. J.

WEILER, BOB
Country Cousins
KDIX-TV, Dickinson, N.D.

WELSH, JOHN
Music Room
KTAC, Tacoma, Wash.

WELTI, BOB
KTVT, Salt Lake City, Utah

WENDALL, RON
KDJI, Holbrook, Ariz.

WENDELL, BILL
B. March 22, N. Y., MCA

WENDELL, BUD
KYW, Cleveland, Ohio

WESLEY, BOB
WPON, Pontiac, Mich.

WESLEY, TED
WTIG, Massillon, Ohio

WESNER, LEE
WISC, Madison, Wisc.

WESTON, JIM
KTML, Marked Tree, Ark.

WHEELER, GREGG
KTAT, Frederick, Okla.

WHITE, BILL
Variations in Music
WGBI, Scranton, Pa.

WHITE, BOB
WQXQ, Ormond Beach, Fla.

WHITE, JACK
KDEN, Denver, Colo.

WHITE, LEE
KPUG, Bellingham, Wash.

WHITE, LEWIS
WJLD, Birmingham, Ala.

WHITE, STANLEY
KSCO, Santa Cruz, Calif.

WHITEHEAD, BRUCE
KBOI-TV, Boise, Ida.

WHITESIDE, ARTHUR
WLOS-TV, Ashville, N. C.

WHITLEY, CHARLES
WLTC, Gastonia, N. C.

WILLIAMS, ALUN
WMCA, New York, N. Y.

WILLIAMS, KEN
County Fair
NBC-TV

WILSON, DON
The Jack Benny Program
CBS-TV

WILSON, JOE
Bowling Stars
ABC-TV

WILSON, JOHN
KTAR, Phoenix, Ariz.

WILSON, JOHNNY
Top Tunes
WLSD, Big Stone Gap, Va.

WINTERS, ROLAND
The Peter Lind Hayes Show
ABC-TV

WOLF, ROD
Harmony Highway
WRTA, Altoona, Pa.

WOLFE, JOHN
730 Matinee
WDOS, Oneonta, N. Y.

WOODS, CHARLES
People in the News
ABC

WOODS, JOHN
WAAB, Worcester, Mass.

WOODS, WILLIAM H.
KDMO, Carthage, Mo.

WOODWARD, GORDON
KSTN, Stockton, Calif.

WOODWARD, LEE
Hollywood Showtime, Top Ten Dance Party
KOTV, Tulsa, Okla.

WRAY, HALL
Top of the Morning
WHMA, Anniston, Ala.

WRIGHT, BILL
Top of the Morning
WIBG, Philadelphia, Pa.

WRIGHT, DAVID
WFMY-TV, Greensboro, N. C.

WUSSOW, GEORGE
KVCV, Redding, Calif.

WYATT, GEORGE
WTWV, Tupelo, Miss.

WYATT, JACK
Confession
ABC-TV

WYLLIE, GORDON
Mostly Music
WTRL, Bradenton, Fla.

— Y —

YANICH, BOBBY
WHGB, Harrisburg, Pa.

YEAGER, RAY
Karousel
KROW, Oakland, Calif.

YELLAND, STARR
KLZ-TV, Denver, Colo.

YONGUE, BOB
Up 'n Atom
WATO, Oak Ridge, Tenn.

YORK, TOM
WBRC-TV, Birmingham, Ala.

YOULE, CLINT
The Weatherman
WNBQ, Chicago, Ill.

YOUNG, AL
Musical Announcer
WCMA, Corinth, Miss.

YOUNG, BILLY
KTRE, Lufkin, Tex.

YOUNG, DALE
Detroit Bandstand
WJBK-TV, Detroit, Mich.

YOUNT, H. PRESTON, Jr.
Pres' Platter Party
WHLF, South Boston, Va.

YOUNG, O. C.
Disc Dance
WHIS, WHIS-TV, Bluefield, W. Va.

YOUNG, SID
Housewife Time
WDMF, Buford, Ga.

YOUNG, TINY
Meet the Merchant
KAYE, Puyallup, Wash.

YOUNGS, KENNETH
WREM, Remsen, N. Y.

— Z —

ZACK, ED
WOC, Davenport, Iowa

ZAPUTIL, BILL
KOYN, Billings, Mont.

ZEIGLER, BOB
Drive In
WISL, Shamokin, Pa.

ZeVAN, BARRY
KANA, Anaconda, Mont.

ZIMMERMAN, BOB
WCED, DuBois, Pa.

ZINK, CHUCK
Popeye Playhouse
WTVJ, Miami, Fla.

ZURLO, RUDY
Wake to Music
WCKB, Dunn, N. C.

KLAVAN and FINCH

DISC JOCKEYS

RADIO AND TELEVISION

—their work during 1958

— A —

ADAMS, KAY
The House Party
KRIZ, Phoenix, Ariz.
ADAMS, GLENN
KAIR, Tucson, Ariz.
ADAMS, JERRY
KLPR, Oklahoma City, Okla.
ADAMS, JOHN
Junior Jazz
KIDD, Monterey, Calif.
ADAMS, JOHN
WTIK, Durham, N. C.
ADAMS, JOHN
Wake Up Hour
WMNF, Richwood, W. Va.
ADKINS, BOB
KNEW, Spokane, Wash.
ADKINS, ROSS
KGHF, Pueblo, Colo.
ADKISON, JOHN
Top "30"
WDSP, DeFuniak Springs, Fla.
AGEE, BOB
Top Forty
WBIR, Knoxville, Tenn.
AHLERS, W.
Record Roundup
WHMI, Howell, Mich.
ALBERT'S BOB
Up's & Down Show
KDMA, Montevideo, Minn.
ALBRIGHT, JIM
WPAC, Patchogue, N. Y.
ALEXANDER, CHRIS
KLLA, Leesville, La.
ALGER, MICK
Night Train
KBNZ, La Junta, Colo.
ALLAN, AARON
WOAI, San Antonio, Tex.
ALLAN, LLOYD
Tune 1050
KNBX, Kirkland, Wash.
ALLBEE, CHARLES
Midafternoon Moods
KGIW, Alamosa,, Colo.
ALLEN, BOB
Slim Short Show
WGTM, Wilson, N. C.
ALLEN, DON
Coffee, Toast & Tunes
WBRT, Bardstown, Ky.
ALLEN, FRED
WAAA, Winston-Salem, N. C.
ALLEN, GENE
Melody Parade
WENK, Union City, Tenn.
ALLEN, HERB
Rhythm Roundtable
WESA, Charleroi, Pa.
ALLEN, JACK
Melody Matinee
WTTM, Trenton, N. J.
ALLEN, JOHN
Early Birds
WFAA, Dallas, Tex.
ALLEN, RODGER
WGGO, Salamanca, N. Y.
ALLEN, ROGER
WKYB, Paducah, Ky.
ALLEN, RON
Music Hall
WSAI, Cincinnati, Ohio
ALLEN, STEVE
Musical Clock
WJEH, Gallipolis, Ohio
ALLINSON, BOYD E.
RFD 1360
KDBC, Mansfield, La.
ALLMAN, PIERCE
Melody-Go-Round
WFAA, Dallas, Tex.
ALLWOOD, JIM
Hillbilly Heaven
KWTO, Springfield, Mo.
ALONSO, IVO LUIS
Artistas en Revistas
KIFN, Phoenix, Ariz.
ANDERSON, BILL
WJJC, Commerce, Ga.
ANDERSON, CURLY
KURY, Brookings, Ore.
ANDERSON, DAN
WLOL, Minneapolis, Minn.
ANDERSON, DON
KASK, Ontario, Calif.
ANDERSON, DON
KFH, Wichita, Kan.
ANDERSON, DUANE
Matinee Melody
KCIM, Carroll, Iowa
ANDERSON, DUKE
KWIZ, Santa Ana, Calif.
ANDERSON, ERNIE
WHK, Cleveland, Ohio
ANDERSON, GEORGE
Late Date
WITY, Danville, Ill.
ANDERSON, HERB
Requestfully Yours,
WPIN, St. Petersburg, Fla.
ANDERSON, HERB OSCAR
HOA Show
WMCA, New York, N. Y.
ANDERSON, HOWIE
Top 50 Tunes
WLDB, Atlantic City, N. J.
ANDERSON, J. W.
Spinorama
WMCP, Columbia, Tenn.
ANDERSON, JACK
KTXO, Sherman, Tex.
ANDERSON, KARL
Melodies in Velvet
WGMA, Hollywood, Fla.
ANDERSON, KERRY
WGLC, Centreville, Miss.
ANDERSON, MAX
Morning Man
WBAP, Fort Worth, Tex.
ANDERSON, SAMMY
WKAP, Allentown, Pa.
ANDERSON, TERRY
WETZ, New Martinsville, W. Va.
ANDREWS, ANDY
WHOO, Orlando, Fla.
ANDREWS, JERRY
WBAL, Baltimore, Md.
ANGLE, CLIP
WLYC, Williamsport, Pa.
ANKENY, HENRY
Platter Party
KLMO, Longmont, Colo.
ANTHONY, AL
Hits for the Misses
KAFY, Bakersfield, Calif.
ANTHONY, CARMINE
WJJD, Chicago, Ill.
ANTHONY, DON
Hi Fi For Housewives
WWIN, Baltimore, Md.
ANTHONY, JOE
Dancing Party
WSSC, Sumter, S. C.
ANTHONY, JOE
Harlem Serenade
KMAC, San Antonio, Tex.
ANTHONY, PAUL
KMON, Great Falls, Mont.
ANTHONY, TOM
KDTH, Dubuque, Iowa
ARCHARD, DAVE
WALT, Tampa, Fla.
ARCHER, GENE
Mr. Music
WRC, Washington, D. C.
ARKELL, BUD
Up 'n Atom Show
WANS, Anderson, S. C.
ARLAN, JAY
Make Mine Music
WFBM, Indianapolis, Ind.
ARMSTRONG, DON
Up & Atom
WDCL, Clearwater, Fla.
ARMSTRONG, HAROLD
Early Bird Show
KALV, Alva, Okla.
ARMSTRONG, HAYWARD
The Hayride
KOYL, Odessa, Tex.
ARMSTRONG, TIM
KHSL, Chico, Calif.
ARMSTRONG, TOM
WGAR, Cleveland, Ohio
ARNOLD, CHARLES
Cool Rhythms
WVOL, Nashville, Tenn.
ARNOLD, CHUCK
WISN, Milwaukee, Wis.
ARNOLD, HAP
KBYG, Big Spring, Tex.
ARNOLD, RON
Pop Hits
KTTN, Trenton, Mo.
ARTHUR, PAUL
P. A. in the P. M.
KBUN Bemidji, Minn.
ARTZ, RALPH
WSAN, Allentown, Pa.
ASTOL, LALO, SR.
KCOR, San Antonio, Tex.
ATHNOS, BOB
Toast 'N Jam Session
KLIZ, Brainerd, Minn.
ATKINS, BILL
Timekeeper Show
KDOK, Tyler, Tex.
ATKINS, EDDIE
Mr. Music
WJEH, Gallipolis, Ohio
ATKINS, ROBERT
WTCB, Flomaton, Ala.
ATKINSON, TOM
Musicland USA
KSIL, Silver City, N. M.
ATTEBERRY, TERRY
KCOL, Fort Collins, Colo.
ATWOOD, BILL
Melody Time
WAUG, Augusta, Ga.
AUGELLO, JOE
WOHO, Toledo, Ohio
AUSTIN, CHUCK
Road Show
WERI, Westerly, R. I.
AUTIO, TOM
Music Makers
WBNC, Conway, N. H.

— B —

BABCOCK, SAM
KDEO, San Diego, Calif.
BACARELLA, JOE
WMIC, Monroe, Mich.
BAHN, CARL
Top's Tunes
BAILEY, BILL
WIBV, Belleville, Ill.
BAKER, JACK
Record Shop
WEMP, Milwaukee, Wis.

BALDWIN, RUSS
WIBX, Utica, N. Y.
BALL, ACE
KHEM, Big Spring, Tex.
BALLARD, DAVE
KTIX, Seattle, Wash.
BALLARD, DREW
KVMC, Colorado City, Tex.
BANDY, BOB
Coffee Club
WAPL, Appleton, Wis.
BANGERT, CHRIS
WDSM, WDSM-TV, Superior, Wis.
BARBER, BILL
WOOD, Grand Rapids, Mich.
BARGER, CARL
WFDF, Flint, Mich.
BARIL, GENE
WJEF, Grand Rapids, Mich.
BARILE, LOU
WIBX, Utica, N. Y.
BARKELY, MIKE
Timekeeper
WKRZ, Oil City, Pa.
BARKER, BENARD
WJHO, Opelika, Ala.
BARKER, DAVE
Luncheon Concert
WOKO, Albany, N. Y.
BARKER, ROBERT
Music Beat
WAAG, Adel, Ga.
BARKER, TED
Joy Club
WJOY, Burlington, Vt.
BARKLEY, ROGER
KALL, Salt Lake City, Utah
BARLOW, JOHN
WFGM, Fitchburg, Mass.
BARNARD, BILL
Top Banana Show
KWIZ, Santa Ana, Calif.
BARNES, JIM
Town and Country Time
KABR, Aberdeen, S. D.

BARNETT, BOB
KVBC, Farmington, N. M.
BARNHILL, CHARLES
Musical Roundup
KDRS, Paragould, Ark.
BARR, FRED
Gospel Time
WWRL, New York, N. Y.
BARRETT, ART
Country Music Album
WSIG, Mt. Jackson, Va.
BARRETT, DICK
KCNO, Alturas, Calif.
BARRETT, RON
KFDA, Amarillo, Tex.
BARRY, CARL
WFOB, Fostoria, Ohio
BARRY, BENE
WING, Dayton, Ohio
BARRY, NICK
For Teenagers Only
WTIG, Massillon, Ohio
BARTEAU, FRANK
Ranch Party
KCKY, Coolidge, Ariz.
BARTON, BOB
Music in the Air
WSKN, Saugerties, N. Y.
BARTON, FRED
WANE, Fort Wayne, Ind.
BARTON, KEARNEY
KTW, Seattle, Wash.
BASS, MARTHA
WSYL, Sylvania, Ga.
BASSETT, JOHN
WBZ-WBZA, Boston-Springfield, Mass.
BATEMAN, JACK
Record Room
KGGF, Coffeyville, Kan.
BAUER, BILL
KTOE, Mankato, Minn.
BAUER, GEORGE
WGN, Chicago, Ill.
BAUGHMAN, EARL
WESC, Greenville, S. C.

BAUM, ROD
WFOB, Fostoria, Ohio
BAXTER, DAN
Night Beat
WJBK, Detroit, Mich.
BAXTER, GORDON
KOGT, Orange, Tex.
BEALE, GEORGE
Reveille
WTSL, Hanover, N. H.
BEASLEY, BUZZ
Hit the Road
BEATTIE, GEORGE T. III
KWBY, Colorado Springs, Colo.
BEATY, JOHN
WNOG, Naples, Fla.
BEBEE, RON
WCWC, Ripon, Wis.
BECK, LEW
KCOW, Alliance, Neb.
BECKMAN, SPOOK
WTVN, Columbus, Ohio
BEECHLER, CASH
Clockwatcher
WFYC, Alma, Mich.
BEERS, BOBBY
Musical Clock
KOBY, San Francisco, Calif.
BELL, JIMMIE
Court of Good Music
KANN, Sinton-Corpus Christie, Tex.
BELL, RALPH
Sundown Serenade
WCMR, Elkhart, Ind.
BELLEW, TERRY
KXOX, Sweetwater, Tex.
BELLMAN, BILL
KRNO, San Bernardino, Calif.
BELSON, GORDON
Housewive's Hit Parade
KXO, El Centro, Calif.

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BENEDICT, BOB
1260 Club
WWIS, Black River Falls, Wis.
BERNARD, FRED
Listen to Long Island
WGSM, Huntington, N. Y.
BERRY, A. G. 'SPIKE'
Juke Box Time
KEYJ, Jamestown, N. D.
BERRY, AL
WPLA, Plant City, Fla.
BERRY, BILL
Top Twenty
WDSU, New Orleans, La.
BERRY, JIM
WDXB, Chattanooga, Tenn.
BERRY, TOM
WKNX, Saginaw, Mich.
BERTENSHAW, BILL
U.S.A. Show
WHBI, Newark, N. J.
BESSELL, JERRY
Nightwatch
WALB, Albany, Ga.
BESSON, BILL
Top 30 — 1330
KVOL, Lafayette, La.
BETNKE, DAVID
Musical Magazine
WBKV, West Bend, Wis.
BEVILL, FRED
KTRB, Modesto, Calif.
BICKEL, PAT
WADP, Kane, Pa.
BICKHAM, BENNY
WABL, Amite, La.
BIELOH, JOHN
KTFS, Texarkana, Tex.
BIGGS, TED
1320 Club
KWHN, Ft. Smith, Ark.
BILDERBACK, LES
Music for you
WINI, Murphysboro, Ill.
BILLINGTON, THOM
Juke Box
WNOK, Columbia, S. C.
BIMSON, PHIL
WKTY, La Crosse, Wis.
BIRCHER, BILL
WTNJ, Trenton, N. J.
BIRGE, JERRY
Melody Showcase
WHIZ, Zanesville, Ohio
BIRKHOLM, JIM
WBCM, Bay City, Mich.
BISHOP, BARBARA
KIKI, Honolulu, Hawaii
BISHOP, BENNY
Music in the Air
WLDB, Atlantic City, N. J.
BISHOP, BILL
WAIT, Chicago, Ill.
BISHOP, NED
Night Watch
KYOU, Greeley, Colo.
BLACK, RONNIE
WSTL, Eminence, Ky.
BLACKBURN, BOB
KXL, Portland, Ore.
BLACKBURN, JOHN
Big John's Record Corner
KZUM, Farmington, N. M.
BLACKWELL, KEN
Serenade
WCRS, Greenwood, S. CV.
BLACKWELL, ROGER
KNIM, Maryville, Mo.
BLAHA, DICK
Sunday Serenade
WRAC, Racine, Wis.
BLAINE, GENE
WAKE, Atlanta, Ga.
BLAINE, JAMES W.
KTOO, Henderson, Nev.
BLAIR, HARRY
WGL, Fort Wayne, Ind.
BLANCHARD, RED
KPOP, Los Angeles, Calif.
BLEDSOE, HAROLD
Nightbeat
WSAV, Savannah, Ga.
BLODGETT, ROD
KTRF, Thief River Falls, Minn.
BLOOD, RUSSELL
WSRO, Marlborough, Mass.
BLOOM, AL
KFTM, Fort Morgan, Colo.
BLOOM, LYNN
WMRF, Lewistown, Pa.
BLOXOM, RUSS
Man on the Beat
KCLE, Cleburne, Tex.
BOARDMAN, GAEL
WEAV, Plattsburgh, N. Y.
BOBBITT, M. E.
WTIK, Durham, N. C.
BOCK, KEN
Newsic
KDRS, Paragould, Ark.
BOLENDER, DICK
Breakfast Show
WBRK, Pittsfield, Mass.
BOLLER, PHIL
WKMF, Flint, Mich.
BOLLMAN, JIM
Downbeat
KMRS, Morris, Minn.
BOND, GARLAND
WETU, Wetumpka, Ala.
BOND, GARY
KMAM, Tularosa, N. M.
BOND, VIRGIL
KHEY, El Paso, Tex.
BONDS, HOYT
Bonds with Bands
WTCB, Flomaton, Ala.
BONNER, ED
KXOK, St. Louis, Mo.
BONNER, ED
WIL, St. Louis, Mo.
BORBA, JOHN
KWIP, Merced, Calif.

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JOE O'BRIEN

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MU 2-4986

BORCHARD, CHUCK
Saturday Matinee
WOAP, Owosso, Mich.
BORELLI, BILL
WCCM, Lawrence, Mass.
BORT, KEN
Stampede
KGEM, Boise, Ida.
BOSLEY, PAM
WLBN, Lebanon, Ky.
BOSSEE, BILL
KWHI, Brenham, Tex.
BRACKNEY, TOM
Easy Listening
KSYC, Yreka, Calif.
BRADLEY, BOB
WLOL, Minneapolis, Minn.
BRADLEY, CURT
Smilin' Time
WMIX, Mt. Vernon, Ill.
BRADLEY, DICK
WARB, Covington, La.
BRADLEY, MIKE
KOIL, Omaha, Neb.
BRADLEY, SAM
KLMO, Independence, Mo.
BRADY, BUD
KNOC, Natchitoches, La.
BRAID, DON
WMBD, Peoria, Ill.
BRAMBLETT, GEORGE
KELD, El Dorado, Ark.
BRANNON, JOE
Bop Time
WEYE, Sanford, N. C.
BRANSOME, BILL
WCAU, Philadelphia, Pa.
BRANT, BILL
WEDO, McKeesport, Pa.
BRANT, DOT
Designing Woman
WKAI, Macomb, Ill.
BRATT, BOB
WMFT, Terre Haute, Ind.
BRAY, ED
WALT, Tampa, Fla.
BREAD, GLENN
KXLT, Helena, Mont.
BREECE, CHUCK
Indianapolis at Night
WFBM, Indianapolis, Ind.
BRELAND, BILL
WALD, Walterboro, S. C.
BRENNER, PAUL
WNTA, Newark, N. J.
BRETZ, RONNIE
Platter Parade
WAUD, Auburn, Ala.
BRIDGES, RAY
Nite Train
KID, Idaho Falls, Ida.
BRIGHAM, PAUL L.
WMGR, Bainbridge, Ga.
BRIMMER, J. ALLEN
Milkin Time
WJIV, Savannah, Ga.
BRODERICK, DICK
KALL, Salt Lake City, Utah
BRODIE, EARLE
Caravan
WAKN, Aiken, S. C.
BROOKS, AL
Music to Dawn
WISH, Indianapolis, Ind.
BROOKS, DALE
Big Boy Frolic
WCST, Berkeley Springs, W. Va.
BROOKS, EARNEST
Jubilee Train
KPBA, Pine Bluff, Ark.
BROOKS, FOSTER
WHAM, Rochester, N. Y.
BROOKS, FRANK
Festival
WTTM, Trenton, N. J.
BROOKS, FRANK
WRVA, Richmond, Va.
BROOKS, FRED
KRBC, Abilene, Tex.
BROWN, BERNARD
WGST, Atlanta, Ga.
BROWN, BILL
WNEB, Worcester, Mass.
BROWN, BOB
KTUC, Tucson, Ariz.
BROWN, BOB
WPLY, Plymouth, Wis.
BROWN, DAN
Chuckwagon Roundup
KTUT, Tooele, Utah
BROWN, DICK
Kommutors
KAFY, Bakersfield, Calif.
BROWN, DICK
WWOK, Charlotte, N. C.
BROWN, FRANK X.
Open House
WRIV, Riverhead, N. Y.
BROWN, GILES
WKIN, Kingsport, Tenn.
BROWN, JIM
Musical Clock
WCNT, Centralia, Ill.
BROWN, PAT
KYSN, Colorado Springs, Colo.
BROWN, PAUL
Brown Darby
WMGW, Meadville, Pa.
BROWN, R. C. (BOB)
Marathon of Music
WLBK, DeKalb, Ill.
BROWN, TED
Ted Brown & The Redhead
WMGM, New York, N. Y.
BROWNELL, BEN
Night Flight
KLIV, Modesto, Calif.
BROWNING, DAVE
WOHO, Toledo, Ohio
BROYLE, CHUCK
House of Wax
KVOU, Uvalde, Tex.
BRUCE, AL
1270 Club
WLBR, Lebanon, Pa.

Bruce Morrow

WINS

ART FORD

BRUCE, FRANK
WPLH, Huntington, W. Va.
BRUNEL, JOHN
WSKI, Montpelier, Vt.
BRUNES, LARRY
KTIL, Tillamook, Ore.
BRUNO, GARY
Nitebeat
KAGT, Anacortes, Wash.
BRUTON, BOB
KXOL, Fort Worth, Tex.
BRYAN, CHARLES
Big Music Date
WSMB, New Orleans, La.
BRYANT, BERK
Country Gentleman Time
WBRG, Lynchburg, Va.
BURNHAM, FRED
WCAT, Orange, Mass.
BURNS, GENE
KBSF, Springhill, La.
BURNS, JACK
KTUC, Tucson, Ariz.
BURNS, RICHARD
Koo Koo Klock
WTTM, Trenton, N. J.

BURNS, STAN

Entertainment Press Conference, DuMont; NBC Monitor; Cerebral Palsey Telethon, WOR-TV; Stan Burns Show, WINS

BURNS, TOMMY
KMA, Shenandoah, Iowa
BURRIS, ROBERT
WAMV, East St. Louis, Ill.
BURTON, JOE
WBOF, Virginia Beach, Va.
BURWELL, BILL
Best on Wax
WFMC, Goldsboro, N. C.
BUTERA, SAL
WJER, Dover, Ohio
BUTTS, JIM
Morning Melody Time
WBHC, Hampton, S. C.
BYARS, JOE
Daily Hit Parade
WFUN, Huntsville, Ala.
BYRD, JIMMY
Dr. Jive
WSRC, Durham, N. C.
BYRON, TOM
Record Rack
WMST, Mt. Sterling, Ky.

— C —

CABANISS, CHARLES
Wake to Music
WKMT, Kings Mountain, N. C.
CADDELL, JAN
Pops for Saturday
WHSC, Hartsville, S. C.
CALKINS, BRIAN
KASY, Auburn, Wash.
CALL, JACK
KCKN, Kansas City, Kan.
CALLAN, BOB
Record Shop
WMCA, New York, N. Y.
CAMPBELL, JACK
Sleepwalker
KVOO, Tulsa, Okla.
CAMPBELL, JOHN
Campbell's A Comin'
WSMN, Nashua, N. H.
CANDLER, JOHN
KFSA, Fort Smith, Ark.
CANDLER, JOHN
Night Train
WDVA, Danville, Va.
CANNON, NORMAN
Hit Kit
WHAP, Hopewell, Va.
CAPPS, JIMMY
Our Best to You
WPTF, Raleigh, N. C.
CARD, DEX
Coffee with Card
WGAN, Portland, Me.
GARDEN, JOHN
WROK, Rockford, Ill.
CARIDAS, BILL
Tempo
WHOK, Lancaster, Ohio
CARL, JOE
Top O' the Morning
WSIX, Nashville, Tenn.
CARLESON, ADE
Spinners Holiday
KGHL, Billings, Mont.
CARLSON, AL
KDLM, Detroit Lakes, Minn.
CARLSON, W.
Tops in Pops
WLLH, Lowell, Mass.
CARLTON, JOHNNY
WPGC, Washington, D. C.
CARNEY, JACK
WIL, St. Louis, Mo.
CAROL, KEN
KODE, Joplin, Mo.
CAROLA, RALPH
Dream Dancing
WHYN, Springfield, Mass.
CARON, CHARLES
WKNB, West Hartford, Conn.
CARR, DICK
KTXO, Sherman, Tex.
CARROLL, RALPH
KELO, Sioux Falls, S. D.
CARROLL, ROGER
KGAY, Salem, Ore.
CARSON, CHUCK
KSRO, Santa Rosa, Calif.
CARTER, JAMES
Mr. Cee's Party
WOIC, Columbia, S. C.
CARTER, LEO
Jocko's Jamboree
KOKY, Little Rock, Ark.
CARTER, LEW
Jamboree
WMOG, Brunswick, Ga.
CARTER, VIVIAN
WWCA, Gary, Ind.

JACK LACY WINS

"Listen to Lacy"

CASTO, BOB
On The Street Where You Live
WCLG, Morgantown, W. Va.
CERRI, BILL
Yawn Patrol
WWIN, Baltimore, Md.
CERRI, DICK
WRUN, Utica, N. Y.
CERVERA, ERNESTO
KWKW, Pasadena, Calif.
CHADDERTON, JACK
WLYN, Lynn, Mass.
CHAMBURS, PAT
WDAE, Tampa, Fla.
CHAMPINE, JOHN
Kitchen Club
WMAB, Munising, Mich.
CHAPMAN, HARRY
Moments in Music
KHAM, Albuquerque, N. M.
CHRISTE, PHIL
WBZ-WBZA, Boston-Springfield, Mass.
CHRISTEN, ELLIOTT
Melody Corner
KDEC, Decorah, Iowa
CHRISTENSEN, DON
Party Line
WBEV, Beaver Dam, Wis.
CHRISTOPHER, BERT
Sunday Serenade
WWJB, Brooksville, Fla.
CHURCHES, GLENN
KCRA, Sacramento, Calif.
CHURCHILL, NATE
Schools Out
WAGM, Presque Isle, Me.
CLARK, DANNY
Gospel Favorites
WJIV, Savannah, Ga.
CLARK, DEL
WJJD, Chicago, Ill.
CLARK, DON
WCCM, Lawrence, Mass.
CLARK, FRED
KLTR, Blackwell, Okla.
CLARK, HOWARD
Country Music Time
KBSF, Springhill, La.
CLARK, NORM
Casual
WCWC, Ripon, Wis.
CLARK, TOM
KXLR, Little Rock, Ark.
CLARKE, AL
Record Rack
WYOU, Newport News, Va.
CLARY, BOB
Musical Merrygoround
WWBD, Bamberg, S. C.
CLAWSON, JIM
Yawn Patrol
KRXK, Rexburg, Ida.
CLAXTON, DAVE
Rollin' Home Show
WSLB, Ogdensburg, N. Y.
CLAY, TOM
Jack the Bellboy
WJBK, Detroit, Mich.
CLAYBORNE, BRIGHTON
KHEP, Phoenix, Ariz.
CLAYTON, BOB
Boston Ballroom
WHDH, Boston, Mass.
CLAYTON, DICK
WTL, St. Louis, Mo.
CLEARY, ED
Sunrise Salute
WELO, Tupelo, Miss.
CLEARY, THOMAS E.
WRIT, Milwaukee, Wis.
CLEMANS, CHUCK
Mainly Music
KCKY, Coolidge, Ariz.
CLEMENT, JACK
WBLG, Lexington, Ky.
CLEMENTS, WAYNE
Easy Listening
WMEV, Marion, Va.
CLOUD, DICK
KBYG, Big Spring, Tex.

CO-ETTE, DICK
WAVI, Dayton, Ohio
COFFEE, LEE
WIBV, Belleville, Ill.
COFFEE, RAY
Record Request
WMAF, Madison, Fla.
COLBY, LEW
Ham 'n' Eggs
WMMS, Bath, Me.
COLE, BOB
KBUZ, Phoenix, Ariz.
COLE, FRED B.
WHDH, Boston, Mass.
COLEMAN, CHARLES
Gospel Hour
WHBI, Newark, N. J.
COLEMAN, CHARLIE
Downbeat
WHMS, Charleston, W. Va.
COLEMAN, JERY
KSEL Lubbock, Tex.
COLES, ED
WSBA, York, Pa.
COLLINS, BILL
WRFD, Worthington, Ohio
COLLINS, BOB
WOAI, San Antonio, Tex.
COLLINS, CHARLIE
WILM, Wilmington, Del.
COLLINS, JIM
KTAR, Phoenix, Ariz.
COLLINS, JIM
Hall of Hits Show
WAMM, Flint, Mich.
COLMAN, HARRY
KMCD, Fairfield, Iowa
COMBES, JAMES W. JR.
1240 Club
KSUE, Susanville, Calif.
COMBS, JACK
WBLG, Lexington, Ky.
COMER, CHUCK
KNBY, Newport, Ark.
COMER, JOHN L.
KDSJ, Deadwood, S. D.
COMLEY, JACK
WKNB, West Hartford, Conn.
CONE, ROBERT G.
KDSJ, Deadwood, S. D.
CONNELL, PAT
R & B Express
WNJR, Newark, N. J.
CONRAD, DICK
WEOL, Elyria-Lorain, Ohio
CONRAD, RUSSELL
KEX, Portland, Ore.
COOK, BILL
WVMC, Mt. Carmel, Ill.
COOK, BOB
Coffee Club
WPTW, Piqua, Ohio
COOK, BOB
WRJN, Racine, Wis.
COOK, ED
WFEC, Miami, Fla.
COOK, JACK
Melody Madhouse
WNOK, Columbia, S. C.
COOK, JOE
Breakfast with the Cook
KGGF, Coffeyville, Kan.
COOK, LYNN
Platter Pantry
KYOU, Greeley, Colo.
COOK, RICHARD
WPDM, Potsdam, N. Y.
COOKE, HENRY
WMAQ, Chicago, Ill.
COOPER, AL
KHBM, Monticello, Ark.
COOPER, HUGH
Dawn Patrol
WCKI, Greer, S. C.
COOPER, RICHARD
KALB, Alexandria, La.
COOPER, TED
KOBY, San Francisco, Calif.
COPE, FRANK
Alam Klok Klub
KJBS, San Francisco, Calif.

COPELAND, AL
Night Show
KCKC, San Bernardino, Calif.
COPPLE, LEONARD
Teen Age Hop
KYUM, Yuma, Ariz.
CORBETT, CARL
KCOG, Centerville, Iowa
CORBIN, DICK
WOTW, Nashua, N. H.
CORDER, RICHARD
KOGT, Orange, Tex.
CORDIC, REGE
KDKA, Pittsburgh, Pa.
CORDONE, MARTY
WNAK, Wilkes-Barre, Pa.
CORMIER, FLOYD
Almanac
KVOL, Lafayette, La.
CORNELIUS, RUSS
KWYN, Wynne, Ark.
CORNELL, KEN
WTLB, Utica, N. Y.
CORRADO, PAT
Metronome
WAJR, Morgantown, W. Va.
CORRIGAN, JOHN
1170 Club
WWVA, Wheeling, W. Va.
CORVELLO, NICK
Night Watch
WBOY, Clarksburg, W. Va.
CORWIN, HAL
Stairway to the Stars
KOWN, Escondido, Calif.
COSGROVE, DON
Downbeat
WEAM, Washington, D. C.
COSS, PAUL
WAAB, Worcester, Mass.
COSTELLO, LEN
WKBZ, Muskegon, Mich.
COUGHLIN, LOU
WENY, Elmira, N. Y.
COVINGTON, GLADYS
WGOR, Georgetown, Ky.
COX, BILL
WLCS, Baton Rouge, La.
COX, FORREST
Morning Melodies
WJDX, Jackson, Miss.
COY, JIM
WOR, New York, N. Y.
CRADDOCK, KATO
Roadside Inn
WMLS, Sylacauga, Ala.
CRAIG, BILL, JR.
Studio D
WLBC, Muncie, Ind.
CRAIN, MARVIN
Portfolio
KNET, Palestine, Tex.
CRANE, BOB
KNX, Los Angeles, Calif.
CRAWFORD, BLACKIE
Country Time
KHEM, Big Spring, Tex.
CRAWFORD, CARL
Mostly Music
WTSL, Hanover, N. H.
CRAWFORD, JOHN
Platter Parade
WAUD, Auburn, Ala.
CRAWFORD, PAUL
KRGV, Weslaco, Tex.
CREIGHTON, DAN
WELL, Battle Creek, Mich.
CREVELING, JOHN
WJET, Erie, Pa.
CREWS, COLEMAN
Fab 50
WPET, Greensboro, N. C.
CRONKHITE, BOB
KWIQ, Moses Lake, Wash.
CRONKRIGHT, J. M.
Wake up to Music
WILO, Frankfort, Ind.
CROSBY, LEE
Dixie
KTIM, San Rafael, Calif.

CROSBY, RICHARD
Record Party
WTRA, Latrobe, Pa.
CROSBY, WILLIS
Prayer Wheel
WANS, Anderson, S. C.
CUMMISKEY, BOB
1290 Hits
WCCC, Hartford, Conn.
CUNNINGHAM, DARREL
Musical Roundup
KDRS, Paragould, Ark.

— D —

DaBECCO, HENRY
KQV, Pittsburgh, Pa.
DABOUL, JOE
Record Caravan
WMAS, Springfield, Mass.
DAHMER, ROY
WMT, Cedar Rapids, Iowa
DAIL, GEORGE
WINN, Atlanta, Ga.
DALE, BILLY
WTAO, Boston, Mass.
DALE, REX
WAMP, Pittsburgh, Pa.
DALE, STAN
WAIT, Chicago, Ill.
DALTON, JACK
WROB, West Point, Miss.
DANE, BILL
On the Night
KTBC, Austin, Tex.
DANIEL, DAN
WDGY, Minneapolis, Minn.
DANIELS, BOB
WKID, Champaign-Urbana, Ill.
DANIELS, BOB
WKID, Champaign-Urbana, Ill.
DANIELS, DAVE
Open Hiway, U. S. A.
WDRF, Chester, Pa.
DANIELS, GEORGE
KRNO, San Bernardino, Calif.
DANIELS, RICK
WIOU Kokomo, Ind.
DARIEN, FRANK
KSJO, San Jose, Calif.
DARY, ALAN
WBZ-WBZA, Boston-Springfield, Mass.
DATE, DON
Downbeat
WEAM, Washington, D. C.
DAUGHERTY, DOC
WSBA, York, Pa.
DAUGHERTY, JIM
Saturday Afternoon
KWPC, Muscatine, Iowa
DAVID, TOBY
CKLW, Detroit, Mich.
DAVIDSON, DWIGHT
WWXL, Manchester, Ky.
DAVIDSON, GENE
Platter Party
WHUB, Cookeville, Tenn.
DAVIES, BUD
CKLW, Detroit, Mich.
DAVIS, BOB
Curtain Time
WTON, Staunton, Va.
DAVIS, BRAD
WACE, Springfield-Chicopee, Mass.
DAVIS, CHUCK
KAMO, Rogers, Ark.
DAVIS, DARRELL
Everything Goes
KOCA, Kilgore, Tex.
DAVIS, GENE
WHB, Kansas City, Mo.
DAVIS, HERB
WARL, Arlington, Va.
DAVIS, JEROME
Parade of Stars
KMHT, Marshall, Tex.
DAVIS, KATHY
High School Hi-lites
WNBZ, Saranac Lake, N. Y.
DAVIS, MAC
Late Bird Show
KEDO, Longview, Wash.
DAVIS, SONNY
WKLC, St. Albans, W. Va.
DAVIS, STAN
KOCY, Oklahoma City, Okla.
DAWSON, BILL
Pop Show
WLMJ, Jackson, Ohio
DAY, CARL
WTNS, Coshocton, Ohio
DAY, FRANK
KDES, Palm Springs, Calif.
DAY, GEORGE
KLYD, Bakersfield, Calif.
DAY, JOHN
KXIC, Iowa City, Iowa
DEAL, COY
860 Club
KOSE, Osceola, Ark.
DEAN, BOB
KDON, Salinas, Calif.
DEAN, CAROL
Dean's Discs
WCOU, Lewiston, Me.
DEAN, DICK
Carnival of Music
WKTQ, South Paris-Norway, Me.
DEAN, GARY
Under Glass
KFIV, Modesto, Calif.
DEANE, JOE
WBBF, Rochester, N. Y.
DeBEAU, LARRY
Homeward Bound
WTOL, Toledo, Ohio
DEE, BOB
Tops of Morning
WDOL, Athens, Ga.
DEHN, DENNIS
KPDN, Pampa, Tex.
DeLANCEY, CHARLES
WTNS, Coshocton, Ohio
DeLAND, JIM
WWJ, Detroit, Mich.
DeLaPENA, GENE
Alarm Clock Show
KAIR, Tucson, Ariz.
DELL, FRANK
WJAC, Johnstown, Pa.
DEL SETTE, ELL
Club 1280
WRSA, Saratoga Springs, N. Y.
DELZELL, BILL
Disc-O-Rama
KMMJ, Grand Island, Neb.
DEMJOHN, BILL
WEIR, Weirton, W. Va.
DENHAM, DICK
WTNX, Rockville, Md.
DENHAM, DENNY
Country Junction
WGOV, Valdosta, Ga.
DENNIS, BILL
WFAX, Falls Church, Va.
DENNISTON, DAVE
Accent on Melody
WRTA, Altoona, Pa.
DENT, AL
WHK, Cleveland, Ohio
DeSUZE, CARL
WBZ-WBZA, Boston-Springfield, Mass.
DEVON, PRU
Nights in Latin America
WQXR, New York, N. Y.
DEWART, JIM
WERC, Erie, Pa.
DEWEY, DAVID
WEAV, Plattsburgh, N. Y.
DeWITT, CHUCK
WPIN, St. Petersburg, Fla.
DEXTER, DEX
KVNI, Coeur D'Alene, Ida.
DIEM, MIKE
WJON, St. Cloud, Minn.
DIGGS, BILL
Platter Party
WCNC, Elizabeth City, N. C.
DILL, FRANK
WGR, Buffalo, N. Y.
DILLARD, DON
Record Club Show
WDON, Wheaton, Md.
DITTLOFF, WAYNE
KBYG, Big Spring, Tex.
DIXON, DAVE
KATZ, St. Louis, Mo.
DIXON, JIMMY
KBBB, Borger, Tex.
DIXON, LARRY
WCHB, Inkster, Mich.
DOANE, STEVE
Platter Party
WOCB, West Yarmouth, Mass.
DODD, JIM
WKNX, Saginaw, Mich.
DODSON, ROBERT F.
Western Jamboree
KURV, Edinburg, Tex.
DOGGETT, TOM
KORE, Eugene, Ore.
DOLAN, JIM
WJVA, South Bend, Ind.
DOLAN, TOM
Music Room
WJZM, Clarksville, Tenn.
DONADO, MAL
KANE, New Iberia, La.
DONAHUE, PAT
Anything Goes
KVOC, Casper, Wyo.
DONAHUE, TOM
Studio 99
WIBG, Philadelphia, Pa.
DONNELLY, JAMES
Mr. Matinee
WJMJ, Philadelphia, Pa.
DORAN, RUSS
KUGN, Eugene, Ore.
DORN, JACK
WAKN, Aiken, S. C.
DORRIS, BOB
KIBL, Beeville, Tex.
DORSEY, JOE
Wire Request
WEMP, Milwaukee, Wis.
DORSEY, TERRY
Record Rack
WDBQ, Dubuque, Iowa
DOSS, RAY
Teen Hop
WAIN, Columbia, Ky.
DOSTON, AMOS
Shake, Rattle & Roll
KXLW, St Louis, Mo.
DOTY, DON
Cavalcade of Better Music
WPBC, Minneapolis, Minn.
DOUGHERTY, CHUCK
KQV, Pittsburgh, Pa.
DOUGLAS, JERRY
Rockin' Rhythm
WCMT, Martin, Tenn.
DOUGLAS, KEN
Contrasts in Music
KWNO, Winona, Minn.
DOUGLAS, RON
KLWN, Lawrence, Kan.
DOUGLAS, SAM
WXOK, Baton Rouge, La.
DOWDY, JIM
Hi Neighbor
WACT, Tuscaloosa, Ala.
DOWNEY, GEORGE
AM 1230 Club
WNEB, Worcester, Mass.
DOWNING, CLYDE
WRRR, Rockford, Ill.
DOWNING, DON
KENE, Toppenish, Wash.
DOYLE, TOM
WLOF, Orlando, Fla.
DRU, GORDY
KBKW, Aberdeen, Wash.
DRUM, DEWEY
WSOC, Charlotte, N. C.

DRURY, DICK
WJW, Cleveland, Ohio
DU BLON, JACK
KCRS, Midland, Tex.
DUGAN, SHORTY
Party Line
KAYE, Puyallup, Wash.
DUKE, KEN
Coffee Club
KDDD, Dumas, Tex.
DuLANEY, TONY
Ladies First
WMOK, Metropolis, Ill.
DUMAS, ROLAND
Tops in Pops
WMAS, Springfield, Mass.
DUMONT, OSCAR
WKDN, Camden, N. J.
DUNBAR, JERRY
WBEL, Beloit, Wis.
DUNCAN, DOPEY
WKAP, Allentown, Pa.
DUNCAN, JIM
WGGH, Marion, Ill.
DUNCAN, JOHNNY
WMOR, Morehead, Ky.
DUNFEY, RAY
WIDE Awake Show
WIDE, Biddeford, Me.
DUNFORD, BOB
1260 Club
WCLC, Jamestown, Tenn.
DUNN, BOB
Festival of Music
KLX, Oakland, Calif.
DUPRE, HENRY
WWL, New Orleans, La.
DWYER, 'DID'
Housewive's Hit Parade
KLMO, Longmont, Colo.
DYER, BILL
Platter Party
WUTC Lewisburg, Pa.
DZIKOYSKI, JOE
Holiday House
WMNE, Menomonie, Wis.

— E —

EAST, LEN
KDEO, San Diego, Calif.
EATON, GORDON
As You Like It
WCCO, Minneapolis, Minn.
EATON, PIERRE
1600 Club
WINX, Rockville, Md.
EBBESON, HARRY
Harry's Corner
KMA, Shenandoah, Iowa
EBERHARDT, FRED
House of Wax
KOOL, Phoenix, Ariz.
EBERT, LARRY
WSAU, Wausau, Wis.
EDEN, HARRY
Music Fest
KCVR, Lodi, Calif.
EDDY, DAVE
Pop Shop
WALM, Albion, Mich.
EDWARDS, CHUCK
KTXO, Sherman, Tex.
EDWARDS, CRAIG
Panorama
WSAC, Radcliff, Ky.
EDWARDS, GENE
WJEJ, Hagerstown, Md.
EDWARDS, GEOFF
WEAT, West Palm Beach, Fla.
EDWARDS, JAMES L.
KWOS, Jefferson City, Mo.
EDWARDS, LARRY
Telequest
KPAN, Hereford, Tex.
EDWARDS, MARK
WBNY, Buffalo, N. Y.
EDWARDS, PAUL
Just for You
WBEC, Pittsfield, Mass.
EDWARDS, RICK
Musical Clock
WROK, Rockford, Ill.
EDWARDSEN, BILL
WGY, Schenectady, N. Y.
EISENMAN, ABE
Break O' Day
WJIV, Savannah, Ga.
ELKINS, FRANK
Yawn Patrol
WPRY, Perry, Fla.
ELKINS, TOM
KSTT, Davenport, Iowa
ELLE, STAN
Nightwatch
KSDN, Aberdeen, S. D.
ELLERS, FRED
KGFL, Roswel, N. M.
ELLINGTON, DANNY
Best by Request
KCTX, Childress, Tex.
ELLIOT, CAROL LEE
Gospel Hour
KAYE, Puyallup, Wash.
ELLIOTT, JACK
KXOK, St. Louis, Mo.
ELLIOTT, JACQUE
Musical Snax
KGBT, Harlingen, Tex.
ELLIOTT, WEN
KGNO, Dodge City, Kan.
ELLIS, DICK
Sandman's Matinee
WIKE, Newport, Vt.
ELLIS, "HAP"
The Early Bird
KOLT, Scottsbluff, Neb.
ELLIS, KEN
WRUM, Rumford, Me.
ELLISON, BILL
KAMP, El Centro, Calif.
ELS, RON
1490 Club
KDRO, Sedalia, Mo.
EMERSON, BILL
Periscope
WBAB, Babylon, N. Y.
EMERY, BUCK
KFRB, Fairbanks, Alaska
EMERY, RALPH
WSM, Nashville, Tenn.
EMM, LOU
Breakfast in Bedlam
WHIO, Dayton, Ohio
EMPEY, CURTIS
KBRV, Soda Springs, Ida.
ENTLEY, BOB
WKLC, St. Albans, W. Va.
ERICKSON, BERT G.
Farm Parade
WAPG, Arcadia, Fla.
ERICKSON, RODALL
KMO, Tacoma, Wash.
ERMEL, DENNY
Top 30 Tunes
KSLM, Salem, Ore.
ERTIS, RUDY
V-8
WSPD, Toledo, Ohio
ETZEL, JACK
1330 Top 30
WJPS, Evansville, Ind.
EVANS, AL
Morning Music Man
WHFB, Benton Harbor, Mich.
EVANS, DAN
KGRT, Las Cruces, N. M.
EVANS, GARY
KBUH, Brigham City, Utah
EVANS, JIM
Morning in Muscle Shoals
WOWL, Florence, Ala.
EVANS, JOHN
WIS, Columbia, S. C.
EVANS, MILTON
Almanac & Disc 'n Data
KNET, Palestine, Tex.
EVANS, RED
WTAL, Tallahassee, Fla.
EVANS, SAM
Jam with Sam
WGES, Chicago, Ill.
EVERETT, GREG
Greg's Choice
KRES, St. Joseph, Mo.
EVES, LARRY
Club Carousel
KIUL, Garden City, Kan.
EWY, ELWOOD
Country Catalog
KWAT, Watertown, S. D.
EYE, ERNIE
Teen Time
WFAI, Fayetteville, N. C.

— F —

FAGAN, JIM
WINE, Buffalo, N. Y.
FAHAN, BILL
KAYL, Storm Lake, Iowa
FAHRENBRUCH, JERRY
Fabulous Fifty
KFKA, Greeley, Colo.
FAIRBURN, TED
WLDS, Jacksonville, Ill.
FAIRCHILD, JOHNNY
KOIL, Omaha, Neb.
FALK, DICK
1½ for the Road
KBRO, Bremerton, Wash.
FALK, VERN
This Afternoon
WEKZ, Monroe, Wisc.
FANNIN, HANK
WHTB, Talladega, Ala.
FANNING, DICK
WFAX, Fal's Church, Va.
FARNSWORTH, BRUCE
WTYM, Springfield, Mass.
FARRELL, CHARLIE
Sunday Showcase
WBVP, Beaver Falls, Pa.
FARRELL, GENE
Dance Party
WNAH, Nashville, Tenn.
FARRELL, JERRY
Teen Time Hop
WJJL, Niagara Falls, N. Y.
FARRELL, REED
WIL, St. Louis, Mo.
FATMAN, LLOYD
Snap Club
WHAT, Philadelphia, Pa.
FAUBION, ROY
KFYO, Lubbock, Tex.
FAY, DICK
Music Through the Night
WDRC, Hartford, Conn.
FAYE, DENNIS
WAMV, East St. Louis, Ill.
FEINSTEIN, JEFF
Music You Like
WPAW, Pawtucket-Providence, R. I.
FENDER, BOB
WEBC, Duluth, Minn.
FENNELL, GEORGE
WHIL, Boston-Medford, Mass.
FENNER, LOWELL
Coffee Break
WEZY, Cocoa, Fla.
FERGUSON, BOB
45 Club
KJNO, Juneau, Alaska
FERGUSON, STAN
The Music Man
WCER, Charlotte, Mich.
FERGUSON, TED
Tune-Dial
KMRS, Morris, Minn.
FERLAND, EDDIE
WHEC, WHEC--TV, Rochester, N. Y.
FIELD, ELLIOT
KFWB, Hollywood, Calif.
FIELDS, BILL
Something to Talk About
WGES, Chicago, Ill.
FINAN, JOE
KYW, Cleveland, Ohio
FINCH, JAMES
KFNF, Shenandoah, Iowa

FINCH, TY
WILM, Wilmington, Del.
FINLAY, FRED
KENN, Farmington, N. M.
FINNERIN, BOB
Rise 'n Shine
WMMN, Fairmont, W. Va.
FINNEY, D. DENZIL
WCHS, Charleston, W. Va.
FIORE, J.
Varieties
WPTS, Pittston, Pa.
FISCHER, LARRY
KAKI, San Antonio, Tex.
FISHER, JOHN
WGGO, Salamanca, N. Y.
FITZGERALD, ED
WMAX, Grand Rapids, Mich.
FIXARIS, FRANK
970 Road Show
WCSH, Portland, Me.
FLECK, LOREN
Request Time
WTRA, Latrobe, Pa.
FLEMING, JIM
WMTN, Morristown, Conn.
FLEMING, JOE
Teen-Tune-Time
WFIW, Farifield, Ill.
FLINDERS, DON
KXLY, Spokane, Wash.
FLINT, WALTER
Musical Clock
WGPC, Albany, N. Y.
FLORENCE, JIM
WISV, Viroqua, Wis.
FLORES, JOSE LUGO
Cita a las Diez
KIFN, Phoenix, Ariz.
FLOYD, MAX
Show Time
KORC, Mineral Wells, Tex.
FOLEY, CHUCK
Disc and Data
WORM, Savannah, Tenn.

FORBES, HANK
WHDH, Boston, Mass.

FORD, ART
WNTA, New York, N. Y.

FORD, BILL
Platter Party
WGWR, Asheboro, N. C.
FORD, KENNY
1460, Club
KCRB, Chanute, Kan.
FORD, LARRY
Music Inc.
WCRO, Johnstown, Pa.
FORD, LEE ALLEN
WETU, Wetumpka, Ala.
FORD, LES
Wake Up with Music
WTBO, Cumberland, Md.
FORD, MILTON, Q.
WOL, Washington, D. C.
FORD, W. D.
Honeyboy's Roundup
WSRC, Durham, N. C.
FOREMAN, DON
KXLR, Little Rock, Ark.
FORSELL, GENE
Musi-Clock
KIST, Santa Barbara, Calif.
FORSTER, LEE
WGGO, Salamanca, N. Y.
FORTUNE, DON
WINE, Buffalo, N. Y.
FOSLID, RAY, Jr.
Coffee Club
KBUN, Bemidji, Minn.
FOSTER, BILL
Music Hall
KFEQ, St. Joseph, Mo.
FOSTER, JACK
KGBT, Harlingen, Tex.
FOSTER, JOHNNY
WILK, Wilkes-Barre, Pa.
FOSTER, WAYNE
WYTH, Madison, Ga.
FOWLER, JIM
Ridin' Easy
WGPC, Albany, Ga.
FOX, BRUCE
KLIX, Twin Falls, Ida.
FRANCISCO, MARGO
School Activities
WDCF, Dade City, Fla.
FRANK, BEECHER
Wake Up with WAVE
WAVE, Louisville, Ky.
FRANK, PEG
KPEG, Spokane, Wash.
FRANKLIN, BOB
WMPL, Hancock, Mich.
FRAY, JACQUES
WQXR, New York, N. Y.
FREDERICK, PAUL
Freeway 99
KCHJ, Delane, Calif.
FREDERICKS, ALAN
Night Train
WHOM, New York, N. Y.
FREEMAN, CLAUDE
Mostly Music
WFBC, Greenville, S. C.
FREEMAN, OLLIE
Gospel Traveler
WTIM, San Rafael, Calif.
FREEMAN, ROY
RFD Jamboree
KTCB, Malden, Mo.
FREEMAN, TIP
Evening Out
KGEK, Sterling, Colo.
FREEZE, MACK L.
Max Wax Shop
WIFM, Elkin, N. C.
FRENCH, DICK
WWJ, Detroit, Mich.
FRENCH, DON
KFBM, San Diego, Calif.
FRENCH, GLEN
Off the Record
WWBD, Bamberg, S. C.
FRENCH, J. A. Jr.
Good Morning
WELC, Welch, W. Va.
FRIEDMAN, RON
Musical Day
WJMS, Ironwood, Mich.
FRITTS, PAUL
Teen Pan Alley
WMFR, High Point, N. C.
FRITZ, ALENE
KNAF, Fredericksburg, Tex.
FRITZ, EARL
KRIB, Mason City, Iowa
FROST, JACK
WSPR, Springfield, Mass.
FROST, STAN
The Minit Man Show
KANO, Anoka, Minn.
FRYE, LONNIE
1270 Club
WBHC, Hampton, S. C.
FUCCI, JIM
WJHO, Opelika, Ala.
FULCHER, BOB
WPUV, Pulaski, Va.
FULLER, BOB
Early Bird
KSIL, Silver City, N. M.
FULTZ, HAL
Music Man Show
WRDO, Augusta, Me.
FURLONG, BOB
WSKI, Montpelier, Vt.
FURRY, BOB
KTAR, Phoenix, Ariz.
FURSETH, ERIK
WILS, Lansing, Mich.
FUTRELL, LARRY
KWYN, Wynne, Ark.

— G —

GAINES, WALT
Morning Page & Party Line
WLFH, Little Falls, N. Y.
GALLAGHER, JOE
KRCK, Ridgecrest, Calif.
GALLOWAY, JERRY
KASO, Minden, La.
GALVAN, JOE
Platter Pickin's
KWPC, Muscatine, Iowa
GAMBLING, JOHN A.
Studio X
WOR, New York, N. Y.
GARDNER, MILLER
Serenade in the Afternoon
KEVY, Provo, Utah.
GARGIAS, ALFONSO
Poems & Melodies
KOYE, El Paso, Tex.
GARLON, LaVERN
WMNE, Manomonie, Wisc.
GARNEAU, TRACY
World of Music
WMMW, Meriden, Conn.
GARRETT, FRED
WAMM, Flint, Mich.
GARRISON, JACK
Mister Music
WBOF, Virginia Beach, Va.
GARRITY, BOB
WAVZ, New Haven, Conn.
GASKINS, JIM
WAIN, Columbia, Ky.
GATTAS, JUAN
KIWW, San Antonio, Tex.
GATZA, GARY
KBTK, Missoula, Mont.
GAUGHRAN, KENNETH
Shoppers Parade
WREB, Holyoke, Mass.
GAVIN, MIKE
WMNI, Columbus, Ohio
GAY, BOB
Boogie Show
WJAM, Marion, Ala.
GAYLORD, WILLIE
WAMS, Wilmington, Del.
GAYNOR, BOB
Gaynor's Glenn
WQAM, Miami, Fla.
GEER, SANDY
WWTB, Tampa, Fla.
GEM, KAY
KGEM, Boise, Ida.
GEORGE, DAVID
Music for the Ages
WEZN, Elizabethtown, Pa.
GEORGE, LEE
KODE, Joplin, Mo.
GEORGE, TOM
Morning Express
WJBK, Detroit, Mich.
GERNETZKE, HOWIE
WSAU, Wausau, Wisc.
GERSON, BILL
WINN, Louisville, Ky.
GETZ, BERT
KBRK, Brookings, S. D.
GIBBONS, JIM
WOL, Washington, D. C.
GIBBONS, WILLIAM
Rhythm Parade
WANT, Richmond, Va.
GIBSON, AL
WHTB, Talladega, Ala.
GIBSON, PAT
Morning Musicale
WSDB, Homestead, Fla.
GIDEON, GENE
Musical Gems
KBHM, Branson, Mo.
GILBERT, BOB
KEYZ, Williston, N. D.
GILBERT, GEORGE
WARM, Scranton, Pa.
GILBERT, JOHN
Request Time
WAVP, Avon Park, Fla.
GILDERMANN, GIL
Suppertime Serenade
WCVA, Culpeper, Va.
GILLETTE, DAN
980 Club
WCAP, Lowell, Mass.
GILLIAM, RAY
Hillbilly Harmony
WKDK, Newberry, S. C.

GILLIES, TOM
Clockwatcher
WTRL, Bradenton, Fla.
GILNETT, CLAIR
KFIR, North Bend, Ore.
GOSSAGE, LEON
Club 1290
WHGR, Houghton Lake, Mich.
GOVE, ELLIOTT
Timekeeper
WSYR, Syracuse, N. Y.
GRADY, CHARLES
WIMA, Lima, Ohio
GRADY & HURST
WRCV, Philadelphia, Pa.
GRADY, JACK
KSYD, Wichita Falls, Tex.
GRAHAM, BILL
1490 Club
WIKE, Newport, Vt.
GRAHAM, JULIAN
The Big Cannonball
WDAS, Philadelphia, Pa.
GRAHAM, RICHARD
WOHI, East Liverpool, Ohio
GRAHAM, TED
WDOE, Dunkirk, N. Y.
GRANDE, PATRICK D.
WHLF, South Boston, Va.
GRANGER, JIM
Hospitality Time
WEER, Warrenton, Va.
GRANT, BRUCE
WGRD, Grand Rapids, Mich.
GRANT, DON
Mail Bag
WJAG, Norfolk, Neb.
GRANT, JIMMY
WKXY, Sarasota, Fla.
GRANT, JOE
Top of the Morning
WDVA, Danville, Va.
GRANT, KEN
KNUZ, Houston, Tex.
GRANT, LLOYD
Grandpa Windpenney
WNAX, Yankton, S. D.
GRATTON, BILL
KNEW, Spokane, Wash.
GRAVELIN, NOBLE
Start with a Whistle
WBBC, Flint, Mich.
GRAY, BRAD
Club 1220
KGYN, Guymon, Okla.
GRAY, DICK
KRUX, Phoenix, Ariz.
GRAY, GARY
1490 Club
WDBQ, Dubuque, Iowa
GRAY, JIM
WKPA, New Kensington, Pa.
GRAY, MARTIN
KSIR, Wichita, Kan.
GRAYSON, JAY
WBAL, Baltimore, Md.
GRAZAN, JOE
Music Beat
WBVP, Beaver Falls, Pa.
GREEN, HAL
WBLF, Bellefonte, Pa.
GREEN, LARRY
Rock & Roll Party
WMCP, Columbia, Tenn.
GREEN, MIKE
KICK, Springfield, Mo.
GREENE, ART
Sentimental Serenade
KDBC, Mansfield, La.
GREENE, STAN
Designed for Listening
WOMT, Manitowoc, Wisc.
GREER, BOB
WALD, Walterboro, S. C.
GREER, CHARLIE
Top O' the Morning
WAKR, Akron, Ohio
GREGOR, BILL
WWBZ, Vineland, N. J.
GREGORY, GREG
Radio Center at Night
KROD, El Paso, Tex.
GREGORY, KERM
Discapades
WAEB, Allentown, Pa.
GREGORY, WAYNE
WEKY, Richmond, Ky.
GRIBBEN, ROBERT J.
KDTH, Dubuque, Iowa
GRIFFIN, DAN
Starlite Serenade
WOTW, Nashua, N. H.
GRIFFIN, JERRY
WGBI, Scranton, Pa.
GRIFFIN, MILT
Tennessee Jive
WDXE, Lawrenceburg, Tenn.
GRIFFIN, WAYNE
Big Mike Show
WKBL, Covington, Tenn.
GRIM, RAST
WLOH, Princeton, W. Va.
GRIMM, SHERMAN
Lamplighter's Serenade
WPAR, Parkersburg, W. Va.
GRIMSLEY, VERN
KNCO, Garden City, Kan.
GROCE, ROCKY
Rocky's Top 40
WRVM, Rochester, N. Y.
GROSS, RAYMOND
Record Rack
WRKD, Rockland, Me.
GROVES, JOE
Say it with Music
KDEF, Albuquerque, N. M.
GRUEHN, WAYNE
WSVA, Harrisonburg, Va.
GRUNERT, RON
KRFO, Owatonna, Minn.
GUEST, JACK
KOB, Albuquerque, N. M.
GUIFFRE, GUS
KRAM, Las Vegas, Nev.
GUITERREZ, BEN
Regalo Musical
KPER, Gilroy, Calif.
GUNKLE, VERNON
Gunk's Bunk
KCLS, Flagstaff, Ariz.
GUNTER, HARDROCK
Good Morning Show
WWVA, Wheeling, W. Va.
GUTIERREZ, LU
KAML, Kenedy, Tex.
GUY, AUBREY
WMPS, Memphis, Tenn.
GWYNN, EASY
WIBC, Indianapolis, Ind.

— H —

HACK, GEORGE
Platter Party
WBOC, Salisbury, Md.
HADLEY, ED
Musical Nitecap
WCLO, Janesville, Wisc.
HAEBERLE, JOHN
R. F. D. Requests
WAGG, Franklin, Tenn.
HAFER, BEN
WTND, Orangeburg, S. C.
HAGEN, DEAN
KEYZ, Williston, N. D.
HAGGETT, JIMMIE
Jive Junction
KLCN, Blytheville, Ark.
HAHN, BOB
Music for Morning
KWG, Stockton, Calif.
HAILEY, JOHN
Platter Party
WAOV, Vincennes, Ind.
HAIT, MAL
WKIP, Poughkeepsie, N. Y.
HAKE, DICK
Party Line
KJFJ, Webster City, Iowa
HALE, BOB
KRIB, Mason City, Iowa
HALE, CECIL
Melody Hall
WZIP, Cincinnati, Ohio
HALE, EVAN
Koffee Klub
KWIK, Pocatello, Ida.
HALE, MILT
KDYL, Salt Lake City, Utah
HALEY, BUD
KSDO, San Diego, Calif.
HALL, BARNET
Barney's Music Hall
WIFM, Elkin, N. C.
HALL, ED
Jack the Bear
WVOL, Nashville, Tenn.
HALL, HERB
Tacoma Tonight
KTAC, Tacoma, Wash.
HALL, REEDY
Rockin' & Restin'
WIEL, Elizabethtown, Ky.
HALL, REX
Pays to Listen
KRES, St. Joseph, Mo.
HALL, TED
Night Mayor
WHAV, Haverhill, Mass.
HALVERSON, HAL
The Mrs. Show
KILO, Grand Forks, N. D.
HAMILTON, BILL
WTTH, Port Huron, Mich.
HAMILTON, BOB
KFAL, Fulton, Mo.
HAMILTON, OLLIE
WJZM, Clarksville, Tenn.
HAMMONS, JERRY
KDQN, DeQueen, Ark.
HANCOCK, CHUCK
KDET, Center, Tex.
HANCOCK, GEORGE
High School Rock
WDSK, Cleveland, Miss.
HANCOCK, HUNTER
KPOP, Los Angeles, Calif.
HANNA, RICK
Rick 'n Records
WBUT, Butler, Pa.
HANNES, GARY
WIMS, Michigan City, Ind.
HANSEN, HAL
Big Beat
KSVC, Richfield, Ut.
HANSEN, KEN
Open House
KSEM, Moses Lake, Wash.
HANSON, CHARLES
WISN, Milwaukee, Wisc.
HARDEN, DOYLE
Harden's Garden
KRHD, Duncan, Okla.
HARDIN, CHUCK
KWTX, Waco, Tex.
HARDY, JOHN
KSAN, San Francisco, Calif.
HARE, TINY
WEAV, Plattsburgh, N. Y.
HARGIS, DON
Rural Reveille
KWYO, Sheridan, Wyo.
HARLAN, WENDELL
KDQN, DeQueen, Ark.
HARPE, RON
Turntable Terrace
WTAN, Clearwater, Fla.
HARPER, JIMMIE
WMBR, Jacksonville, Fla.
HARRILL, NELSON J.
Wake Up Time
WGWR, Asheboro, N. C.
HARRIS, BILL
Music Date with '58
KFXD, Nampa, Ida.
HARRIS, BRUCE
WTCN, Minneapolis, Minn.
HARRIS, CHICK
WBAM, Montgomery, Ala.
HARRIS, STUART
WHOW, Clinton, Ill.
HARRISON, NAP
KJCK, Junction City, Kan.

HARRISON, JOHN
Record Rack
KBOR, Brownsville, Tex.
HARRISON, LEE
Big Beat Show
KEVA, Shamrock, Tex.
HAYNES, DON
KENT, Shreveport, La.
HAYNES, JOHNNY
Swampland Jamboree
WMLS, Sylacauga, Ala.
HAYS, BOBBY
KASO, Minden, La.
HAYWARD, BRUCE
KXOK, St. Louis, Mo.
HEALY, EDWIN P.
Breakfast Club
WFSC, Franklin, N. C.
HEALY, GENE
WILS, Lansing, Mich.
HEATON, CHUCK
KXLY, Spokane, Wash.
HECKENDORN, MILES
Early Bird Show
WJUN, Mexico, Pa.
HEFFINGTON, MARV
KLRA, Little Rock, Ark.
HEITZNER, DICK
Bumper to Bumper
WKMF, Flint, Mich.
HELGESON, BOB
KIHO, Sioux, Falls, S. D.
HELTON, BOB
Uncle Bob's Show
WOOF, Dothan, Ala.
HENDERSON, GIG
WVLK, Lexington, Ky.
HENDERSON, HAP
WSDB, Homestead, Fla.
HENDERSON, JIM
KAVE, Carlsbad, N. M.
HENDERSON, STEVE
Dinner Date
KOWB, Laramie, Wyo.
HENDRIK, GEORGE
KPDN, Pampa, Tex.
HENNIG, HAROLD
Morning Varieties
WEOK, Poughkeepsie, N. Y.
HENNINGS, PAUL
WNOR, Norfolk, Va.
HENRY, BILL
WING, Dayton, Ohio
HENRY, PAT
KROW, Oakland, Calif .
HENRY, WAYNE
Teen Time
KPRK, Livingston, Mont.
HEOHNER, WINS
Coffee Shop
WDAD, Indiana, Pa.
HEPPER, JIM
KRSD, Rapid City, S. D.
HERBERT, DON
Campus Capers
WNPT, Tuscaloosa, Ala.
HERMAN, BERNIE
Nite Beat
WIRE, Indianapolis, Ind.
HERMANN, BILL
Coffee Klatsch
WJOL, Joliet, Ill.
HERNANDEZ, SAL
KALI, Pasadena, Calif.
HESTER, CHERLES
Nifty Fifty
WABG, Greenwood, Miss.
HESTERMAN, BILL
KNAK, Salt Lake City, Utah
HETRICH, WAYNE
WMRF, Lewistown, Pa.
HICKOX, JOHN
KYNG, Coos Bay, Ore.
HICKS, FRANK
120 Special
KRHD, Duncan, Okla.
HIDER, ED
WNBF, Binghamton, N. Y.
HIGBEE, LYNN
Music on the Sunny Side
KRMG, Tulsa, Okla.

HIGGINS, MACK
Campus Requests
WSSO, Starkville, Miss.
HIGGINS, TOM
Just Jazz
WWCA, Gary, Ind.
HIGHAM, LEO
KID, Idaho Falls, Ida.
HIGHT, BILL
KWEL, Midland, Tex.
HILGER, ANDY
WJON, St. Cloud, Minn.
HILL, WARD
KTRB, Modesto, Calif.
HILLS, HAROLD
KTNT, Tacoma, Wash.
HILLSON, NORM
Bandwagon Tempo
WNAX, Yankton, S. D.
HIRSCH, JERRY
Spins 'n Needles
WGBF, Evansville, Ind.
HODD, ODIE
KBIX, Muskogee, Okla.
HODGSON, BOB
Moods in Music
WRIV, Riverhead, N. Y.
HOEY, MIKE
Behind the Mike
KAVE, Carlsbad, N. M.
HOFFER, BOB
WDAE, Tampa, Fla.
HOFFMAN, MARK
Mark the Mad One
WBLY, Springfield, Ohio
HOFFMAN, PAUL
WKMI, Kalamazoo, Mich.
HOGAN, ART
Over the Coffee Cups
KFAL, Fulton, Mo.
HOHMAN, BOB
Say It with Music
WMOD, Moundsville, W. Va.
HOLLAND, TOMMY
Magic of Music
KMLW, Marlin, Tex.
HOLLIDAY, BOB
Cavalcade of Better Music
WPBC, Minneapolis, Minn.
HOLLIDAY, JOHN
WRVM, Rochester, N. Y.
HOLLINGSWORTH, DON
Musical Clock
WHUB, Cookeville, Tenn.
HOLM, CLAYT
KENY, Bellingham, Wash.
HOLMAN, SAM
WRIT, Milwaukee, Wisc.
HOLMES, BOB
KSJO, San Jose, Calif.
HOLMES, DICK
WILM, Wilmington, Del.
HOLMES, LINCOLN
WINF, Manchester, Conn.
HOLT, DICK
630 Club
KIDD, Monterey, Calif.
HOLT, MARY
Spirituals
WJMO, Cleveland, Ohio
HOLTBERG, MILO
KMUS, Muskogee, Okla.
HONAKER, RAY
Coffee Pot
WTON, Staunton, Va.
HOOKER, LOREN
Bandstand
WFKY, Frankfort, Ky.
HOOKER, ROBERT
Dishwasher's Serenade
KTRM, Beaumont, Tex.
HOOKER, TED
Ebony Hit Parade
WGTM, Wilson, N. C.
HOOPER, RAY
Country Music Roundup
WMST, Mt. Sterling, Ky.
HOOVER, WELBY
Dixie Farm and Home Hour
WANY, Albany, Ky.

HOPKINS, MAX
1310 Club
KOKX, Keokuk, Iowa
HOPKINS, ROLAND
WBIS, Bristol, Conn.
HOPKINS, TOM
WDLC, Port Jervis, N. Y.
HOPKINS, WES
KYW, Cleveland, Ohio
HOPPE, HENRY
Songs to Remember
WJAX, Jacksonville, Fla.
HOPPUS, JACK
Campus Call
WKBZ, Muskegon, Mich.
HORN, AL
WKMI, Kalamazoo, Mich.
HORN, RAY
KUIK, Hillsboro, Ore.
HORNE, ED
WSME, Sanford, Me.
HOUSEMAN, HERB
KLPW, Union, Mo.
HOWARD, BILL
WEBO, Owego, N. Y.
HOWARD, BOB
KCAP, Helena, Mont.
HOWARD, DARELL
WOHS, Shelby, N. C.
HOWARD, DICK
Bandstand
KBMX, Coalinga, Calif.
HOWARD, DON
KCBQ, San Diego, Calif.
HOWARD, GARY
WKNE, Keene, N. H.
HOWARD, JOE
WCHB, Inkster, Mich.
HOWARD, SPECS
KYW, Cleveland, Ohio
HOWARD, TOBE
LOU to You
WLOU, Louisville, Ky.
HOWE, JACK
WTYC, Rock Hill, S. C.
HOWELL, BILL
Road to Knox
WSAC, Radcliff, Ky.
HOWELL, PAUL E.
Gospel Hour
WAPG, Arcadia, Fla.
HOWELL, JIM
Record Prowell
WRIG, Wausau, Wisc.
HOWZE, ED
WJHL, Johnson City, Tenn.
HOYLE, STONE
Motorcade
WFBC, Greenville, S. C.
HUBBARD, EDDIE
WGN, Chicago, Ill.
HUBERT, DAVE
KIT, Yakima, Wash.
HUDDLESTON, DARRELL
KMUS, Muskogee, Okla.
HUDGINS, JAMES
KCUL, Ft. Worth, Tex.
HUDSON, GEORGE
Good Blues Show
WNJR, Newark, N. J.
HUDSON, HARVEY
WLEE, Richmond, Va.
HUFF, EMORY
WBPD, Orangesburg, S.C.
Big Clock
HUGGINS, FRED
Musical Clock
WTCB, Flomaton, Ala.
HUGHES, BRUCE
Nightbeat
WMOX, Meridan, Miss.
HUGHES, JOEL
Wake Up to Music
WJSB, Crestview, Fla.
HUMBLE, BILL
Dreamtime
WRAL, Raleigh, N. C.
HUNT, DENNIS
KSIR, Wichita, Kan.
HUNT, JOHN, Jr.
Record Party
WHSC, Hartsville, S. C.

HUNTER, DAN
Early Bird
WFDF, Flint, Mich.
HUNTER, DAVE
Sunshine 29
WMOP, Ocala, Fla.
HUOT, ED
WTRC, Elkhart, Ind.
HUSHAK, GENE
Morning Watch
WRSA, Saratoga Springs, N. Y.
HUSTEAD, DICK
Road Show
WBOY, Clarksburg, W. Va.
HUSTON, DICK
WLEC, Sandusky, Ohio
HUTTMAN, DEAN
KTUR, Turlock, Calif.
HYDE, JOHNNY
KNOG, Nogales, Ariz.
HYDEN, BILL
Two for the Show
KVOO, Tulsa, Okla.
HYER, IVAN

— I —

INKELAS, ROBERT
Music with Bob
WSPN, Saratoga Springs, N. Y.
INKMANN, PAUL
Top 40 Show
KNOT, Prescott, Ariz.
IRISH, BOB
BI in Hi-Fi
WCUB, Manitowoc, Wisc.
IRONS, LYLE
Clock Watch
KGYN, Guymon, Okla.
IRWIN, DON
Off the Record
KPMC, Bakerfield, Calif.
ISLER, EMERSON
Easy Does It
WWBD, Bamberg, S. C.
ISLEY, JIM
Chocolate Jam
WBBB, Burlington, N. C.

— J —

JACKSON, BILL
WPTF, Raleigh, N. C.
JACKSON, JACK
Anything Goes
WSJC, Magee, Miss.
JACKSON, MAURICE
Jackson's Beat
WTVN, Columbus, Ohio
JACKSON, RUBE
Travellin Time
WRGA, Rome, Ga.
JACOBSEN, BILL
KLVC, Leadville, Colo.
JACOBSON, PAUL
Off the Record
KILO, Grand Forks, N. D.
JAGOE, LARRY
KCUE, Red Wing, Minn.
JAMES, DAVID
WNEX, Macon, Ga.
JAMES, DENNIS
KOKE, Austin, Tex.
JAMES, DON
KLTR, Blackwell, Okla.
JANIS, LOUIS
Rendezvous
WESA, Charleroi, Pa.
JARVIS, BUD
Luncheon Melodies
WVMI, Biloxi, Miss.
JAYE, RONNIE
WUSJ, Lockport, N. Y.
JEAHNIG, BOB
WHTC, Holland, Mich.
JEFFERIES, BOB
WIZZ, Streator, Ill.
JEFFREY, JOE
Musical Matinee
WCME, Brunswick, Me.
JENKINS, BOB
KGY, Olympia, Wash.
JENKINS, RONNIE
KENT, Shreveport, La.
JENKINS, THOMAS J.
WBIA, Augusta, Ga.
JENNINGS, BOB
KHSL, Chico, Calif.
JENNINGS, GEORGE
Music Box
WCBG, Chambersburg, Pa.
JENNINGS, JERRY
Tea Dance Party
WPAD, Paducah, Ky.
JENSEN, DEE F.
Chuckwagon Jubilee
KLGN, Logan, Utah
JENSEN, JIM
WMBD, Peoria, Ill.
JERRIS, EARLE
WHK, Cleveland, Ohio
JERUE, JOE
WLAV, Grand Rapids, Mich.
JOHNSON, ALLAN
KCAP, Helena, Mont.
JOHNSON, ART
Moods for Romance
WDRC, Hartford, Conn.
JOHNSON, BEN. E.
Rhythm Roundup
WAGR, Lumberton, N. C.
JOHNSON, BOB
KICK, Springfield, Mo.
JOHNSON, BOB
WDCR, Hanover, N. H.
JOHNSON, BRAD
WTCN, Minneapolis, Minn.
JOHNSON, DOC
Date with Doc
WBIR, Knoxville, Tenn.
JOHNSON, IRWIN
Earlyworm
WBNS, Columbus, Ohio
JOHNSON, J. C.
WJEM, Valdosta, Ga.
JOHNSON, JAMES
WEUP, Huntsville, Ala.
JOHNSON, JERRY
Heavenly Harmonies
KRWC, Forest Grove, Ore.
JOHNSON, KARL
Serenade for Sunday
KKOG, Ogden, Utah
JOHNSON, KENT
KPST, Preston, Ida.
JOHNSON, LARRY
WWIS, Black River Falls, Wis.
JOHNSON, PAUL
Noontime Jamboree
WPRY, Perry, Fla.
JOHNSON, PETE
KRPL, Moscow, Ida.
JOHNSON, ROBERT
WCCN, Neillsville, Wisc.
JOHNSON, ROOSEVELT
Record Club
WERD, Atlanta, Ga.
JOHNSTON, COLON
The Joe Carr Show
WBKN, Newton, Miss.
JOHNSTON, DICK
KUDU, Ventura, Calif.
JOHNSTON, HUGH
WBBW, Youngstown, Ohio
JONES, ARMAND
570 Matinee
WBAP, Fort Worth, Tex.
JONES, ARVIL
WWXL, Manchester, Ky.
JONES, BOB
KOBY, San Francisco, Calif.
JONES, BOB
Rhapsody
WFLA, Tampa, Fla.
JONES, BOB
WSOC, Charlotte, N. C.
JONES, BUZZ
KOOL, Phoenix, Ariz.
JONES, CARL
WILM, Wilmington, Del.
JONES, DON
KBMY, Billings, Mont.
JONES, E. RODNEY
Juke Box
KXLW, St. Louis, Mo.
JONES, FRANKIE
WCBL, Benton, Ky.
JONES, FRED
KMAC, San Antonio, Tex.
JONES, GAR
KLIX, Twin Falls, Ida.
JONES, GERALD
Jive 'til Five
WACL, Waycross, Ga.
JONES, HAROLD
Country Music Time
KOSE, Osceola, Ark.
JONES, J. C.
WEYE, Sanford, N. C.
JONES, JAMES A.
WWCC, Bremen, Ga.
JONES, JAY
KTUL, Tulsa, Okla.
JONES, JIM
WTAX, Springfield, Ill.
JONES, JIMMY
KGVL, Greenville, Tex.
JONES, LARRY
WDEW, Westfield, Mass.
JONES, LYLE
KUKI, Ukiah, Calif.
JONES, RED
KILF, Houston, Tex.
JORDAN, GREGG
WHB, Kansas City, Mo.
JORDAN, ROBERT
WPDM, Potsdam, N. Y.
JOSEPH, BILL
1490 Club
WLCX, La Crosse, Wisc.
JOYCE, BOB
WLLY, Richmond, Va.
JULIAN, DON
Motoring thru Miami
WMET, Miami Beach, Fla.

— K —

KAHN, AL
Carolina in the Morning
WAGR, Lumberton, N. C.
KALIL, FRANK
Kalil's Caravan
KBUZ, Phoenix, Ariz.
KANE, BOB
KSAY, San Francisco, Calif.
KARPSTEIN, CARL
KTIL, Tillamook, Ore.
KASH, JESSE
Hi School Hit Parade
WWKY, Winchester, Ky.
KAY, ARTY
WVLK, Lexington, Ky.
KAY, BOB
Mostly Music
WAVE, Louisville, Ky.
KAY, KENNY
WEOA, Evansville, Ind.
KAYE, BARRY
WAMP, Pittsburgh, Pa.
KAYE, BOB
WQAM, Miami, Fla.
KAYE, GENE
WHOL, Allentown, Pa.
KAYE, TOM E.
Words & Music
WONG, Oneida, N. Y.
KAZMARK, EARL
Bandstand
KLYK, Spokane, Wash.

KEITH, DEANE
Morning Watch & Party Line
KNED, McAlester, Okla.
KELABANOWSKI, STEVE
WLIP, Kenosha, Wisc.
KELLER, BOB
Kellers Kitchen Kapers
WLBR, Lebanon, Pa.
KELLER, O. J., Jr.
WTAX, Springfield, Ill.
KELLER, ROGER
Magic Music
WSAZ, Huntington, W. Va.
KELLEY, BIG ED
KITI, Chehalis-Centralia, Wash.
KELLY, HERMAN
Musical Clock
WWKY, Winchester, Ky.
KELLY, ROBERT
WRIT, Milwaukee, Wisc.
KEMBERLING, CLIFF
Musical Clock
WCME, Brunswick, Me.
KENNEDY, MARK
KTRE, Lufkin, Tex.
KENT, GEORGE
Contact 1390
WLAN, Lancaster, Pa.
KENT, HERB
WJOB, Hammond, Ind.
KENT, JIM
Musical Merry-Go-Round
WFMV, Madisonville, Ky.
KERR, JOHN
WATO, Oak Ridge, Tenn.
KERTES, JOE
Top Ten
WTIG, Massillon, Ohio
KERWOOD, ORIE
KMMJ, Grand Island, Neb.
KEVERN, BOB
WOC, Davenport, Iowa
KEY, GEORGIA
Home Digest
WQIC, Meridian, Miss.
KEYSER, RALPH M.
KBCH, Oceanlake, Ore.
KIDWELL, DON
WCSI, Columbus, Ind.
KIKER, PETE
Dinner Bell Time
WELS, Kinston, N. C.
KILGORE, LYLE
KFXM, San Bernardino, Calif.
KIMBLE, BILL
WNBF, Binghamton, N. Y.
KIMBRO, OBIE
Saturday Jazz Session
WCRY, Macon, Ga.
KINCER, JIMMY
Jimmies Jukebox
WNKY, Neon, Ky.
KING, ERNIE
WJAK, Jackson, Tenn.
KING, GARY
KCOG, Centerville, Iowa
KING, JIM
Pushbutton One
WJDX, Jackson, Miss.
KING, LARRY
WMFJ, Daytona Beach, Fla.
KING, LESLIE
Hillbilly Hoedown
WKEY, Covington, Va.
KING, WALLY
WJW, Cleveland, Ohio
KINLAW, GLENN
WFMO, Fairmont, N. C.
KINNEY, BOB
Chore Time
WCHN, Norwich, N. Y.
KINSMAN, FRANK
Good Music in Hi Fi
WECL, Eau Claire, Wis.
KIRK, STEVE
WTRX, Bellaire, Ohio
KIRKANDER, KEN
WNBF, Binghamton, N. Y.
KIRKPATRICK, DON
KOSA, Odessa, Tex.
KISSINGER, EDDIE
Top 40
KVMC, Colorado City, Tex.
KLARKE, JOE
Spins 'n Needles
WIRO, Ironton, Ohio

KLAVAN & FINCH
WNEW

KLEIN, GEORGE
WHEY, Millington, Tenn.
KLINE, KEITH
Rise & Shine
WBPZ, Lock Haven, Pa.
KNAPTON, KIT
WTKO, Ithaca, N. Y.
KNELLY, CARL
Musical Gems
KCLW, Hamilton, Tex.
KNIGHT, FRANK
KCKC, San Bernardino, Calif.
KNIGHT, FRANK S.
Breakfast Time
WRKD, Rockland, Me.
KNIGHT, JOE
Melody Ballroom
WFBR, Baltimore, Md.
KNIGHT, SID
Knight in Day
WASK, Lafayette, Ind.
KNIGHT, VIC
WXLW, Indianapolis, Ind.
KNORR, JOHN
WBLF, Bellefonte, Pa.
KNOWLES, HANK
Words and Music
WMFT, Terre Haute, Ind.
KNOWLES, RON
CKLW, Detroit, Mich.
KNOX, KEITH
WMFG, Hibbing, Minn.
KNOX, KEN
KLIF, Dallas, Tex.
KOBAK, EDGAR H.
WBIA, Augusta, Ga.
KOENIG, DON
KLIZ, Brainerd, Minn.
KOENIG, DON
Soundtrack
KNAL, Victoria, Tex.
KOEPKE, JOE
KINS, Eureka, Calif.
KOGER, JIM
WRFC, Athens, Ga.
KOLBY, CAL
The Record Shop
WDRC, Hartford, Conn.
KOLINS, TOM
Alarm Clock Club
WCHA, Chambersburg, Pa.
KONAN, WES
WPLY, Plymouth, Wis.
KOPP, LEE
KSJO, San Jose, Calif.
KORDECKI, DON
Rolling Home
WGML, Hinesville, Ga.
KORTE, ODELL
Jamboree
WMOK, Metropolis, Ill.
KOSKI, NORM
WMPL, Hancock, Mich.
KOSKUBAR, LEN
Good Morning
WDOR, Sturgeon Bay, Wis.
KOST, JACK
KOVC, Valley City, N. D.
KRAFT, LARRY
Coffee Call
KTMC, McAlester, Okla.
KRAMER, MARY
Klokwatcher Show
WRLO, Augusta, Me.
KRASOVEC, HANK
Polka Band Box
KDZA, Pueblo, Colo.
KRAUSE, GIL
KAGR, Yuba City, Calif.
KRAY, MILT
WORC, Worcester, Mass.
KRONSCHNABEL, GEORGE
Radio Rhythm Ranch
KDIX, Dickinson, N. D.
KRUS, JOHN
KMON, Great Falls, Mont.
KULZ, BOB
Morning Watch
WROD, Daytona Beach, Fla.
KURTZ, BUD
Night Special
WWNR, Beckley, W. Va.
KUVENT, ARNIE
560 Revue
WGAN, Portland, Me.
KVALE, BERNIE
WBIZ, Eau Claire, Wis.

— L —

LaBAN, FRANK
KLWN, Lawrence, Kan.
LABAR, FRANK
Hall of Hits
WBRE, Wilkes-Barre, Pa.
LACKER, MARTY
WKGN, Knoxville, Tenn.
LaCOVEY, JACK
Weekend
WEBO, Owego, N. Y.

LACY, JACK
Listen to Lacy, WINS, New York, N. Y.

LaFARGE, TRUMAN
KVBC, KENN, Farmington, N. M.
LaGRONE, JOE
Sunday Show
KGAS, Carthage, Tex.
LAINE, DICK
KOKE, Austin, Tex.
LAING, IRVING
Boy Next Door
WMIC, Monroe, Mich.
LAKE, ART
Music for the Mrs.
WJAR, Providence, R. I.
LAMBETH, LARY
Sky Studio
WSTP, Salisbury, N. C.
LANCASTER, BOBBY
Our Gal Friday Show
WBPD, Orangeburg, S. C.
LANDERSMAN, PAUL
WHGB, Harrisburg, Pa.
LANE, H. C.
Dawn Patrol
WYRN, Louisburg, N. C.
LANE, LARRY
Cuz'n Calling
WHBO, Tampa, Fla.
LaNEVE, GEORGE
WOHI, East Liverpool, Ohio
LANG, BOB
Wake up Hawaii
KPOA, Honolulu, T. H.
LANGENFELD, BERNARD
Wake Up to Music
KEYJ, Jamestown, N. D.
LANMAN, OSCAR
WTUS, Tuskegee, Ala.
LARK, BOB
WPON, Pontiac, Mich.
LARSEN, ART
WTOT, Marianna, Fla.
LARSEN, BOB
WRIT, Milwaukee, Wis.
LARSON, MILDRED
KEYZ, Williston, N. D.
LaRUE, HUGH BEN
Mr. Music
KTIX, Seattle, Wash.
LASCELLES, JOHN
WGR, Buffalo, N. Y.
LATTO, LEW
WDSM, WDSM-TV, Superior, Wis.
LAUBI, PAUL
Roseland Revue Show
WPEP, Taunton, Mass.

LEBEDDA, JOHN
WDAD, Indiana, Pa.
LEDFORD, DAVID
WRKH, Rockwood, Tenn.
LEE, BRUCE
KCKN, Kansas City, Kan.
LEE, GLEN
KGIW, Alamosa, Colo.
LEE, JERRY
WYDE, Birmingham, Ala.
LEE, JIM
Clock Watcher
WRIC, Richlands, Va.
LEE, KELLY
Mail Bag Show
WCKB, Dunn, N. C.
LEE, SHIRLEY
Strickly for the Ladies
WRIC, Richlands, Va.
LeGRANDE, DAN
KAGR, Yuba City, Calif.
LEIB, GEORGE
Musical Clock
WAZL, Hazleton, Pa.
LEIGH, BUCK
WTRC, Elkhart, Ind.
LEINWEBER, BOB
Fun for Breakfast
KOOK, Billings, Mont.
LELY, JEAN
KNOG, Nogales, Ariz.
LEMON, DOC
KIOA, Des Moines, Iowa
LEMON, WAYNE
Club 1340
WKEY, Covington, Va.
LEMONT, GEORGE
KNBC, San Francisco, Calif.
LENAY, WILL
Motor Matinee
WSAI, Cincinnati, Ohio
LEONARD, BUD
WMPS, Memphis, Tenn.
LEONARD, LEE
KNGS, Hanford, Calif.
LEONARD, LEE
WAVY, Norfolk, Va.
LEPLEY, JOHN
Sleepy Eyed John
WEW, St. Louis, Mo.
LESTER, GEORGE E.
KEYS, Corpus Christi, Tex.
LETCHER, SKIP
WICU, Erie, Pa.
LEVY, SY
WACE, Springfield-Chicopee, Mass.
LEWIS, DEAN
Listen
WBNS, Columbus, Ohio
LEWIS, FRANK
WMIX, Mt. Vernon, Ill.
LEWIS, HAL
KHVH, Honolulu, Hawaii
LEWIS, JAMES
T. J. the D. J.
KATI, Casper, Wyo.
LEWIS, JIM
WFOX, Milwaukee, Wis.
LEWIS, WELDON
KBBB, Borger, Tex.
LEWIS, WILBUR
Rise 'n Shine
WANT, Richmond, Va.
LIBMAN, LEN
WTAO, Boston, Mass.
LIDDLE, BOB
KXL, Portland, Ore.
LIGHT, BURT
KBOM, Bismarck, N. D.
LILLEY, BOB
Downbeat
WHMS, Charleston, W. Va.
LILLIGREN, CHUCK
WRED, Worthington, Ohio
LINCOLN, BART
Eye Opener
WTOT, Marianna, Fla.
LINCOLN, ED
WSBA, York, Pa.
LINDAMOOD, RON
WDBJ, Roanoke, Va.
LINDBERG, STEVE
Night Beat
WHAN, Charleston, S. C.
LINDELIEN, LYLE
Nite-Beat
KONP, Port Angeles, Wash.
LINDEMANN, BUD
WGRD, Grand Rapids, Mich.
LINGLE, MERLE
Record Shop
KEDO, Longview, Wash.
LINGO, JOHNNY
Dixie Dawning
WULA, Eufaula, Ala.
LINN, BANDELL
WHFB, Benton Harbor, Mich.
LINNE, BILL
WFST, Caribou, Me.
LINNE, DARRELL
Country Time
WFIW, Fairfield, Ill.
LINVILLE, BOB
WMNI, Columbus, Ohio
LIONEL, ED
KRIO, McAllen, Tex.
LIPEZ, DICK
Nite Train
WBPZ, Lock Haven, Pa.
LIT, HY
Flight 99
WIBG, Philadelphia, Pa.
LITTEN, BOB
KEED, Springfield, Ore.
LITTLE, ED
Night Beat
KEMB, San Diego, Calif.
LITTLE, FRAN
WJEJ, Hagerstown, Md.
LIVESAY, TOM
WPOM, Pompano, Beach, Fla.
LIVINGSTON, JOHN
Back to Music
KAHU, Honolulu, Hawaii
LLOYD, BOB
WHMA, Anniston, Ala.
LOCKE, GENE
Sundown Serenade
WRUS, Russellville, Ky.
LOCKHART, HARRY
Tune Inn
WWSW, Pittsburgh, Pa.
LOGAN, CARL
Turntable Roundup
KCUL, Ft. Worth, Tex.
LOGAN, GEORGE
Rockin' with the "G"
KATZ, St. Louis, Mo.
LOGAN, LUCKY
WOKY, Milwaukee, Wisc.
LOGAN, WAYNE
KNAK, Salt Lake City, Utah
LOGRAN, DICK
KIST, Santa Barbara, Calif.
LOHMAN, AL, JR.
KBOX, Dallas, Tex.
LOHMEYER, FRANK
KLPW, Union, Mo.
LOKKE, JOHN
Rock with Lock
KVOX, Moorhead, Minn.
LOMBARDI, JOE
Top 25
WCAD, Danbury, Conn.
LONGACRE, R.
Solano Special
KNBA, Vallejo, Calif.
LOVE, SHIRLEY
Juke Box Review
WOAY, Oak Hill, W. Va.
LOVETTE, LEN
WTSB, Lumberton, N. C.
LOWE, GEORGE
KWTX, Waco, Tex.
LOWE, JIM
WRR, Dallas, Tex.
LOWRY, BILL
KGGF, Coffeyville, Kan.
LUCAS, JIM
WAPI, Birmingham, Ala.
LUCIER, ROD
The Big Show
KVOX, Moorhead, Minn.
LUKE, HARRY
Swing Angel
WNAB, Bridgeport, Conn.
LUMPKIN, CLARENCE
WILA, Danville, Va.
LUNDY, RON
WLCS, Baton Rouge, La.
LUNINGHAM, BOB
Music to Work By
WKAK, Stuttgart, Ark.
LYLE, DONALD G.
Highway 101
KBCH, Oceanlake, Ore.
LYLE, VINCE
WJBD, Salem, Ill.
LYNCH, BILL
WMCK, McKeesport, Pa.
LYNCH, WES
KUIK, Hillsboro, Ore.
LYNCH, WILLIAM G.
KDBS, Alexandria, La.
LYNN, FRED
KWTO, Springfield, Mo.
LYNN, LAMAR
WDAKapers
WDAK, Columbus, Ga.
LYONS, BOBBY
The Lyons Desk
WQAM, Miami, Fla.
LYONS, DUKE
Juke Box Review
KAHI, Auburn, Calif.
LYONS, LARRY
Matinee
WHLD, Niagara Falls, N. Y.

— Mc —

McADAMS, LARRY
KCRV, Caruthersville, Mo.
McAULIFFE, TOM
WEIM, Fitchburg, Mass.
McBRIDE, DICK
Sunday Morning with Dick
KHAS, Hastings, Neb.
McCARTHY, J. P.
Music Hall
WJR, Detroit, Mich.
McCARTHY, JOHN
Morning Line
WPEP, Taunton, Mass.
McCARTHY, JOHN
KLXT, Helena, Mont.
McCARTHY, RED
WHGB, Harrisburg, Pa.
McCAUGHAN, BILL
KBTM, Jonesboro, Ark.
McCAULEY, JOE
Start the Day Right
WIP, Philadelphia, Pa.
McCLATCHEY, ARNOLD
The Big Record
KPVA, Gamas, Wash.
McCLELLAND, BUD
KDMS, ElDorado, Ark.
McCLELLAN, DON
Tops in Pops
WETB, Johnson City, Tenn.
McCOLLOUGH, BILL
KWMT, Fort Dodge, Iowa
McCORMICK, LARRY
Reveille Rock
KGFJ, Los Angeles, Calif.
McCOY, CRAIG
Daybreak Serenade
WTRW, Two Rivers, Wis.
McCOY, GEORGE
Rise & Shine
WBNL, Boonville, Ind.
McKINSTRY, WILLIE
WJLD, Birmingham, Ala.
McLAINE, JOE
Music in the Air
WEEU, Reading, Pa.
McLAUGHLIN, OLLIE
WHRV, Ann Arbor, Mich.
McLEAN, BRUCE
Time, Temperature, Tunes
KOWN, Escondido, Calif.

McLEAN, JIM
Club 1230
WNEB, Worcester, Mass.
McLEAN, PHIL
WERE, Cleveland, Ohio
McLEOD, DON
McLeodsville, U.S.A.
WJBK, Detroit, Mich.
McMILLEN, BILL
Music Room
KTW, Seattle, Wash.
McMONAGLE, TERRY
Highway 850
KTAC, Tacoma, Wash.
McNEELEY, MARTY
Marty's Morning Beat
WKMH, Detroit-Dearborn, Mich.
McNULTY, BOB
KUEQ, Phoenix, Ariz.
McNULTY, TERRY
WSCR, Scranton, Pa.
McPEAKE, DAN
KPDQ, Portland, Ore.
McPHERSON, CLYDE
WROB, West Point, Miss.
McRAE, EARL
RFD Round-up
WSIZ, Douglas, Ga.
McSPADEN, MIKE
Breakfast Club
KCHA, Charles City, Iowa

— M —

MacDONALD, BRUCE
Rise and Shine
WJW, Cleveland, Ohio
MacFEE, DAVE
WFGM, Fitchburg, Mass.
MACK, GRANT
KIT, Yakima, Wash.
MACK, STANLEY
WDGY, Minneapolis, Minn.
MacKINNON, DON
KIOA, Des Moines, Iowa
MacLEAN, BILL
KAKE, Wichita, Kan.
MacLAREN, ANGUS
WKLA, Ludington, Mich.
MADDOX, KATY
WMCK, McKeesport, Pa.
MADDOX, W. M.
KNCO, Garden City, Kan.
MADER, JAMES
Coffee Club
WKOW, Madison, Wis.
MAGEE, ART
KLEO, Wichita, Kan.
MAGNUS, JOHN
KGFJ, Los Angeles, Calif.
MAHER, JAY
WWON, Woonsocket, R. I.
MAIN, BOB
Sensational 75
WGAD, Gadsden, Ala.
MAINZ, JOE
KGVL, Grenville, Tex.
MAJOR, STAN
WIRL, Peoria, Ill.
MAKINSTER, BUD
KRNY, Kearney, Neb.
MANLEY, KEN
WHYE, Roanoke, Va.
MANN, AL
WKKS, Vanceburg, Ky.
MANQUERO, RAMON
Mexico Sings
KOYE, El Paso, Tex.
MANSFIELD, ANDY
Turn Back the Clock
KFI, Los Angeles, Calif.
MANSFIELD, VIRGINIA
Turn Back the Clock
KFI, Los Angeles, Calif.
MANSON, SOL
Melody Highway
WDBQ, Orlando, Fla.
MANUAL, BOB
KOYN, Billings, Mont.
MAPLES, TOM
WDUZ, Green Bay, Wis.
MARCO, RAY
WTOR, Torrington, Conn.
MARINE, FRANK
KGAK, Gallup, N. M.
MARINELLI, RON
WMFG, Hibbing, Minn.
MARINO, JACK
WEAY, Plattsburgh, N. Y.
MARLIN, RAY
WSTC, Stamford, Conn.
MARLOWE, BILL
Night Watch
WMAY, Springfield, Ill.
MARLOWE, BILL
WBZ-WBZA, Boston-Springfield, Mass.
MARR, BILL
WDVH, Gainesville, Fla.
MARSH, RAY
WEAT, West Palm Beach, Fla.
MARSHALL, JERRY
The Record Room
WMGM, New York, N. Y.
MARSHALL, MAJOR
WEEB, Southern Pines, N. C.
MARSHALL, T. M.
Tom's Top Tunes
WILO, Frankfort, Ind.
MARTEL, LARRY
WENY, Elmira, N. Y.
MARTELL, WALT
KTOE, Mankato, Minn.
MARTIN, AL
Skyline Patrol
WMFR, High Point, N. C.
MARTIN, CHARLES
Teentime Tunetime
KRSN, Los Alamos, N. M.
MARTIN, CHRIS
WABY, Albany, N. Y.
MARTIN, DICK
WWL, New Orleans, La.
MARTIN, DON
WHCU, Ithaca, N. Y.
MARTIN, EVERETT
WNBP, Newburyport, Mass.
MARTIN, HARRY
KCBQ, San Diego, Calif.
MARTIN, JIM
WIST, Charlotte, N. C.
MARTIN, JIMMY
WNAG, Grenada, Miss.
MARTIN, JOBIE
WOKJ, Jackson, Miss.
MARTIN, JOHN
Request Rendezvous
WLCM, Lancaster, S. C.
MARTIN, JOHNNY
WINN, Louisville, Ky.
MARTIN, LARRY
Record Room
WHNY, McComb, Miss.
MARTIN, LARRY
Breakfast in Studio 'B"'
WJAR, Providence, R. I.
MARTIN, LEROY
KTIB, Thibodaux, La.
MARTIN, PETER
KXOK, St. Louis, Mo.
MARTIN, STAN
Music Man
WBCB, Levittown, Pa.
MARTINEZ, AL
Music Through the Night
WQAM, Miami, Fla.
MARTINEZ, JUAN
Siesta International
KABQ, Albuquerque, N. M.
MARTZ, BOB
WMAX, Grand Rapids, Mich.
MARVEL, RAYMOND
Luck LeRoy
WAFC, Staunton, Va.
MARVIN, MARTY
WENN, Birmingham, Ala.
MASON, CHARLIE
Record Room
WJMX, Florence, S. C.
MASON, NEAL
Talk of the Town
WPGC, Washington, D. C.
MASTERS, CHUCK
WCOW, Sparta, Wis.
MASTERS, ED
The Music Room
WJTN, Jamestown, N. Y.
MATEE, MATT
Coffee Call
WQUB, Galesburg, Ill.
MATHIS, JERRY
Musical Matinee
KBRO, Bremerton, Wash.
MATHIS, TOM
WGGH, Marion, Ill.
MATHYS, LYLE
KVCV, Redding, Calif.
MATTIE, HILLARD
WLAF, LaFollette, Tenn.
MAUGHAN, GENE
WBKN, Newton, Miss.
MAUNEY, RICHARD
Tom Cat Show
WCGC, Belmont, N. C.
MAURER, DEL
Tranquil Times
KDDD, Dumas, Tex.
MAUTI, JOHN
Hoedown
WTNC, Thomasville, N. C.
MAXWELL, BOB
WWJ, Detroit, Mich.
MAXWELL, JIM
WIOU, Kokomo, Ind.
MAY, DAVE
Record Shop
WGSA, Ephrata, Pa.
MAY, MIKE
Club 960
WSBT, South Bend, Ind.
MAY, STEVE
Music Hall
WADK, Newport, R. I.
MAYER, BOB
Tri-State Showcase
WKYR, Keyser, W. Va.
MAYER, GEORGE
WLEC, Sandusky, Ohio
MAYER, KEN
WBOS, Boston, Mass.
MAYFIELD, DICK
Teen Time
WMVG, Milledgeville, Ga.
MEADERS, RAY
WXOK, Baton Rouge, La.
MEARIAN, MIKE
Luncheon at the Statler
WBEN, Buffalo, N. Y.
MEDLEY, JOLLY
JM in the AM
WAPL, Appleton, Wis.
MEERS, ROBERT
Cascade Bandstand
KLOG, Kelso, Wash.
MEIER, JOE
Platterama
KEYY, Provo, Utah
MELLOY, JACK
Open House
WNIL, Niles, Mich.
MENEFEE, BOB
Heading Home Show
WIP, Philadelphia, Pa.
METCALF, TED
Traffic Jam
WJAR, Providence, R. I.
METCO, MIKE
KENE, Toppenish, Wash.
METRIE, JACK
WZOK, Jacksonville, Fla.
METROPOULOUS, JOHN
John's Jabberwock
KATL, Miles City, Mont.
METZ, MIKE
KYSN, Colorado Springs, Col.
MEYER, DON
Bright & Early Don
WDLB, Marshfield, Wis.
MEYER, TOM
OK Ballroom
WOKZ, Alton, Ill.
MEYERS, DON
KDES, Palm Springs, Calif.

MEYERS, DON
WIIN, Atlanta, Ga.
MEYERS, DON
KOSA, Odessa, Tex.
MEYERS, JACK
KCUB, Tucson, Ariz.
MICHAEL, BOB
Breakfast Bell
WELM, Elmira, N. Y.
MICHAEL, JAY
WCAE, Pittsburgh, Pa.
MICHAELS, HARRY
WDZ, Decatur, Ill.
MICHAELS, JOHN
WOKY, Milwaukee, Wis.
MIKELL, GENE
Operation Music
WCHK, Canton, Ga.
MILES, JIM
930 Club
WKCT, Bowling Green, Ky.
MILES, JOHNNY
Music in the Afternoon
KTSM, El Paso, Tex.
MILES, WILBUR
Johnny Eagle Show
WCRE, Cheraw, S. C.
MILLER, BOB
Top O' the Morning
WSSC, Sumter, S. C.
MILLER, CLIFF
KDES, Palm Springs, Calif.
MILLER, DAN
Mighty Much Music
KOOK, Billings, Mont.
MILLER, LARRY
Open House
KPRK, Livingston, Mont.
MILLER, ROSS
WTIC, Hartford, Conn.
MILLER, WOODY
Burgermeister Beer
KMAP, Bakersfield, Calif.
MILLS, DON
KGNO, Dodge City, Kan.
MILLS, JIM
WMAQ, Chicago, Ill.
MILLS, LUTHER
Night Patrol
WEBC, Duluth, Minn.
MILLSAPS, JOE
Clockwatchers
WKGN, Knoxville, Tenn.
MINK, LEE
KPST, Preston, Ida.
MITCHELL, GENE
Reverie
WRBL, Columbus, Ga.
MITCHELL, JOE
Something for the Girls
KLIQ, Portland, Ore.
MOCK, JACK
WMBR, Jacksonville, Fla.
MOEN, DEAN
At Your Command
KROX, Crookston, Minn.
MOFFETT, CHUCK
WFOX, Milwaukee, Wis.
MOLLOY, TOM
Top 40
WSKY, Asheville, N. C.
MONACO, DEL
Radio Relay
WHLD, Niagara Falls, N. Y.
MONROE, LARRY
KRIO, McAllen, Tex.
MONSON, PAUL
WSPR, Springfield, Mass.
MONSON, ROD
1340 Club
KATL, Miles City, Mont.
MONTS, JIM
KATL, Miles City, Mont.
WELO, Tupelo, Miss.
MOONEY, FRAN
KNCM, Moberly, Mo.
MOORE, RON
1450 Club
KCLX, Colfax, Wash.
MORAN, JOE
Daybreak
WGSM, Huntington, N. Y.
MORAN, LUPITA
KWKW, Pasadena, Calif.
MORELAND, DICK
KACY, Oxnard, Calif.
MORELLI, HAL
KRAM, Las Vegas, Nev.
MORELLS, KEN
Breakfast with "Woody"
WDDY, Gloucester, Va.
MORENO, EDWARD
KCOR, San Antonio, Tex.
MORGAN, BILL
WEW, St. Louis, Mo.
MORGAN, BILLY
WYRN, Louisburg, N. C.
MORGAN, HAL
Morgan's Motor Matinee
WGAR, Cleveland, Ohio
MORKORI, CHUCK
WRCO, Richland Center, Wis.
MORRIS, HERMAN T.
High School Club
KWNA, Winnemucca, Nev.
MORRISON, ALEX
WKDX, Hamlet, N. C.
MORRISON, BOB
WXLW, Indianapolis, Ind.
MORRISON, BUD
Nightbeat
WMAB, Munising, Mich.

MORROW, BRUCE

WINS, WNYC, WEVD, Radio; ZBM & ZBM-TV, Radio & TV, Bermuda; WPIX, WABD, TV

MORROW, JACK
Hoosier Hit Parade
WIBC, Indianapolis, Ind.
MORTON, BROOKS
Mid-Day Mid-Way
WTOL, Toledo, Ohio
MORTON, JAY
WEDO, McKeesport, Pa.
MOSHER, RAY
WFST, Caribou, Me.
MOWBRAY, JOHN
KASY, Auburn, Wash.
MOWERS, ROBERT
Spinner's Sanctum
WLAM, Lewiston, Me.
MOWYER, ROBERT
WAFC, Staunton, Va.
MUDD, JIM
WVJS, Owensboro, Ky.
MULCAHY, JOHN
WSRO, Marlborough, Mass.
MULLEN, EARLE
Disc to you
WDVL, Vineland, N. J.
MULLEN, FRANK
PM 1230 Club
WNEB, Worcester, Mass.
MULLENS, RED
Coffee Club
WMNF, Richwood, W. Va.
MULLINS, BOB
KTRY, Bastrop, La.
MULLINS, D.
Country Classics
WGEE, Indianapolis, Ind.
MULLINS, JIM
Morning Open House
WSTU, Stuart, Fla.
MUNI, SCOTT
Music with Muni
WMCA, New York, N. Y.
MUNNKITTRICK, ARNIE
1340 Club
WTWN, St. Johnsbury, Vt.
MURDOCH, ED
WMMB, Melbourne, Fla.
MURDOCK, CHARLIE
The Top 40 Show
WQAM, Miami, Fla.
MURDOCK, JACK
WMAN, Mansfield, Ohio
MURPHY, ED
WSYR, Syracuse, N. Y.
MURPHY, GEORGE
KASI, Ames, Iowa
MURRY, LYNN
Marathon & Music
KDRO, Sedalia, Mo.
MUSCARE, ED
Hit Parade
KSRC, Socorro, N. M.
MYERS, JACK
WSAL, Logansport, Ind.

— N —

NABER, DAVE
WVMC, Mt. Carmel, Ill.
NAPPER, LOUISE
Swing Session Revue
WREV, Reidsville, N. C.
NARDONE, MIKE
Swingtime Serenade
WCLT, Newark, Ohio
NASH, JERGEN
WCCO, Minneapolis, Minn.
NASH, MURRAY
Yesterdays Hits
WRAC, Racine, Wis.
NATHAN, NORM
Sounds in the Night
WHDH, Boston, Mass.
NATHAN, WALLY
KWBY, Colorado Springs, Colo.
NAUGHT, VERN
KRLC, Lewiston, Ida.
NAUGHTON, RUSS
Shoppers Special
WDRC, Hartford, Conn.
NEAGLE, DON
Morning Melodies
WRUS, Russellville, Ky.
NEAL, JIM
Farmer Jim Show
WSLI, Jackson, Miss.
NELLY, JIM
Jim & Jerry's Rhythm
KBRC, Mount Vernon, Wash.
NELSON, BOB
KFBB, Great Falls, Mont.
NELSON, CHUCK
Mostly Morning
KRAM, Longview, Wash.
NELSON, DON
Crocodile Club
WQUA, Moline, Ill.
NELSON, ED
WNA, Yankton, S. D.
NELSON, LARRY
Saturday Nite Dance Party
KHAS, Hastings, Neb.
NELSON, LOU
Nitewatch
WTAR, Norfolk, Va.
NELSON, STAN
WCPO, Cincinnati, Ohio
NICKLAY, RAY
Caravan of Music
KXGN, Glendive, Mont.
NICKSON, NICK
Rochester Ballroom
WBBF, Rochester, N. Y.
NIELSEN, DENNIS
KVOG, Ogden, Utah
NIXON, MILT
Hall Where Jive Is Live
WGEE, Indianapolis, Ind.
NOBLES, GENE
Dance Hour
WLAC, Nashville, Tenn.
NOE, DON
WHOC, Philadelphia, Pa.
NOEL, SID
Dawnbusters
WWL, New Orleans, La.
NOLAN, TOM
KLGA, Algona, Iowa
NOLTE, BOB
KOYN, Billings, Mont.
NORMAN, HAL
KFDM, Beaumont, Tex.
NORTON, MIKE
Teens, Topics & Tunes
WPOR, Portland, Me.
NUSBAUM, MORT
WBBF, Rochester, N. Y.

— O —

OAKES, JIMMY
WTCR, Ashland, Ky.
O'BANION, ALTON
Campus Capers
KCNY, San Marcos, Tex.
O'BANNON, GENE
KEYS, Corpus Christi, Tex.

O'BRIEN, JOE

Joe's Place
WMCA, New York, N. Y.
O'BRIEN, PETE
WILI, Willmantic, Conn.
O'CALLAGHAN, THOMAS
KYSM, Mankato, Minn.
O'DAY, HAPPY
WOKY, Milwaukee, Wis.
ODDIS, RAY
Flat Top Show
WJET, Erie, Pa.
ODOM, RAY
The Ole Cowhand
KHAT, Phoenix, Ariz.
O'DONNELL, DAVEY
KXOL, Fort Worth, Tex.
OGLE, RON
KEED, Springfield, Ore.
O'GRADY, JOE
The Grouch Club
WLAV, Grand Rapids, Mich.
O'HAIRE, GENE
Keeper of the Flame
WPTR, Albany, N. Y.
O'HARA, MARTY
WKDN, Camden, N. J.
O'HARA, SEAMUS
KYA, San Francisco, Calif.
O,HARA, SHAMUS
WZIP, Cincinnati, Ohio
O'HARA, TOD
Grag Bag
WILD, Boston, Mass.
OHLEMEIR, BILL
Night Train
KAYS, Hays, Kan.
OHLMES, SCOTT
Coffee Shop
WCED, DuBois, Pa.
O'KINCHELA, ROGER
WWOL, Buffalo, N. Y.
O'LEARY, FRANK
Musical Matinee
WJOL, Joliet, Ill.
O'LEARY, JIM
Catalina Bandstand
KBIG, Avalon, Calif.
OLIVER, DAVE
Chicken Shack
WMFS, Chattanooga, Tenn.
OLSON, JIM
Record Room
KRLC, Lewiston, Ida.
OLSON, NATE
KYNG, Coos Bay, Ore.
O'NAN, PAT
WINN, Louisville, Ky.
O'NEIL, JACK
WAAB, Worcester, Mass.
O'NEILL, JERRY
KWIP, Merced, Calif.
O'QUINN, JIMMY
1240 Club
KWAK, Stuttgart, Ark.
O'REILLY, JACK
WPEN, Philadelphia, Pa.
ORLANDO, J. J.
860 Club
WFMO, Fairmont, N. C.
ORTIZ, DAVID
Peticiones de la Tarde
WITA, San Juan, P. R.
ORTON, JIM
WVJS, Owensboro, Ky.
OSBORN, DON
WIRL, Peoria, Ill.
OSBORNE, BOB
WIL, St. Louis, Mo.
OSBORNE, FRED
WJCD, Seymour, Ind.
OSBORNE, RONALD L.
KTOO, Henderson, Nev.
OUELLETTE, BOB
WGHM, Skowhegan, Me.
OVERTON, TOM
KFDM, Beaumont, Tex.
OWENS, DON
WARL, Arlington, Va.
OWENS, GARY
WIL, St. Louis, Mo.
OWENS, JACKIE
Request Time
WEIC, Charleston, Ill.
OXFORD, GEORGE
KSAN, San Francisco, Calif.

— P —

PADRON, LONNIE
WTRR, Sanford, Fla.
PAGE, ELIOT
Harmonies for Housewives
WDEV, Waterbury, Vt.
PAGE, NORM
WGAY, Silver Spring, Md.
PAIZ, TONY
KIWW, San Antonio, Tex.
PAIZS, BEA
Something for the girls
KOWL, Tahoe Valley, Calif.
PALEN, JIM
OK Sweet Session
WOKZ, Alton, Ill.
PALLAN, ART
KDKA, Pittsburgh, Pa.
PALMER, BILL
WSBB, New Smyrna Beach, Fla.
PALMER, MARSHA
WSBB, New Smyrna Beach, Fla.
PARISI, JIM
Radio Route 73
WPIK, Alexandria, Va.
PARK, CHARLES
Time out for Music
WJR, Detroit, Mich.
PARKER, DICK
WSME, Sanford, Me.
PARKER, ELZIE
Morning Watch
KAJO, Grants Pass, Ore.
PARKER, JIM
Show of the Day
KXO, El Centro, Calif.
PARKER, TOM
Record Rack
KSIS, Sedalia, Mo.
PARKINSON, BOB
WEOL, Elyria-Lorain, Ohio
PARKS, LARRY
Night-Train
WAML, Laurel, Miss.
PARKS, LYNN
WPEG, Jacksonville, Fla.
PARLE, PAUL
WIIN, Atlanta, Ga.
PARMELEE, CHUCK
Alarm Clock
WSPD, Toledo, Ohio
PARNELL, JACK
WHBQ, Memphis, Tenn
PARR, JAMES J.
KBLT, Big Lake, Tex.
PARSONS, BEN
Rebel Reveille
WRBL, Columbus, Ga.
PATRICK, DONALD
Nite Watch D. J.
KFSA, Fort Smith, Ark.
PATTERSON, ESMOND
Gospel Train
WERD, Atlanta, Ga.
PAUL, JIMMY
KOB, Albuquerque, N. M.
PAUL, SANDY
WRMF, Titusville, Fla.
PAUL, VINCE
Night Sounds
KWNO, Winona, Minn.
PAULEY, RICH
Gulf Coast Serenade
WFLA, Tampa, Fla.
PAVONE, TONY
Switchboard
WMAZ, Macon, Ga.
PAWLAK, TONY
Music Market
WASK, Lafayette, Ind.
PAYNE, BRUCE
WENN, Birmingham, Ala.
PEACE, EVERETT
WLOW, Norfolk, Va.
PEARCE, LEWIS
Mostly Music
KSPI, Stillwater, Okla.
PEARSON, BOB
Music as You Like It
KCIM, Carroll, Iowa
PEDERSON, JIM
KHOG, Fayetteville, Ark.
PENNEY, ED
WTAO, Boston, Mass.
PEOPLES, JIMMY
Jimbo
WMTN, Morristown, Tenn.
PEPPLE, PENNY
High School Rock
WDSK, Cleveland, Miss.
PERKINS, GENE
KBOI, Boise, Ida.
PERKINS, RAY
KHOW, Denver, Col.
PERKINSON, MAURICE
Spinarama
WJEF, Grand Rapids, Mich.
PERRY BLANDE
KLRA, Little Rock, Ark.
PERRY, BOB
WCKR, Miami, Fla.
PERRY, BOB
980 Club
WCAP, Lowell, Mass.
PERRY, PORTIA
Songs of Faith
WHAT, Philadelphia, Pa.
PETERS, RICHARD
Rollin' Home
WCLT, Newark, Ohio
PETERSON, BOB
Early Bird Show
WHAP, Hopewell, Va.
PETERSON, CHARLIE
KENE, Toppenish, Wash.
PIERON, HUGH
WJOB, Hammond, Ind.
PIKE, DICK
Pike's Peak
WNOP, Newport, Ky.
PILANT, RAY
KTRY, Bastrop, La.
PINCKNEY, DOUG
Almanac
WMBO, Auburn, N. Y.
PIPES, FRANCIS
On The Beat
WBAR, Bartow, Fla.
PIPKIN, KEITH
The Most in Music
KWFR, San Angelo, Tex.
PIPP, BARNEY
1460 Club
WPVL, Painesville, Ohio
PITTS, BILL
Music from Studio X
KTSM, El Paso, Tex.
PLACHTA, AL
KOPR, Butte, Mont.
PLAISANCE, LOU
True-Blue Lou
KQDI, Bismarck, N. D.
PLATZ, GUS
KWIQ, Moses Lake, Wash.
PLEDGER, DOUG
KNBC, San Francisco, Calif.
PLESS, JERRY
WGTA, Summerville, Ga.
PLICQUE, EDDIE
WGES, Chicago, Ill.
PLOWDEN, JIM
Platter Party
WMRB, Greenville, S. C.
POINDEXTER, RAY
KNLR, North Little Rock, Ark.

POLAND, SAM
WCHS, Charleston, W. Va.
POLK, AL
KAMO, Rogers, Ark.
POLLACK, FRANK
KDAY, Hollywood, Calif.
POLLOCK, GOBLE
Farm & Home
WCBL, Benton, Ky.
POLLOCK, KES
WIZZ, Streator, Ill.
POOLE, BOB
Poole's Paradise
WBIG, Greensboro, N. C.
POPE, BILL
WABY, Albany, N. Y.
POPE, SHELLY
WEUP, Huntsville, Ala.
PORTER, BOB
WJJD, Chicago, Ill.
PORTERFIELD, HARRY
WKNX, Saginaw, Mich.
POTEET, JIM
KDUB, Lubbock, Tex.
POWELL, KEN
WVET, Rochester, N. Y.
POWELL, MAX
Design for Listening
WHIT, New Bern, N. C.
POWERS, JOE
WBMD, Baltimore, Md.
PRATHER, BOB
WEAS, Decatur, Ga.
PRATHER, TOM
Musical Clock
WGFS, Covington, Ga.
PRECIADO, J. LUIS
La Voz Tapatia
KNBA, Vallejo, Calif.
PRESCOTT, GEORGE
Music after Hours
WLEE, Richmond, Va.
PRESCOTT, NORM
WBZ-WBZA, Boston-Springfield, Mass.
PRESLEY, BOB
KLEF, Houston, Tex.
PREWITT, CLIFF
Spinorama
WDSK, Cleveland, Miss.
PRICE, HERB
WTND, Orangeburg, S. C.
PRICE, JIM
KRNY, Kearney, Neb.
PRICE, JOE
The Music Man
WSKY, Asheville, N. C.
PRICE, MIKE
KLYK, Spokane, Wash.
PRICE, PRESTON
Dial 1000
KOMO, Seattle, Wash.
PRIDE, PETE
WYDE, Birmingham, Ala.
PRIMIMIRIS, JOHN
WHDL, Olean, N. Y.
PRITCHARD, MARK
Beachcombers' Almanac
WNDB, Daytona Beach, Fla.
PROCTOR, FRANK
Dream Dust
WESB, Bradford, Pa.
PROPP, JACK
KFTM, Fort Morgan, Col.
PROVOST, DICK
WCPO, Cincinnati, Ohio
PRUITT, PHIL
Night Sounds
KSEK, Pittsburg, Kan.
PUBANTZ, JERRY
TNT Revue
WITY, Danville, Ill.
PUCKETT, TRUMON
WJLD, Birmingham, Ala.
PURCELL, BILL
WILA, Danville, Va.
PURRINGTON, JACK
WQAM, Miami, Fla.
PYLANT, RUDY
Ole Camp Meetin Time
KBOA, Kennett, Mo.
PYLE, JACK
WIP, Philadelphia, Pa.

— Q —

QUEEN, RON
WKYB, Paducah, Ky.
QUINTANA, VIRGINIA
Fandango
KFLJ, Walsenburg, Col.

— R —

RACE, CLARK
KDKA, Pittsburgh, Pa.
RACHELS, ERNEST
WSNT, Sandersville, Ga.
RADKA, AL
KFRE, Fresno, Calif.
RAE, BOB
KPMC, Bakersfield, Calif.
RAHE, JOHN
Sunrise Patrol
WBOC, Salisbury, Md.
RAINBOLT, JACK
Sunday Album
KMA, Shenandoah, Iowa
RAISTRICK, E.
Sundial Serenade
WFOY, St. Augustine, Fla.
RALSTON, DAVE
WRIP, Rossville, Ga.
RALSTON, ELDRIDGE
Party Line
WDRF, Chester, Pa.
HAMIREZ, JOE
Latin American Melodies
KDZA, Pueblo, Col.
RAMSEUR, DABNEY
WGCM, Gulfport, Miss.
HANDALL, DALE
KBOI, Boise, Ida.
RANDLE, BILL
WERE, Cleveland, Ohio
RAMSON, FRANK III
WMPA, Aberdeen, Miss.
RASE, BILL
KCRA, Sacramento, Calif.
RASMUSSEN, JERRY
KBAM, Longview, Wash.
RATNER, SOL
King of the Jungle
WFRP, Savannah, Ga.
RATTIGAN, JACK
WRCV, Philadelphia, Pa.
RATTRAY, DON
Parade of Music
WNRI, Woonsocket, R. I.
RAY, JIMMIE
Hayride
KEOP, Pleasanton, Tex.
RAY, MARV
WMEN, Tallahassee, Fla.
RAYE, BEAU
Music by Beau
KPAC, Port Arthur, Tex.
RAYMENT, DON
KJBS, San Francisco, Calif.
RAYMOND, JACK
Hi Fi Matinee
WFOX, Milwaukee, Wis.
RAYMOND, JIM
WBEL, Beloit, Wis.
RAYNOR, JIM
WRUN, Utica, N. Y.
READ, ED, JR.
1400 Club
WILI, Willimantic, Conn.
REAGAN, JOE
WCLI, Corning, N. Y.
REAVLEY, J. W.
KAPA, Raymond, Wash.
REDDING, JACK M.
KMAM, Tularosa, N. M.
REED, JIM
Turntable Caravan
KALV, Alva, Okla.
REEDY, JAMES
KWYN, Wynne, Ark.
REES, WALT
KBUC, Corona, Calif.
REESE, JIM
WHLB, Virginia, Minn.
REETER, DEAN
KQEO, Albuquerque, N. M.
REETS, RANDY
KWHI, Brenham, Tex.
REICHLEY, MORRIS
KOPR, Butte, Mont.
REID, CLARK
Sunny Side of the Street
WJBK, Detroit, Mich.
REID, JIM
Moon Dial
WOKO, Albany, N. Y.
REID, KEN
KLIF, Dallas, Tex.
REID, PEE WEE
Breakfast Capers
KFTV, Paris, Tex.
REIGLER, RON
WCMW, Canton, Ohio
REILLY, DICK
Cash on the Line
KGCX, Sidney, Mont.
REILLY, JIM
WISL, Shamokin, Pa.
RENFROW, CHARLES
Record Party
WHKP, Hendersonville, N. C.
RENY, BOB
Road Show
WBNC, Conway, N. H.
RESETAR, JOE
WSAN, Allentown, Pa.
REVES, CARL
KTRN, Wichita Falls, Tex.
REYNOLDS, DICK
KYW, Cleveland, Ohio
RICHARDSON, JIM
WPLA, Plant City, Fla.
RICHARDSON, NED
WBTM, Danville, Va.
RICHBOURG, JOHN R.
Record Parade
WLAC, Nashville, Tenn.
RICHESON, DON
Hermit's Cave
WADS, Ansonia, Conn.
RICKARD, LOUIE
KLVC, Leadville, Colo.
RICKARDS, REESE
Mostly Music
WTAG, Worcester, Mass.
RICKWA, JOHN
Voice of Denver Show
KHOW, Denver, Colo.
RIDGEWAY, JIM
KXOL, Fort Worth, Tex.
RIGGINS, ROBERT
Music for Adults
KJIM, Fort Worth, Tex.
RIGGLE, KEN
Music for To-day
WPUV, Pulaski, Va.
RIGGS, FRED
Housewives Only
WELS, Kinston, N. C.
RIGGS, JOHN
Tops 'n' Pops
WRIV, Riverhead, N. Y.
RIGGS, TOMMY
WCAE, Pittsburgh, Pa.
RILEY, JOHN
WFBG, Altoona, Pa.
RITZ, MYRNA
News & Views with Pennywise
WBTA, Batavia, N. Y.
ROBBIN, EARL
WDON, Wheaton, Md.
ROBBINS, ROBB
KBOX, Dallas, Tex.
ROBBINS, ROBBIE
KMED, Medford, Ore.
ROBBS, DON
Man About Music
KFAM, St. Cloud, Minn.

ROBERSON, AL
The Good Morning Show
WLBZ, Bangor, Me.
ROBERSON, C. B.
Sing Along
WMOX, Meridian, Miss.
ROBERTS, BILL
WBOW, Terre Haute, Ind.
ROBERTS, CARL
WFPR, Hammond, La.
ROBERTS, DON
KOA, Denver, Colo.
ROBERTS, FORD
Hawkeye Hits
WMT, Cedar Rapids, Iowa
ROBERTS, HUGH
WWJ, Detroit, Mich.
ROBERTS, JAY
WJR, Detroit, Mich.
ROBERTS, JERRY
WBCM, Bay City, Mich.
ROBERTS, TONY
Caravan
WSOY, Decatur, Ill.
ROBERTS, WALT
WHHH, Warren, Ohio
ROBERTS, WARREN
WEAS, Decatur, Ga.
ROBERTSON, ART
Hillbilly Hits
KWHN, Ft. Smith, Ark.
ROBINSON, DAVE
Sunday Concert
KDEF, Albuquerque, N. M.
ROBINSON, GENE
WLBA, Gainesville, Ga.
ROBINSON, NICK
Pops on Parade
WREB, Holyoke, Mass.
ROBINSON, ROCK
WHOO, Orlando, Fla.
ROBITAILLE, RON
Rumpus Room
KSEK, Pittsburgh, Kan.
ROCKEFELLER, JACK
KRIB, Mason City, Iowa
RODDY, JIM
Night Flyer
KSUB, Cedar City, Utah
RODGERS, CHET
WLOE, Dunkirk, N. Y.
RODGERS, HAL
KWWL, Waterloo, Iowa
RODGERS, RANDY
Record Show
WGOA, Winter Garden, Fla.
ROGERS, BILL
KFDA, Amarillo, Tex.
ROGERS, BOB
Musical Parade
KGST, Fresno, Calif.
ROGERS, ED
Niteline and Nitewatch
KVNU, Logan, Utah
ROGERS, EDDIE
Town Crier
KOKX, Keokuk, Iowa
ROGERS, ERNEST
Traffic Jam
WFEC, Miami, Fla.
ROGERS, TED
WDBJ, Roanoke, Va.
ROMAN, MARK
Music to Suit You
WMMS, Bath, Me.
ROSE, DON
KWMT, Fort Dodge, Iowa
ROSE, DON
Top 50 Show
KTUL, Tulsa, Okla.
ROSIER, JOE
WMNS, Olean, N. Y.
ROSS, AL
Timekeeper
WRC, Washington, D. C.
ROSS, BOB
WHBO, Tampa, Fla.
ROSS, REID
KWNA, Winnemucca, Nev.
ROSSI, JOHNNY
KBIX, Muskogee, Okla.
ROSSI, LOU
KAVR, Apple Valley, Calif.
ROTH, BEVEN
KTEL, Walla Walla, Wash.
ROUCH, MARLON
KSIW, Woodward, Okla.
ROUGH, BILL
WLRP, New Albany, Ind.
ROUGHTON, FRANK
WSNT, Sandersville, Ga.
ROULEAU, DICK
Something for Everybody
WHBL, Sheboygan, Wis.
ROUSSEAU, TONY
Broadway Matinee
WBAB, Babylon, N. Y.
ROWAN, RIP
WCSS, Amsterdam, N. Y.
ROWE, JIM
Fabulous 58
WSPD, Toledo, Ohio
ROWE, KEN JR.
Music for Adults
KJIM, Fort Worth, Tex.
ROWELL, CALTON
Top 50 Show
WNLA, Indianola, Miss.
ROWLAND, BOBBY
WQIK, Jacksonville, Fla.
ROWLAND, MARSHALL W.
WQIK, Jacksonville, Fla.
ROWLEY, DALE
Clockwatcher
KLMS, Lincoln, Neb.
ROWZIE, JACK
Club 1260
WWDC, Washington, D.C.
RUANO, GUALBERTO
WORA, Mayaguez, P. R.
RUDRUD, BILL
KCUB, Tucson, Ariz.
RUESTER, RAY
WKIS, Orlando, Fla.
RUETZ, EDWARD
Yawn Patrol
WRAC, Racine, Wis.
RUMORE, DUKE
WSGN, Birmingham, Ala.
RUNYON, JIM
Runyon's Road Show
WHIO, Dayton, Ohio
RUSK, JOHN
KWDM, Des Moines, Iowa
RUSSEL, BOB
KDMS, ElDorado, Ark.
RUSSELL, AL
WGL, Fort Wayne, Ind.
RUSSELL, DAVE
WWON, Woonsocket, R. I.
RUSTAD, JOHN
WKTY, La Crosse, Wis.
RUTH, HERBERT
Music Man
WCRO, Johnstown, Pa.
RUTLEDGE, EDDY
The Turn Table
KZOL, Muleshoe, Tex.
RYAN, CHARLES
3 for 3 Show
WKYR, Keyser, W. Va.
RYAN, DAN
WBBW, Youngstown, Ohio
RYAN, GENE
Western Star Time
WFMC, Goldsboro, N. C.
RYAN, JACK
Top 40 Club
WAKR, Akron, Ohio
RYAN, JOE
WALL, Middletown, N. Y.
RYAN, JOHN
Sleepytime Express
WBRK, Pittsfield, Mass.
RYAN, PAUL
Good Morning Music
WBEV, Beaver Dam, Wis.
RYEL, FLOYD
WHHH, Warren, Ohio
SAAR, DAVE
Juke Box
KASM, Albany, Minn.
SABIA, JOE
KDYL, Salt Lake City, Utah
SADLER, STEVE
KIUN, Pecos, Tex.
SAMPLES, KEITH
KGAY, Salem, Ore.
SAMS, TERRY
WJHL, Johnson City, Tenn.
SANCHEZ, NICK
Bright Side of the Night
WFBL, Syracuse, N. Y.
SANDERS, TOMMY
Platter Parade
WHUM, Reading, Pa.
SANDERSON, HARVEY
Words & Music
WONG, Oneida, N. Y.
SANDLER, BERNIE
WEBR, Buffalo, N. Y.
SANSTRA, JESSE
KIMO, Independence, Mo.
SANTORO, MICKEY
WBRX, Berwick, Pa.
SARGENT, KENNY
WRR, Dallas, Tex.
SAUNDERS, AL
WSBA, York, Pa.
SAUNDERS, CARL
WAXX, Chippewa Falls, Wis.
SCOTT, BLAINE
KIFI, Idaho Falls, Ida.
SCOTT, CHUCK
KUDY, Littleton, Colo.
SCOTT, CLAY
KNOE, Monroe, La.
SCOTT, JOE
Scotts Coffee Shop
WBRE, Wilkes-Barre, Pa.
SCOTT, JOHN
WILD, Boston, Mass.
SCOTT, LEE
WGSA, Ephrata, Pa.
SCOTT, PAUL
Make Mine Music
WCCC, Hartford, Conn.
SCOTT, PENN
WACT, Tuscaloosa, Ala.
SCOTT, RAY
WNOP, Newport, Ky.
SCOTT, TED
WINN, Louisville, Ky.
SCUDDER, DICK
KCOK, Tulare, Calif.
SCUDDER, VIRGIL
Hits & Headlines
WJCD, Seymour, Ind.
SEARLES, GORDY
KRVN, Lexington, Neb.
SEBASTIAN, JOEL
Music Man
WNHC, New Haven, Conn.
SEELBACH, HENRY
Hank's Harmonies
KLCB, Libby, Mont.
SEELEY, RALPH
Jukebox Special
KSTR, Grand Junction, Colo.
SEGER, GARY
KTLN, Denver, Colo.
SEIVERSON, BOB
KNIM, Maryville, Mo.
SELLERS, BILL
Pushbutton One
WGGA, Gainesville, Ga.
SENEKER, TONY
Coffee Pot Parade
WMVG, Milledgeville, Ga.
SEPULVEDA, PUPO
WLEO, Ponce, P. R.
SERPICO, DAN
On the Upbeat
WOCB, West Yarmouth, Mass.
SEVY, VERN
WKBN, Youngstown, Ohio
SEXTON, CARROLL
Caffeine Club
WCRS, Grenwood, S. C.
SEYMOUR, ROBIN
Bobbin' with Robin
WKMH, Detroit-Dearborn, Mich.

SHAFER, DON
WAXX, Chippewa Falls, Wis.
SHAIN, MIKE
KSIM, Sikeston, Mo.
SHANAHAN, TOM
Club 60
WEMP, Milwaukee, Wis.
SHANNON, JACK
Nightwatchman
WHLS, Port Huron, Mich.
SHARMAN, CHUCK
Cascade Bandstand
KLOG, Kelso, Wash.
SHARP, BOB
KWBG, Boone, Iowa
SHAW, CHARLIE
Sunrise Serenade
WOLF, Syracuse, N. Y.
SHAW, JIM
Gardiner Calling
WFAU, Augusta, Me.
SHEFRIN, JACK
Syncopated Clock
KMAP, Bakersfield, Calif.
SHELTON, JIM
KVLV, Fallon, Nev.
SHELTON, JOHN
Dawn Patrol
WEZY, Cocoa, Fla.
SHELTON, KEN
Housewives Hit Parade
WLLY, Richmond, Va.
SHELTON, WAYNE
Platter Party
WBBA, Pittsfield, Ill.
SHEPHERD, HAROLD
Milkman
KGRT, Las Cruces, N. M.
SHEPHERD, JAY
WBIL, Leesburg, Fla.
SHEPPARD, VERN
Reveille on the Ranch
KOTA, Rapid City, S. D.
SHERIDAN, BILL
WICH, Norwich, Conn.
SHERIDAN, BILL
1230 Club
WLOG, Logan, W. Va.
SHERIDAN, JACK
Town & Country Show
WEAU, Eau Claire, Wis.
SHERLOCK, LAMAR
KASK, Ontario, Calif.
SHERWOOD, RON
WTNJ, Trenton, N. J.
SHEW, MIKE
KAIR, Tucson, Ariz.
SHIELDS, DEL
Opus in Jazz
WDAS, Philadelphia, Pa.
SHIELDS, RAY
KMAQ, Maquoketa, Iowa
SHIRLEY, CONNY
The Music Shop
WCON, Cornelia, Ga.
SHOECRAFT, PAUL
Dance Time
WCON, Cornelia, Ga.
SHOECRAFT, PAUL
Dance Time
KCLS, Flagstaff, Ariz.
SHORE, LOWELL
WATT, Cadillac, Mich.
SHORT, CURTIS
KNAF, Fredericksburg, Tex.
SHOTWELL, ELLIS
Breakfast Party
WION, Ionia, Mich.
SHOWMAN, HAROLD
Record Ranch
WVSC, Somerset, Pa.
SHULTZ, WARWICK
Teen Time
WHEE, Martinsville, Va.
SHUMATE, LESLIE
Top Teen Time
KRXK, Rexburg, Ida.
SHUPERT, BILL
Wisker Disker Show
WSCR, Scranton, Pa.

SIDMAN, MARTY
WKBR, Manchester, N. H.
SIDOTE, SAM
Noontime Tune Time
WELC, Welch, W. Va.
SIEVERS, BOB
WOWO, Fort Wayne, Ind.
SIEVERS, FRANK
KCTI, Gonzales, Tex.
SIKES, JOE
KANE, New Iberia, La.
SILVER, PERRY
WNCO, Ashland, Ohio
SIMMONS, BOB
KOVO, Provo, Utah
SIMMONS, HAL
KIT, Yakima, Wash.
SIMMS, CHARLES R.
KVLC, Little Rock, Ark.
SIMONDS, RAY
Luncheon Listening
WEIM, Fitchburg, Mass.
SIMONTON, RED
Red, Hot and Blue
KWJB, Globe, Ariz.
SIMPKINS, MISSISSIPPI
Housewife's Hit Parade
WBAM, Montgomery, Ala.
SIMPSON, ART
KOL, Seattle, Wash.
SIMPSON, ELWOOD T.
Early Date
WKWK, Wheeling, W. Va.
SIMPSON, JOHNNY
WTSP, St. Petersburg, Fla.
SKINNER, MORGAN
KBRV, Soda Springs, Ida.
SKYLAR, DON
WMFJ, Daytona Beach, Fla.
SLADE, JOHN
Jockey John Show
WJMO, Cleveland, Ohio
SLATTERY, JACK
Mostly Music
WHAM, Rochester, N. Y.
SLAUGHTER, JOHN
Coffee Club
KORC, Mineral Wells, Tex.
SMALL, MARSHALL
KLUB, Salt Lake City, Utah
SMALL, TOMMY
Dr. Jive Show
WWRL, New York, N. Y.
SMITH, ALLEN
KXLL, Missoula, Mont.
SMITH, BILL
The Big Beat
WLEM, Emporium, Pa.
SMITH, BILL
WHAR, Clarksburg, W. Va.
SMITH, BOB
WTRR, Sanford, Fla.
SMITH, CHUCK
KRMS, Osage Beach, Mo.
SMITH, DENNY
Pop Shop
WAGS, Bishopville, S. C.
SMITH, EDDIE
Night Watch
WCBI, Columbus, Miss.
SMITH, FRANK
Musicmakers
WSVS, Crewe, Va.
SMITH, GARY
WOKK, Meridian, Miss.
SMITH, GARY
WVET, Rochester, N. Y.
SMITH, IRV
WINS, New York, N. Y.
SMITH, JAY
WTTH, Port Huron, Mich.
SMITH, JIM
WING, Dayton, Ohio
SMITH, JIM
WHLL, Wheeling, W. Va.
SMITH, JOHN
WARB, Covington, La.
SMITH, LES
Country Hoedown
WGSR, Millen, Ga.

SMITH, LONI
KMO, Tacoma, Wash.
SMITH, REX
WHOC, Philadelphia, Pa.
SMITH, ROBERT L.
Record Hop
WJWL, Georgetown, Del.
SMITH, ROBERT Q.
WREC, Jackson, Miss.
SMITH, SMOKEY
KWDM, Les Moines, Iowa
SMITH, STAN
Coffee Time
WGWC, Selma, Ala.
SMITH, VINSON
Hits and Encores
WLAG, LaGrange, Ga.
SPAINHOWER, DON
KOVO, Provo, Utah
SPANN, JIM
KSEL, Lubbock, Tex.
SPARROW, JIM
KYA, San Francisco, Calif.
SPAULDING, NORM
WGES, Chicago, Ill.
SPECTOR, JACK
All Request Show
WPTR, Albany, N. Y.
SPEEGLE, DANNY
KSFA, Nacogdoches, Tex.
SPENCE, LEE
KRKS, Ridgecrest, Calif.
SPENCER, GENE
Milkman Show
WESB, Bradford, Pa.
SPENCER, RAYMOND
KSDO, San Diego, Calif.
SPERRY, LOREN
Afternoon Ballroom
WRCO, Richland Center, Wisc.
SPOLLEN, BILL
Early Bird
WRUM, Rumford, Me.
SPRING, JOHNNY
WING, Dayton, Ohio
SPURLING, CHARLES
Juke Box Review
WTCO, Campbellsville, Ky.
STAKELIN, BILLY
WGOR, Georgetown, Ky.
STALLINGS, WILLARD
WNLA, Indianola, Miss.
STAMM, JESSE
WKKS, Vanceburg, Ky.
STAMS, RICHARD
Open Door
WGES, Chicago, Ill.
STANCIL, GARNET
Morning Melodies
WJAM, Marion, Ala.
STANLEY, BILL
WICH, Norwich, Conn.
STANLEY, BOB
WTLB, Utica, N. Y.
STANLEY, TOMMIE
WEWO, Laurinburg, N. C.
STARR, JOE
WBAC, Cleveland, Tenn.
STARWYCK, STEVE
KHOG, Fayetteville, Ark.
STEBBINS, ROGER
WERC, Erie, Pa.
STEELE, BUD
WSTC, Stamford, Conn.
STEELE, MIKE
KFAM, St. Cloud, Minn.
STEELE, TED
The Bandstand
WMCA, New York, N. Y.
STEIN, JACK
Hits for the Misses
KXOX, Sweetwater, Tex.

STELL, BILL
Mailbag
WJWS, South Hill, Va.

STEPHENSON, GRIER
Parade of Hits
WGFS, Covington, Ga.

STEPHENSON, SHELBY
Dedicated to You
WMPM, Smithfield, N. C.

STEVENS, AL
WAYE, Baltimore, Md.

STEVENS, BOB
WNCO, Ashland, Ohio

STEVENS, BUDDY
WARE, Ware, Mass.

STEVENS, CHARLES
KOLR, Sterling, Colo.

STEVENS, CHUCK
WRIB, Providence, R. I.

STEVENS, DICK
Hit Parade
WLOF, Orlando, Fla.

STEVENS, DON
Car & Kitchen Club
WTAG, Worcester, Mass.

STEVENS, DON
WARM, Scranton, Pa.

STEVENS, ERNIE
KUBA, Yuba City, Calif.

STEVENS, HANK
WILS, Lansing, Mich.

STEVENS, JERRY
The 1290 Club
WGLI, Babylon, N. Y.

STEVENS, JIM
Tops in Pops
WLLH, Lowell, Mass.

STEVENS, MARK
Top Thirty Show
KSTT, Davenport, Iowa

STEVENS, NORM
Record Bandwagon
WMGM, New York, N. Y.

STEVENS, OSCAR H.
Serenata Mexicana
KAIR, Tucson, Ariz.

STEVENS, WAYNE
Nightwatch
KSYL, Alexandria, La.

STEVENSON, AL
KCKN, Kansas City, Kan.

STEVENSON, JIM
Music & News
WLBA, Gainesville, Ga.

STEVENSON, ROSS
Hillybilly Jamboree
WWSR, St. Albans, Vt.

STEVENSON, VERN
WLOL, Minneapolis, Minn.

STEWART, DAVE
Corn Crib Frolics
WKBL, Covington, Tenn.

STEWART, DON
KIKO, Globe-Miami, Ariz.

STINES, EDWIN
WMMH, Marshal, N. C.
Bop Shop

STIVERS, JAMES
WFKY, Frankfort, Ky.

STOCKTON, KENT
Club 1450
WGNS, Murfreesboro, Tenn.

STOKES, TROY
Parade of Music
WFIS, Fountain Inn, S. C.

STONE, BUD
KTUT, Tooele, Utah

STONE, CRAIG
Tea and Crumpets
WPRW, Manassas, Va.

STONE, GARLAND
Brunch Serenade
WREV, Reidsville, N. C.

STORM, DAVE
WABI, Bangor, Me.

STOTT, HOWARD
WPPA, Pottsville, Pa.

STOWE, JIM
Ham N' Eggs
KWBB, Wichita, Kan.

STRATTON, JAMES C.
Jazz Review
KSPI, Stillwater, Okla.

STRATTON, RON
Bus Stop
WHGR, Houghton Lake, Mich.

STRICKLAND, HERB
Coffee Time
WACL, Waycross, Ga.

STRINGER, BILL
WNBF, Binghamton, N. Y.

STRITCHKO, JIM
Nite-Time on KFKA
KFKA, Greeley, Colo.

STRONG, ED
Melody Matinee
KWCO, Chickasha, Okla.

STROTHER, FRED
WPMP, Pascagoula, Miss.

STROUPE, BOB
KAML, Kenedy, Tex.

STUART, CARL
Hometown Jamboree
WAMO, Pittsburgh, Pa.

STUART, GENE
WAVZ, New Haven, Conn.

STUEBER, JOHN
KLMS, Lincoln, Neb.

STUTZ, CARL
WRVA, Richmond, Va.

SUGAR, DICK
Mid-Morning Melodies
Dick "Ricardo" Sugar Show,
WNTA-Radio

SULLIVAN, PERRY
WRDW, Augusta, Ga.

SUNDHOLM, DALE
KRCO, Prineville, Ore.

SWAFFORD, CARL
WAGG, Franklin, Tenn.

SWANSON, CARL
WWTB, Tampa, Fla.

SWANWICK, BILL
WALL, Middletown, N. Y.

SWARTZ, NELSON
Moonglow
WHLM, Bloomsburg, Pa.

SWEENEY, FRANK
WLAM, Lewiston, Me.

— T —

TABOR, BOB
Marshall Co., Hayride
WGCV, Guntersville, Ala.

TAMBLYN, BOB
WCSC, Charleston, S. C.

TANNER, BILL
KRUX, Phoenix, Ariz.

TANNER, ELMO
WSGN, Birmingham, Ala.

TATE, JIM
Nifty Top Fifty
KWWL, Waterloo, Iowa

TAUSCH, DON
KTBB, Tyler, Tex.

TAVARES, LARRY
Big 30 Revue
KIPA, Hilo, Hawaii

TAYLOR, BOBBY
830 Club
KBOA, Kennett, Mo.

TAYLOR, CHUCK
Musical Clock
WGSR, Millen, Ga.

TAYLOR, CLIFFORD
KTUR, Turlock, Calif.

TAYLOR, DON
KUBA, Yuba City, Calif.

TAYLOR, JIMMIE
Record Shop
WTCO, Campbellsville, Ky.

TAYLOR, JOHN
WGTO, Cypress Gardens, Fla.

TEAS, FRANK
WSMN, Nashua, N. H.

TEAS, WALT
Morning in Maryland
WFBR, Baltimore, Md.

TEDLIE, BUD
KSIM, Sikeston, Mo.

TEXERA, BOB
Music 'til Midnite
KOWL, Tahoe Valley, Calif.

THIEL, JOHN
Wake-up Time
WHMI, Howell, Mich.

THIES, FRANK D.
WQIK, Jacksonville, Fla.

THOMAS, DICK
WBIL, Leesburg, Fla.

THOMAS, DICK
Daybreaker Show
KSIS, Sedalia, Mo.

THOMAS, HAL
KLYK, Spokane, Wash.

THOMAS, JERRY
WBIZ, Eau Claire, Wisc.

THRASH, WADLEY
Daddy-O-Long Legs Show
WNEX, Macon, Ga.

THURMAN, WALTER
Musical Clock
WMBD, Peoria, Ill.

TIBBETTS, DONN
WGIR, Manchester, N. H.

TIDWELL, MARVIN
Night Beat
WOWL, Florence, Ala.

TIEKIN, JACK
WQUB, Galesburg, Ill.

TIHISTA, JERRY
Midnight Moods
KFBB, Great Falls, Mont.

TILGHMAN, JOHN
Let's Go Fishin'
WWPF, Palatka, Fla.

TILLMAN, DON
Skyliner
WMRI, Marion, Ind.

TILLMAN, REV.
Hotsy Totsy
KYOK, Houston, Tex.

TIMMER, JOE
Polka with Timmer
WGPA, Bethlehem, Pa.

TIPTON, CARL
All Request Jamboree
WGNS, Murfreesboro, Tenn.

TIPTON, J.
Polka Party
WPTS, Pittston, Pa.

TITUS, JIM
KRIZ, Phoenix, Ariz.

TOBEY, CLIFF
WCAW, Charleston, W. Va.

TOBIE, MIKE
Platter Party
WICA, Ashtabula, Ohio

TODOROVICH, DAN
KTEL, Walla Walla, Wash.

TOLBY, BRIAN
Top Forty Time
WOOO, DeLand, Fla.

TORGERSON, GARY
Big X Matinee
KGCX, Sidney, Mont.

TORRANCE, TOM
WDSM, WDSM-TV, Superior, Wisc.

TRACE, BOB
WDCL, Clearwater, Fla.

TRACEY, BOB
KDKA, Pittsburgh, Pa.

TRACY, ED
Hit Parade
WSIV, Pekin, Ill.

TRAUT, ROGER
WHBL, Sheboygan, Wisc.

TRENT, JOE
Night Train
WCNC, Elizabeth City, N. C.

TRINE, PHIL
KUKI, Ukiah, Calif.

TRIPP, PETER
Your Hits of the Week
WMGM, New York, N. Y.

TRIVETTE, JOE
Spinsational
WLAK, Lakeland, Fla.

TROTTIER, NORBERT
What's New
WRJN, Racine, Wisc.

TROUT, WAYNE
WSBA, York, Pa.

TRUHEART, GEORGE
Groovy Daddy
KDBS, Alexandria, La.

TUCK, HENRY
RFD—USA
WMBL, Morehead City, N. C.

TUCKER, DAVID
WDKN, Dickson, Tenn.

TUCKER, GORDON
Memory Time
WCOV, Montgomery, Ala.

TUCKER, JERRY
Sound Board
WMFS, Chattanooga, Tenn.

TUCKER, JIM
KXOL, Fort Worth, Tex.

TUCKER, LINDSAY
Top O' the Morning
WVEC, Hampton, Va.

TUCKER, TOM
Get Together
WRAL, Raleigh, N. C.

TUCKER, TOMMY
WPEG, Jacksonville, Fla.

TUGWELL, JIMMY
Country Capers
WSJC, Magee, Miss.

TULL, JIM
KNOE, Monroe, La.

TUPPER, BOB
Dance Band
WICA, Ashtabula, Ohio

TURK, AL
WGBI, Scranton, Pa.

TURNER, BRUCE
WSTR, Sturgis, Mich.

TURNER, GENE
Sunshine 29
WMOP, Ocala, Fla.

TURNER, VES
KTER, Terrell, Tex.

TUTTLE, JUDY
Pep Club
KCID, Caldwell, Ida.

TYLER, GENE
WPRS, Paris, Ill.

TYSON, DAVEY
WAMP, Pittsburgh, Pa.

— U —

UNDERWOOD, JACK
WOWO, Fort Wayne, Ind.

UPHOFF, MEL
Teen Time
KRVN, Lexington, Neb.

URDAHL, JERRY
1390 Club
KRFO, Owatonna, Minn.

— V —

VALBERG, JOHN
Journey with John
KBUH, Brigham City, Utah

VALLEY, RUSS
Afternoon in Rhythm
KAHU, Honolulu, Hawaii

VALOR, BILL
WEZE, Boston, Mass.

VAN, BOBBY
WHYE, Roanoke, Va.

VANCE, TOM
Musical Merry-Go-Round
WCOR, Lebanon, Tenn.

VAN DAM, LEE
WTTH, Port Huron, Mich.

VANDERHOOF, BRUCE
Car Tunes
KLIQ, Portland, Ore.

VARE, AL
WZOK, Jacksonville, Fla.

VARRO, JAY
KMLW, Marlin, Tex.

VENTURINO, DICK
Rob Robin Show
KCUB, Tucson, Ariz.

VERNON, MAC
Penthouse Party
WMSC, Columbia, S. C.

VERNON, WES
KBMY, Billings, Mont.

VICKERY, FRED
KELO, Sioux Falls, S. D.

VIKEN, HOWARD
WCCO, Minneapolis, Minn.

VINCENT, DAVE
Toast & Jam
KJNO, Juneau, Alaska

VINCENT, JOE
Record Room
WSIZ, Douglas, Ga.

VINCENT, KENNY
WBRD, Bradenton, Fla.

VINSON, JIMMY
Mazee Merry Go Round
WMAZ, Macon, Ga.

VLAHOS, LOU
Midnight Flyers
WEDC, Chicago, Ill.

VONDERHEIDE, MEL
WITZ, Jasper, Ind.

VOSS, BOB
Top 40 on 1340
WROD, Daytona Beach, Fla.

VOSS, KEN
WCVS, Springfield, Ill.

VROMAN, JOHN
Nite Train
WMOG, Brunswick, Ga.

— W —

WADE, STEVE
Hits for the Missus
WAEB, Allentown, Pa.

WADSWORTH, MAX
Morning Watch
KLCB, Libby, Mont.

WAGENER, ROD
WIKC, Bogalusa, La.

WAGHALTER, ALLEN
KTBB, Tyler, Tex.

WAHL, JIM
KROY, Sacramento, Calif.

WAIDE, TIM
KOZE, Lewiston, Ida.

WAINER, TED
WRDW, Augusta, Ga.

WAINWRIGHT, HAPPY
WABB, Mobile, Ala.

WALDO, DWIGHT
KFLD, Floydada, Tex.

WALKER, AL
WCAW, Charleston, W. Va.

WALKER, BOB
WJPF, Herrin, Ill.

WALKER, CHARLIE
Hillbilly Houseparty
KMAC, San Antonio, Tex.

WALKER, ED
Twilight Tunes
WRC, Washington, D. C.

WALKER, JIMMY
KIKI, Honolulu, Hawaii

WALKER, KIETH
KMAN, Manhattan, Kan.

WALKER, TOMMY
WKDX, Hamlet, N. C.

WALL, AL
Night Beat
WLCX, La Crosse, Wisc.

WALL, CARL
WGLC, Centreville, Miss.

WALLACE, KEN
WEOA, Evansville, Ind.

WALRATH, BART
KNOC, Natchitoches, La.

WALSH, BOB
WHIL, Boston-Medford, Mass.

WALSH, JACK
KR Companion
KRMD, Shreveport, La.

WALTERS, BILL
WGUY, Bangor, Me.

WALTERS, BUCKY
KMBC, Kansas City, Mo.

WALTERS, RAY
1240 Club
WOBT, Rhinelander, Wisc.

WALTERS, RON
KINS, Eureka, Calif.

WAYNE, RALPH
KIFI, Idaho Falls, Ida.

WEATHERLY, DEAN
KCTX, Childress, Tex.

WEATHERS, BILL
Winnie's Drive-In Show
WGNI, Wilmington, N. C.

WEAVER, R. L.
Hallelujah Train
KOKY, Little Rock, Ark.

WEBB, JERRY
1020 Club
WCIL, Carbondale, Ill.

WEBB, JOHNNY
Teen Time Show
KCAR, Clarksville, Tex.

WEBBER, BILL
WFIL, Philadelphia, Pa.

WEBER, CHRIS
KOLR, Sterling, Colo.

WEBER, CLARK
WRIT, Milwaukee, Wisc.

WEBSTER, BOB
Clock Watcher
WCIL, Carbondale, Ill.

WEBSTER, KURT
WAVY, Norfolk, Va.

WEED, BOB
KGAL, Lebanon, Ore.

WEHBA, DALE
KOCY, Oklahoma City, Okla.

WEIDE, MIKE
Dial 1000
KOMO, Seattle, Wash.

WEIDENAAR, KEN
Matinee
WFUR, Grand Rapids, Mich.

WELCH, CLARENCE
KGER, Long Beach, Calif.

WELCH, DICK
WCBY, Cheboygan, Mich.

WELCH, LARRY
"Voice of the Turtle" Show
WORL, Boston, Mass.

WELCH, WOODY
WRIT, Milwaukee, Wisc.

WELLS, BOB
WEBR, Buffalo, N. Y.

WERY, BOB
WGTO, Cypress Gardens, Fla.

WESCOTT, HARRY
Music Makers
WHUM, Reading, Pa.

WEST, BETH
WRSA, Saratoga Springs, N. Y.

WEST, CLARK
Jamboree
WBMD, Baltimore, Md.

WESTER, BOSTICK
RFD 1490
KHUZ, Borger, Tex.

WESTMORELAND, HORACE
Platter Party
WSYD, Mt. Airy, N. C.

WESTON, LEE
KDLM, Detroit Lakes, Minn.

WHEELER, AL
Clockwatcher
WNIL, Niles, Mich.

WHEELER, ARNY
KCOW, Alliance, Nbe.

WHEELER, DOC
Gospel Caravan
WWRL, New York, N. Y.

WHEELER, JAMES R.
KWIV, Douglas, Wyo.

WHEELER, MARQUIS
Dance Hour
WRHI, Rock Hill, S. C.

WHISENANT, NORM
1240 Club
KLTZ, Glasgow, Mont.

WHITAKER, GENE
Around the Clock
WEEB, Southern Pines, N. C.

WHITE, BOB
Saturday Session
WCCO, Minneapolis, Minn.

WHITE, BOB
WOKY, Milwaukee, Wisc.

WHITE, CURTIS
KBTM, Jonesboro, Ark.

WHITE, DAVIE
Top 20
KMCO, Conroe, Tex.

WHITE, FRANCES
Spirituals
WUST, Bethesda, Md.

WHITE, FRED
KROY, Sacramento, Calif.

WHITE, GEORGE
WCHB, Inkster, Mich.

WHITE, HI-FI
KWEL, Midland, Tex.

WHITE, JIM
KGHF, Pueblo, Colo.

WHITE, JIM
WAKU, Lathrobe, Pa.

WHITE, MAURY
KGHL, Billings, Mont.

WHITE, WAYMAN
Duke of Wax
WAUG, Augusta, Ga.

WHITEHEAD, BOB
Breakfast Parade
WBAX, Wilkes-Barre, Pa.

WHITING, JIM
Early Worm
WFLR, Dundee, N. Y.

WHITLEY, FRED
Afternoon Serenade
WFOY, St. Augustine, Fla.

WHITLOCK, CORDELL
Panhandle Serenade
WJSB, Crestview, Fla.

WHITTEN, WILL
Minuteman
WCSH, Portland, Me.

WHITTINGHILL, DICK
KMPC, Los Angeles, Calif.

WHORF, MIKE
Tempo & Moonglow
WTAG, Worcester, Mass.

WICHNER, JERRY
Rhythm at Random
WQAM, Miami, Fla.

WICKER, TERRY
WMOR, Morehead, Ky.

WICKS, BOBBY
KASO, Minden, La.

WICKUS, BOB
WJEM, Valdosta, Ga.

WILBUR, JACK
KUEQ, Phoenix, Ariz.

WILERSON, JIM
Alarm Clock Club
KBRS, Springdale, Ark.

WILKINSON, DON
KLOO, Corvallis, Ore.

WILLARD, JESS
KAHI, Auburn, Calif.

WILLIAM, SONNIE
On the Sonnie Side
WGCM, Gulfport, Miss.

WILLIAMS, CLYDE
Dancing Party
WSAT, Salisbury, N. C.

WILLIAMS, CURLEY
WMIL, Milwaukee, Wisc.

WILLIAMS, DANNY
WKY, Oklahoma City, Okla.

WILLIAMS, DICK
KGNC, Amarillo, Tex.

WILLIAMS, DUANE
Town & Country Time
KDEX, Dexter, Mo.

WILLIAMS, ED
Carnival of Music
WMMB, Melbourne, Fla.

WILLIAMS, JACK
Broadway Melodies
WSPD, Toledo, Ohio

WILLIAMS, JIM
KUDU, Ventura, Calif.

WILLIAMS, JIM
KDKA, Pittsburgh, Pa.

WILLIAMS, JIMMIE
WGTA, Summerville, Ga.

WILLIAMS, JAMES
Rise & Shine
WNAH, Nashville, Tenn.

WILLIAMS, JOHNNY
WHIE, Griffin, Ga.

WILLIAMS, JOHNNY
Breakfast Platters
WJDY, Salisbury, Md.

WILLIAMS, KAE
Ebony Hall of Fame
WDAS, Philadelphia, Pa.

WILLIAMS, LON
KMUS, Muskogee, Okla.

WILLIAMS, MARC
Marc Time
KHOZ, Harrison, Ark .

WILLIAMS, MARVIN
KBYG, Big Spring, Tex.

WILLIAMS, NAT D.
WDIA, Memphis, Tenn.

WILLIAMS, OTIS
Wake Up Time
WJBB, Haleyville, Ala.

WILLIAMS, PETE
The Early Show
WSKY, Asheville, N. C.

WILLIAMSON, DON
Rise 'n Shine
WMST, Mt. Sterling, Ky.

WILLIAMSON, RAYMOND
Get Up and Go
WAYX, Waycross, Ga.

WILLIS, CLIF
WIMA, Lima, Ohio

WILLSON, PRESTON
WSVS, Crewe, Va.

WILSON, BIG
KYW, Cleveland, Ohio

WILSON, DANNY
Stars in the Night
WHAV, Haverhill, Mass.

WILSON, ED
KSD, St. Louis, Mo.

WILSON, FRANK, M.
KTLD, Tallulah, La.

WILSON, HARRY
WTCR, Ashland, Ky.

WILSON, JOHN
Pulse—740
WKLS, Orlando, Fla.

WILSON, JOHN
1280 Breakfast Club
WLMJ, Jackson, Ohio

WILSON, LARRY
KLOO, Corvallis, Ore.

WILSON, LEE
KTLD, Tallulah, La.

WILSON, MARY
Sunup Roundup
KCLX, Colfax, Wash.

— Y —

YBARRA, JOHNNY
La Hora Mexicana
KVNC, Winslow, Ariz.

YOCAM, JOE
KFWB, Hollywood, Calif.

YOUNG, GEORGIA
WPCC, Clinton, S. C.

YOUNG, JOE
Problems & Solutions
KBUR, Burlington, Iowa

YOUNG, JOHNNY
KEPS, Eagle Pass, Tex.

YOUNGER, BILL
Disc Derby
KFRU, Columbia, Mo.

— Z —

ZABLOCKI, CHET
Helen & Chet Polka Party
WTOD, Toledo, Ohio

WOMEN COMMENTATORS

of U. S. Radio and TV Stations

— A —

ABBOTT, DOTTY
KIMO, Independence, Mo.
ABDOU, GLORIA
WCAE, Pittsburgh, Pa.
ACCOLA, DOROTHY
KASL, Newcastle, Wyo.
ADAIR, ALYCE
WCLI, Corning, N. Y.
ADAMS, DEBORAH
WFIL-TV, Philadelphia, Pa.
ADAMS, HAZEL
WKAI, Macomb, Ill.
ALDEN, ANN
KFJZ-TV, Fort Worth, Tex.
ALEXANDER, MARION
WADC, Akron, Ohio
ALEXANDER, MILDRED
WTAR, Norfolk, Va.
ALLEN, DOLORES
WDOR, Sturgeon Bay, Wis.
ALLEN, DOROTHY
WBNL, Boonville, Ind.
ALLEN, DOROTHY
KAND, Corsicana, Tex.
ALLEN, EVE
WNAK, Wilkes-Barre, Pa.
ALLEN, GLADYS
WDOC, Prestonsburg, Ky.
ALLEN, MATTIE
WOHS, Shelby, N. C.
ALLEN, NANCY
WLAU, Laurel, Miss.
ALLEN, RUTH
WGAR, Cleveland, Ohio
ALLYN, KAYE
WSAN, Allentown, Pa.
ALPERT, MILDRED
WBZ-WBZA, Boston-Springfield, Mass.
ALWYN, EVE
WEAT, WEAT-TV, W. Palm Beach, Fla.
ALWYN, LAURI
WEAT, WEAT-TV, W. Palm Beach, Fla.
AMBROSE, JOYCE
WTAN, Clearwater, Fla.
ANDERSON, FRAN
KXRA, Alexandria, Minn.
ANDERSON, JANE
KMMJ, Grand Island, Neb.
ANDERSON, MARY B.
WAPG, Arcadia, Fla.
ANDERSON, VIRGINIA
WGMA, Hollywood, Fla.
ANDREWS, JEAN
WIZZ, Streator, Ill.
ANTOINE, VALERIE B.
KFQD, Anchorage, Alaska
ARCH, SHIRLEY
WJJL, Niagara Falls, N. Y.
ARMISTEAD, BEA
WHBQ, Memphis, Tenn.
ARMSTRONG, MARY
WTNJ, Trenton, N. J.
ASHLEY, DORIS
WESC, Greenville, S. C.
ASHLOCK, MARGUERITE
WMT-TV, Cedar Rapids, Ia.
ATTEBERRY, MONA
KCOL, Fort Collins, Col.
ATTER, VIRGINIA
WJXT, Jacksonville, Fla.
AUSENBAUGH, GLENDA
WFMW, Madisonville, Ky.
AXTELL, CAROLEE
KLPR, Oklahoma City, Okla.

— B —

BACKER, JEANNE
KGST, Fresno, Calif.
BACKES, LEE
WSBS, Gt. Barrington, Mass.
BADDOUR, GLENDA
WCOR, Lebanon, Tenn.
BADHAM, MARY
WBRC, Birmingham, Ala.
BAER, MID
WGRD, Grand Rapids, Mich.
BAGLINO, RAFAELA
WGNS, Murfreesboro, Tenn.
BAHAKEL, DIA
WKIN, Kingsport, Tenn.
BAHMAN, ALICE
WIZE, Springfield, Ohio
BAILEY, LYNN
WNOG, Naples, Fla.
BAIN, BETH
WKRT, Cortland, N. Y.
BAINE, LEE
WNCO, Ashland, Ohio
BAKER, ANN
WAND, Canton, Ohio
BAKER, BEVERLY
KRWC, Forest Grove, Ore.
BAKER, BEVERLY
WTKO, Ithaca, N. Y.
BAKER, GERTRUDE
WBUT, Butler, Pa.
BAKER, MARY V.
WAIT, Chicago, Ill.
BAKER, MILDRED
KNAK, Salt Lake City, Utah
BALDRIDGE, ELOIS
WHSM, Hayward, Wis.
BALDWIN, BETTIE
KSIS, Sedalia, Mo.
BALL, MARNIE
WNOK, Columbia, S. C.
BANGA, MICKEY
WSAZ-TV, Huntington, W. Va.
BANKS, PAT
WBKB, Chicago, Ill.
BANKSTON, WESSIE
WABL, Amite, La.
BARBEE, OLIVIA
WCMS, Norfolk, Va.
BARDWELL, ANNE
WKLX, Paris, Ky.
BARKER, BETTY
KTUC, Tucson, Ariz.
BARKER, BOBBYE
KIFI, Idaho Falls, Ida.
BARKWELL, PATSY
KFIR, North Bend, Ore.
BARNES, JOSEY
KTVT, Salt Lake City, Utah
BARNHOUSE, NAN
WTIG, Massillon, Ohio
BARRY, BARBARA
WEEK-TV, Peoria, Ill.
BARTLETT, EDNA W.
WENY, Elmira, N. Y.
BARTON, EMILY
KFRC, San Francisco, Calif.
BASS, BERNICE
WHBI, Newark, N. J.
BATCHELLER, RUTH
WACE, Springfield-Chicopee, Mass.
BATH, HELEN
WITZ, Jasper, Ind.
BAXTER, FRANCES
WDXE, Lawrenceburg, Tenn.
BAZARRE, GAIL
WCHV, Charlottesville, Va.
BEAN, JANE
KMAQ, Maquoketa, Iowa
BECKER, JEANNIE
KRSL, Russell, Kan.
BEILFUSS, TRUDY
WISN-TV, Milwaukee, Wis.
BELKNAP, PATRICIA
WSIG, Mt. Jackson, Va.
BELTON, NORMA
WHEY, Milington, Tenn.
BENDALL, SALLY
WILA, Danville, Va.
BENDER, CAROL
WMNE, Menonomie, Wis.
BENELL, JULIE
WFAA-TV, Dallas, Tex.
BENJAMIN, PHYLLIS
WKAM, Gosden, Ind.
BENNETT, (MRS.) ELMER
WPCO, Mt. Vernon, Ind.
BENNETT, NANCY
KTAR, Phoenix, Ariz.
BENOIT, PENNY
WABI-TV, Bangor, Me.
BENSON, BEVERLY
WJOC, Jamestown, N. Y.
BERENTSEN, MARGARETTE L.
KLRA, Little Rock, Ark.
BERGERON, MARIE SERVINO
KTIB, Thibodaux, La.
BERRY, MARILOU
WGBF, Evansville, Ind.
BERRY, DORIS
KOLT, Scottsbluff, Neb.
BERRY, WINIFRED
WHHH, Warren, Ohio
BESETH, MURIEL H.
WNBZ, Saranac Lake, N. Y.
BESTOR, BUELAH
WSTC, Stamford, Conn.
BICKEL, HELEN
WMMN, Fairmont, W. Va.
BICKNELL, MAX
KMBC, Kansas City, Mo.
BIDWELL, DORIS
WBLG, Lexington, Ky.
BIELOH, IVAL
KTFS, Texarkana, Tex.
BIGBEE, NELLE
WOWL, Florence, Ala.
BINNS, BARBARA
WVCG, Coral Cables, Fla.
BLAINE, MARY
WGNY, Newburgh, N. Y.
BLAKE, JULIA
WFEA, Manchester, N. H.
BLASEY, ESTHER
WCVI, Connellsville, Pa.
BLAYKE, BETTYE
WFGN, Gaffney, S. C.
BLUMENSTOCK, CAROLYN
WINI, Murphysboro, Ill.
BOGARD, TILLIE I.
KOKY, Little Rock, Ark.
BOHL, CHARLENE
KDOV, Medford, Ore.
BONNETT, LEE
KTOO, Henderson, Nev.
BONTEMPI, FEDORA
WFIL-TV, Philadelphia, Pa.
BORG, MARGE
WDXI, WDXI-TV, Jackson, Tenn.
BOULDIN, BETTY R.
WZOB, Fort Payne, Ala.
BOURLAND, MINNIE
KLCN, Blytheville, Ark.
BOURNE, GENE
KNGS, Hanford, Calif.
BOWMAN, HELEN
WIKE, Newport, Vt.
BOYD, BETTY
KOTV, Tulsa, Okla.
BRADSHAW, CLARA Y.
WTRO, Dyersburg, Tenn.
BRADY, TONI
WABY, Albany, N. Y.

BRANCH, SANDRA
KSST, Sulphur Springs, Tex.
BRAND, LUCILE
WETB, Johnson City, Tenn.
BRANNEN, (MRS) ERNEST
WWNS, Statesboro, Ga.
BRAWNER, ONALEE
KWYN, Wynne, Ark.
BRENT, RUTH
KGNC-TV, Amarillo, Tex.
BRIDGES, DORIS
KWMT, Kings Mountain, N.C.
BRISCOE, CHARLOTTE
KTVH, Hutchinson, Kan.
BRISSEY, GRACE
WCAY, Cayce-West Columbia, S. C.
BROMAN, KITTY
WWLP, Springfield, Mass.
BROOKS, BESS
KSFA, Nacogdoches, Tex.
BROOKS, BOBBY
KVOW, Littlefield, Tex.
BROOKS, (MRS.) GEORGE
KMRS, Morris, Minn.
BROOKS, IDELLE
WSFA-TV, Montgomery, Ala.
BROOKS, MARTHA
WGY, Schenectady, N. Y.
BROWN, GLORIA
KYW, Cleveland, Ohio
BROWN, HAZELENE C.
WLON, Lincolnton, N. C.
BROWN, JOAN
KWG, Stockton, Calif.
BROWN, JOYCE ANN
KGAS, Carthage, Tex.
BROWN, LETTYE M.
WKDX, Hamlet, N. C.
BROWN, SANDY
KMAM, Tularosa, N. M.
BROWNING, ADA REDD
WSJS, Winston-Salem, N. C.
BROWNLEE, CAROLYN
KUSH, Cushing, Okla.
BRUCE, FRAN
KVCV, Redding, Calif.
BRUMMETT, LOUISE
WANY, Albany, Ky.
BRUNTON, ALBERTA
KXIC, Iowa City, Iowa
BUMPERS, MERITA
KEVA, Shamrock, Tex.
BURKE, JESSIE
WVMC, Mt. Carmel, Ill.
BURKER, KATHY
WDLC, Port Jervis, N. Y.
BURNETT, HAZEL
WSBT-TV, South Bend, Ind.
BURNS, MONTY
KNEL, Brady, Tex.
BURR, GWEN W.
KSUE, Susanville, Calif.
BURT, ELLEN T.
WIBX, Utica, N. Y.
BURTON, DAISY
KGVL, Greenville, Tex.
BUSEK, ANITA
KNBX, Kirkland, Wash.
BUSHNELL, GEORGIANA
WPIN, St. Petersburg, Fla.
BUSSARD, ADALINE
KTEL, Walla Walla, Wash.
BUTZIN, HENRIETTA
WCWC, Ripon, Wis.
BYBEE, ELAYNE
KID, Idaho Falls, Idaho

— C —

CABALLERO, LUPE
KOYE, El Paso, Tex.
CAIN, SANDRA
WBLF, Bellefonte, Pa.
CALFEE, LOU
WJZ-TV, Baltimore, Md.
CALLOWAY, ELIZABETH
KTRE, KTRE-TV, Lufkin, Tex.
CAMPBELL, CYNTHIA
WKY, Oklahoma City, Okla.
CAMPBELL, DOROTHY M.
WRDO, Augusta, Me.
CAMPBELL, FRAN
WFNS, Burlington, N. C.
CAMPBELL, JOYCE
KWAL, Kellogg-Wallace, Ida.
CAMPBELL, MARIANNE B.
WJEH, Gallipolis, Ohio
CANFIELD, LORETTA
WEKY, Richmond, Ky.
CANN, PEGGY
WNAG, Grenada, Miss.
CAPEN, GINGER
KJAN, Atlantic, Iowa
CARLSON, BETTY
WBCB, Levittown, Pa.
CARLSON, NORAH
WLYC, Williamsport, Pa.
CARROLL, CLEORA
WWHG, Hornell, N. Y.
CARROLL, HELEN
WILO, Frankfort, Ind.
CART, ANITA
KEUN, Eunice, La.
CARTER, CHARLOTTE
KFYO, Lubbock, Tex.
CARTER, FRAN
WAZL, Hazleton, Pa.
CARVER, LOUISE
WKZO, WKZO-TV, Kalamazoo, Mich.
CASE, DORIS
KARM, Fresno, Calif.
CASEY, WYNNE
WJOY, Burlington, Vt.
CASTEEL, ELLAMAE
WKBN, Youngstown, Ohio
CASTLEBURY, JOANNE M.
WMPT, Williamsport, Pa.
CASTON, DOROTHY
WHEC, WHEC-TV, Rochester, N. Y.
CATLETT, (MRS.) REGINALD
WKOA, Hopkinsville, Ky.
CATTELL, MARGARET
WEIR, Weirton, W. Va.
CAULK, WORTHY
WAGE, Leesburg, Va.
CAVAN, PATTY
WRC, Washington, D. C.
CENCIG, LUCY
WGES, Chicago, Ill.
CHAPLES, LORAYNE
KBYG, Big Spring, Tex.
CHAPMAN, LIL
KAML, Kenedy, Tex.
CHAPMAN, MARION
WNOX, Knoxville, Tenn.
CHASE, EVELYN
KGUN-TV, Tucson, Ariz.
CHASE, JULIE
WTAG, Worcester, Mass.
CHATTERTON, BETTY
KWIP, Merced, Calif.
CHRISTIAN, JO
KFAL, Fulton, Mo.
CHURCHMAN, CAROLYN
WTTV, Bloomington, Ind.
CLAPHAM, D.
KNBA, Vallejo, Calif.
CLARKE, BETTY
WFDF, Flint, Mich.
CLAYTON, EILEEN
WALB-TV, Albany, Ga.
CLIFTON, MARY
KJFJ, Webster City, Iowa
COE, JUNE T.
WWTB, Tampa, Fla.
COGGINS, MARCIA P.
WKDK, Newberry, S. C.
COHN, HARRIET
WJVA, South Bend, Ind.
COLBERT, JEAN
WTIC, Hartford, Conn.
COLE, GERRY
WHOC, Philadelphia, Pa.
COLEMAN, CHARLOTTE
KCEE, Tucson, Ariz.
COLLANDER, RUTH
WICA, Ashtabula, Ohio
COLLIE, SUNSHINE
WCBL, Benton, Ky.
COLLINS, EDNA
KCIM, Carroll, Iowa
COLLINS, JOY
WGUY, Bangor, Me.
COMER, CONNIE
KBCH, Oceanlake, Ore.
CONKLIN, FRAN
WLOF-TV, Orlando, Fla.
CONNELLY, JEAN
KDKA-TV, Pittsburgh, Pa.
CONNELLY, JEANNE
WNEB, Worcester, Mass.
CONSTABLE, ANITA
KFXD, Nampa, Ida.
COOK, ERLENE
KENM, Portales, N. M.
COOK, ERLENE
KBIX, Muskogee, Okla.
COOPER, ANN
WBCA, Bay Minette, Ala.
COOPER, JUANITA
WRPB, Warner Robins, Ga.
COOPER, MADGE
WMRN, Marion, Ohio
COOPER, MILDRED
KCRT, Trinidad, Col.
COPE, KITTY
WSAV, WSAV-TV, Savannah, Ga.
COTTON, LIZ
KGFL, Roswell, N. M.
COULTER, LYDIA ANN
WAKU, Latrobe, Pa.
COUNCE, LOIS
WCMA, Corinth, Miss.
COVERT, JEAN
KTBC, Austin, Tex.
COWAN, GERALDINE
WKKS, Vanceburg, Ky.
CRAMER, ALMA
WARD-TV, Johnstown, Pa.
CROWLEY, LOIS
WAGG, Franklin, Tenn.
CULLEN, JOY
KUDU, Ventura, Calif.
CULPEPPER, JOAN
WTAL, Tallahassee, Fla.
CUMMINS, CHARLOTTE
WSTR, Sturgis, Mich.
CUNNINGHAM, JESSIE
WYTH, Madison, Ga.
CURLEY, MARGARET
WJEF, Grand Rapids, Mich.
CURRIER, BERNICE
KMA, Shenandoah, Iowa
CZERNIAK, ELAINE
WIGM, Medford, Wis.

— D —

DAEHLER, POLLY
WPAY, Portsmouth, Ohio
DANE, JULIE
WHDH-TV, Boston, Mass.
DANIELS, BETTY
WDVH, Gainesville, Fla.
DAUM, ELEANORE
WTRW, Two Rivers, Wis.
DAVIDSON, THELMA
KCRV, Caruthersville, Mo.
DAVIS, ALMA
WCSC, Charleston, S. C.
DAVIS, BETTY
KOIN-TV, Portland, Ore.
DAVIS, CHARI
KFTM, Fort Morgan, Col.
DAVIS, DOROTHY
KIST, Santa Barbara, Calif.
DAVIS, LOUISE M.
WPIS, Fountain Inn, S. C.
DAVIS, MARY
KTSM-TV, El Paso, Tex.
DAVIS, SARA
KAGR, Yuba City, Calif.
DAVIS, SUE
WACE, Springfield-Chicopee, Mass.
DAVISON, JANET
WCON, Cornelia, Ga.
DAVITT, BARBARA
WKIP, Poughkeepsie, N. Y.

DAWDY, MAURENE
KLIK, Jefferson City, Mo.
DAY, BETTE
WCRB, Boston, Mass.
DAY, ERIN
KGVO, Missoula, Mont.
DAY, JUNE
KWBB, Wichita, Kan.
DAYTON, MARGE
WJOB, Hammond, Ind.
DEAL, ELIZABETH
WBOF, Virginia Beach, Va.
DEANE, MARTHA
WOR, New York, N. Y.
DeBRUYN, ELEANOR
KMAN, Manhattan, Kan.
DEER, DOTTIE
WFMC, Goldsboro, N. C.
DeGRAW, LOUIS E.
KATL, Miles City, Mont.
DEHNE, VANESSA
WBKV, West Bend, Wis.
DEITEMEYER, RAMONA
KOLN-TV, Lincoln, Neb.
DE LOE, JAN
KFXM, San Bernardino, Calif.
DEMAS, JANA
WHIO-TV, Dayton, Ohio
DEME, HAZEL I.
WINF, Manchester, Conn.
DENNIS, DOROTHY
KTTN, Trenton, Mo.
DENTON, PAT
KGNC, Amarillo, Tex.
DETTINGER, ALMA
WQXR, New York, N. Y.
DeVANEY, MAXINE
KODE, Joplin, Mo.
DeVORE, GLORIA
KFDM-TV, Beaumont, Tex.
DIAL, LINDA
WESA, Charleroi, Pa.
DICKENS, DEAN
WAGA-TV, Atlanta, Ga.
DICKSON, GEORGIA
KBLO, Hot Springs, Ark.
DIETRICH, ARLENE
KWIQ, Moses Lake, Wash.
DILLIN, ALBERTA
WFOY, St. Augustine, Fla.
DILLON, HELEN
KAPR, Douglas, Ariz.
DITMER, BEVERLY
WHGR, Houghton Lake, Mich.
DIXON, MARTHA
WJIM-TV, Lansing, Mich.
DOANE, DOROTHY
WILS, Lansing, Mich.
DOKE, DELE
KWTO, Springfield, Mo.
DONGES, CATHY
WNCO, Ashland, Ohio
DONOVAN, BEA
KING-TV, Seattle, Wash.
DONZE, BETTY JANE
KSGM, Ste. Genevieve, Mo.
DOONAN, KATIE
WSAZ-TV, Huntington, W. Va.
DORSEY, POLLY
WBMD, Baltimore, Md.
DORSEY, THELMA L.
WTAY, Robinson, Ill.
DOSS, THELMA
KORC, Mineral Wells, Tex.
DOTY, BUNNY
WTRL, Bradenton, Fla.
DOUGLASS, (MRS.) W. D.
WDSP, DeFuniak Springs, Fla.
DOWNING, CAROL
KENE, Toppenish, Wash.
DOYLE, HELEN
KHHH, Pampa, Tex.
DUNCAN, EARLINE
WPNX, Phenix City, Ala.
DUNCAN, ELEANOR
WSOY, Decatur, Ill.
DUNCAN, JEAN
WGGH, Marion, Ill.
DUNCAN, PRISCILLA C.
KSIL, Silver City, N. M.
DUNN, DEBBIE
WFBF, Fernandina Beach, Fla.
DUVALL, CAROL
WOOD, WOOD-TV, Grand Rapids, Mich.
DYSERT, SUZANNE
WAVI, Dayton, Ohio

— E —

EARLY, CHRISTMAS
KPVA, Camas, Wash.
EARLY, FRAN
WICO, Salisbury, Md.
EASON, LIB
WVOT, Wilson, N. C.
ECKLOFF, MAURINE
KRNY, Kearney, Neb.
EDWARDS, MARY LOU
WOOO, DeLand, Fla.
EICHHOLZ, LAUREL
KMSO-TV, Missoula, Mont.
EICHORN, DOROTHY
WLAM, Lewiston, Me.
ELIZABETH, FAYE
WWJ-TV, Detroit, Mich.
ELLIOT, JEAN
WCUE, Akron, Ohio
ELLIOTT, FRANCES
KGNO, Dodge City, Kan.
ELMEN, EVELYN
KTHV, Little Rock, Ark.
EMARD, JEAN
KPER, Gilroy, Calif.
ENGLEBRECHT, CHARLENE R.
WKLA, Ludington, Mich.
ENGLISH, PAT
WLEU, Erie, Pa.
ENGSTROM, CHAR
WRRR, Rockford, Ill.
EPSTEIN, RUTH
KSTT, Davenport, Iowa
ERBE, MARGIE
KHEP, Phoenix, Ariz.
EUBANKS, LANI
WETZ, New Martinsville, W. Va.
EUBANKS, VELMA
WMUU, Greenville, S. C.
EVANS, CHRIS
WHDH, WHDH-TV, Boston, Mass.
EVANS, JOAN
WIBC, Indianapolis, Ind.
EVANS, NANCY
WMBD-TV, Peoria, Ill.
EVANS, SALLY
WMT, Cedar Rapids, Iowa

— F —

FABIANI, ROZELL
WRBL-TV, Columbus, Ga.
FALK, FLORENCE
KMA, Shenandoah, Iowa
FARBER, WILDA
WJTV, Jackson, Miss.
FARLEY, GRACE L.
KCID, Caldwell, Idaho
FARMER, FAYE
WEYE, Sanford, N. C.
FARMER, HELEN
WBML, Macon, Ga.
FARRELL, ROBERTA
WJBC, Bloomington, Ill.
FEIERABEND, DOTTIE
WIKC, Bogalusa, La.
FELTON, BARBARA
WROV, Roanoke, Va.
FENLON, ELAINE
WBAM, Montgomery, Ala.
FERGUSON, MARLENE
WIRO, Ironton, Ohio
FERREBEE, SALLY
WVPO, Stroudsburg, Pa
FERRELL, KAY
WFAX, Falls Church, Va
FIELDS, BERTINE
WBAB, Babylon, N. Y.
FISCHER, SHARON
KDIX-TV, Dickinson, N. D.
FITCH, MARCIE
KGLN, Glenwood Springs, Col.
FLAHIVE, ELLA
WDEW, Westfield, Mass.
FLANDERS, LYDA
WTAG, Worcester, Mass.
FLOYD, ODELL
WCEH, Hawkinsville, Ga.
FLYNN, GAIL F.
WAOV, Vincennes, Ind.
FLYNN, PEGGY
WMEN, Tallahassee, Fla.
FOLTS, KATHRYN
WJRD, Tuscaloosa, Ala.
FONTAINE, PAT
KMOX-TV, St. Louis, Mo.
FORD, BEVERLY
KNOX, Grand Forks, N. D.
FORESTER, DOROTHY
KVBC, Farmington, N. M.
FORRESTER, PAULINE
KLYR, Clarksville, Ark.
FORTE, UNA DEAN
KCIJ, Shreveport, La.
FOSTER, LOUISE
WSNJ, Bridgeton, N. J.
FOUNTAIN, JEAN
WGNI, Wilmington, N. C.
FOWLER, BETTY
KARK-TV, Little Rock, Ark.
FOWLER, FERN
WKOW-TV, Madison, Wis.
FRANK, JENNY LOU
KWRY, Winner, S. D.
FRANKLIN, HAZEL
WTOC-TV, Savannah, Ga.
FREELAND, MILDRED
WFPG, Atlantic City, N. J.
FRENCH, O'LEE
WWBD, Bamberg, S. C.
FRIEBERG, ALICE FAIRN
WCYB, WCYB-TV, Bristol, Va.
FRIESON, ERMA K.
WRJW, Picayune, Miss.
FRIIS, BETTY
WGOV, Valdosta, Ga.
FRISBY, CHARLOTTE
WMON, Montgomery, W. Va.
FRONSEE, YVONNE
WMAN, Marinette, Wis.
FULLWOOD, BETTY
WCRR, Corinth, Miss.
FUNK, SHIRLEY
KWOA, Worthington, Minn.

— G —

GAETNER, IRMA JEAN
KATE, Albert Lea, Minn.
GAINES, MYRTLE
WOKZ, Alton, Ill.
GALBRING, ARLETTE
KBOM, Bismarck, N. D.
GALE, VIRGINIA
WGN, Chicago, Ill.
GALLAGHER, DOROTHY
KMOP, Tucson, Ariz.
GALLANT, CATHERINE RICE
WFAU, Augusta, Me.
GARDNER, VIRGINIA
WLEE, Richmond, Va.
GATES, BARBARA
WTUX, Wilmington, Del.
GATTON, GLENADINE
KOKX, Keokuk, Iowa
GEARHART, JUDY
WKMC, Roaring Spring, Pa.
GEDDIE, MARTHA
WELO, Tupelo, Miss.
GENDRON, CLAIRE
WKCB, Berlin, N. H.
GERHARD, MARY ALICE
WHFB, Benton Harbor, Mich.
GIBBS, AGNES
WCSH-TV, Portland, Me.
GIBSON, MARY
KABR, Aberdeen, S. D.
GILLAN, CELESTE
WCOS, Columbia, S. C.

GIRAULT, KAY
KYOU, Greeley, Col.
GIVEN, MARGE
WLBK, DeKalb, Ill.
GLADSTEIN, BOBBI
KTMC, McAlester, Okla.
GODOFSKY, MIRIAM
WHLI, Hempstead, N. Y.
GOMEZ, ANA
WHOM, New York, N. Y.
GOODMAN, MARY
WLOC, Munfordville, Ky.
GOODMAN, RUTH
WTOC, WTOC-TV, Savannah, Ga.
GORDON, PHYLLIS
WMEX, Boston, Mass.
GOTHBERG, OZELLE G.
WFPA, Fort Payne, Ala.
GOTTLIEB, RUTH
WMSC, Columbia, S. C.
GRAHAM, DOROTHY
KFEQ, St. Joseph, Mo.
GRAHAM, SUE
WPDX, Clarksburg, W. Va.
GRAMS, DOROTHEA
KBRS, Springdale, Ark.
GRANDA, JOAN
WCVS, Springfield, Ill.
GRARER, BETTY
WLIB, New York, N. Y.
GRANTHAM, DOROTHY
WFVA, Fredericksburg, Va.
GRAVES, CONNIE
WDEV, Waterbury, Vt.
GRAY, KATHERINE
WBOC, Salisbury, Md.
GRAYBILL, NANCEY
WINX, Rockville, Md.
GRAZIANI, RORY
WWON, Woonsocket, R. I.
GREEN, BEVERLY
KVAL-TV, Eugene, Ore.
GREEN, CAROL
WSAU - WSAU - TV, Wausau, Wisc.
GREEN, CONNIE
KBOR, Brownsville, Tex.
GREEN, INEZ
WHBI, Newark, N. J.
GREENDAHL, JEANNE
WHB, Kansas City, Mo.
GREENE, ROBBIE L.
WVOL, Nashville, Tenn.
GREENWOOD, KATHERINE
WALL, Middletown, N. Y.
GREGERSEN, CASEY
KING-TV, Seattle, Wash.
GREGORY, LUCY
WHRV, Ann Arbor, Mich.
GRETES, INGE
WWBZ, Vineland, N. J.
GRIFFIN, LOUISE
WFEC, Miami, Fla.
GRISWOLD, ESTHER DONAT
KOMU-TV, Columbia, Mo.
GRISWOLD, JAN
WIMS, Michigan City, Ind.
GROYETTE, AGNES
WILI, Willimantic, Conn.
GUSTAD, GWEN
KELO-TV, Sioux Falls, S. D.

— H —

HAAN, KATHY
WJBL, Holland, Mich.
HACK, PHILA RAWLINGS
WJZM, Clarksville, Tenn.
HACKNEY, PAULINE
KPAC, Port Arthur, Tex.
HADEN, EVELYN
WKWK, Wheeling, W. Va.
HAEBERLE, ARLE
WCCO-TV, Minneapolis-St. Paul, Minn.
HAFNER, BETTY
WMOG, Brunswick, Ga.
HAIG, MARGARET
KANO, Anoka, Minn.
HALEY, PEGGY
KETX, Livingston, Tex.
HALL, BARBARA
WHCU, Ithaca, N. Y.
HALL, CLAUDIA
WAME, Miami, Fla.
HALL, MARGARET
WCHN, Norwich, N. Y.
HALL, MARGUERITE
KTW, Seattle, Wash.
HALL, MARTHA
WCOV, Montgomery, Ala.
HALL, POLLY
WBRT, Bardstown, Ky.
HALLE, JANE
WSON, Henderson, Ky.
HAMILTON, JAN
WMAK, Nashville, Tenn.
HAMMONS, INA
KDQN, DeQueen, Ark.
HANSEN, CELE
KMCD, Fairfield, Iowa
HANSEN, SALLY
KSVC, Richfield, Vt.
HANSON, MAE
KCOW, Alliance, Neb.
HARDEN, JEAN
WVET-TV, Rochester, N. Y.
HARGROVE, POLLY
KDUB-TV, Lubbock, Tex.
KPAR-TV, Sweetwater, Tex.
HARLESS, LINDA
WBMC, McMinnville, Tenn.
HARP, CLARINE B.
KBZY, Salem, Ore.
HARRIS, FRAN
WWJ, Detroit, Mich.
HARRIS, PEARL
WYOU, Newport News, Va.
HARRISON, LORENE
KENT-TV, Anchorage, Alaska
HART, RITA
WIBV, Belleville, Ill.
HARTNETT, ALICE
KTBB, Tyler, Tex.
HASKEW, ANN
WTCB, Tomaton, Ala.
HASLETT, LINDA
KFSB, Joplin, Mo.
HATCHETT, GRACE
KNIM, Maryville, Mo.
HATTER, EULA
WXOK, Baton Rouge, La.
HAWK, LOYCE
KTUL-TV, Tulsa, Okla.
HAY, CALLA
KVSF, Santa Fe, N. M.
HAYES, MARY A.
WREB, Holyoke, Mass.
HAYNES, TRUDY
WCHB, Inkster, Mich.
HEALY, DOLORES
KBRC, Mount Vernon, Wash.
HEALY, MEG
KIXL, Dallas, Tex.
HEATER, ESTHER
WHAW, Weston, W. Va.
HEDRICK, JANET R.
KCVL, Colville, Wash.
HEFLIN, MARTIE
KWEL, Midland, Tex.
HEHIR, KATHI
WHLD, Niagara Falls, N. Y.
HEINECKE, SUE
KXLT, Helena, Mont.
HELEBRANT, LUCILE
KOEL, Oelwein, Iowa
HENDERSON, BEVERLY
KLVT, Levelland, Tex.
HENDERSON, D. J.
WPAD, Paducah, Ky.
HENDERSON, LINNAH
KWHN, Ft. Smith, Ark.
HENDRICKS, LAURA
KENI-TV, Anchorage, Alaska.
HENDRICKSON, VIVIAN E.
WDVL, Vineland, N. J.
HENRY, HELEN NEIL
WNLA, Indianola, Miss.
HENRY, IONE
KRFO, Owatonna, Minn.
HERSH, GLADYS
WKAP, Allentown, Pa.
HEYDE, BUDD
KNBC, San Francisco, Calif.
HIATT, ALMA
WPAQ, Mt. Airy, N. C.
HICKOX, MARY
KFI, Los Angeles, Calif.
HILEMAN, MARJORIE W.
KVOC, Casper, Wyo.
HILL, HILDA L.
WTWV, Tupelo, Miss.
HILL, MARY
WSBB, New Smyrna Beach, Fla.
HILL, NEWANA
WGPC, Albany, Ga.
HILTON, MILDRED
WBUY, Lexington, N. C.
HINKLE, EVELYN
KNET, Palestine, Tex.
HINMAN, FERN
KUBC, Montrose, Col.
HINMAN, SARAH
WCBI-TV, Columbus, Miss.
HOAK, JOSEFINA
KABQ, Albuquerque, N. M.
HODGES, GENIE
WROD, Daytona Beach, Fla.
HOLGATE, HELEN
KSDN, Aberdeen, S. D.
HOLLAND, GLORIA
WEEU, Reading, Pa.
HOLMES, ALMA
KFLD, Floydada, Tex.
HOLMES, AUDREY
WLAC, Nashville, Tenn.
HOLSTEIN, SHIRLEY
KFSA, Fort Smith, Ark.
HOOPES, JUNE M.
KBBB, Borger, Tex.
HOPE, BEA
WKRG-TV, Mobile, Ala.
HOPKINS, JANE DABNEY
WSM, Nashville, Tenn.
HORN, ELAINE
KPUG, Bellingham, Wash.
HOSKINS, PHYLLIS
WMMB, Melbourne, Fla.
HOUSTON, MOOTY
WDSR, Lake City, Fla.
HOWARD, ANN
WDBJ-TV, Roanoke, Va.
HOWARD, LUCY
WWXL, Manchester, Ky.
HOWARD, NANCY
KMUS, Muskogee, Okla.
HOWE, KAY
KHOW, Denver, Col.
HUBBARD, GLADYS
WWKY, Winchester, Ky.
HUGHES, CLAIRE
KWKW, Pasadena, Calif.
HULBERT, MARIE
KOLN-TV, Lincoln, Neb.
HUMES, MARY
WESY, Leland-Greenville, Miss.
HUMMEL, BARBARA WALKER
WHBQ-TV, Memphis, Tenn.
HUNT, AUDREY
WIS, Columbia, S. C.
HUNT, NATALIE
WRIM, Pahokee, Fla.
HUNTER, EDNA
WCHO, Washington, Ohio
HUNTSPON, NELL
WJAK, Jackson, Tenn.
HURD, ELIZABETH
WCSS, Amsterdam, N. Y.
HURLEY, MARGE
WJDY, Salisbury, Md.
HUTCH, NITA
WTVN-TV, Columbus, Ohio
HUTCHINS, MINABELLE
WPTW, Piqua, Ohio
HUTCHISON, ELIZABETH
WGVM, Greenville, Miss.
HUTCHISON, EMILY
WILK, Wilkes-Barre, Pa.

— I —

INGRAM, MERIAM
WJWS, South Hill, Va.
IRWIN, ROBERTA
KYUM, Yuma, Ariz.
ISAAC, MAE ELIZABETH
WHIR, Danville, Ky.

— J —

JACKSON, AMELDA
WCKB, Dunn, N. C.
JACKSON, SYLVA
WGSV, Guntersville, Ala.
JACOBS, MYRA
WSTC, Stamford, Conn.
JAMES, MARIANNE
WFRV-TV, Green Bay, Wis.
JAMES, NELL
WFKN, Franklin, Ky.
JAMIESON, RUTH G.
WATO, Oak Ridge, Tenn.
JARRELL, MARY ANN
WLMJ, Jackson, Ohio
JAVEAU, SUZANNE
WWL, New Orleans, La.
JAYNES, VI
WJCD, Seymour, Ind.
JEFFRIES, LILLIAN
WING, Dayton, Ohio
JENNEMANN, DORIS
KSTL, St. Louis, Mo.
JERNQUIST, DOROTHY
WMBV-TV, Marinette, Wis.
JETTON, JOAN
WAUD, Auburn, Ala.
JOHN, ALMA
WWRL, New York, N. Y.
JOHNS, LEE
WSAC, Radcliff, Ky.
JOHNSON, BEA
KMBC, Kansas City, Mo.
JOHNSON, BONNIE
WBHB, Fitzgerald, Ga.
JOHNSON, CAROL
WSYR, Syracuse, N. Y.
JOHNSON, GAIL
KTML, Marked Tree, Ark.
JOHNSON, HARRIETT P.
WBHC, Hampton, S. C.
JOHNSON, JEANNINE
WBRC-TV, Birmingham, Ala.
JOHNSON, PATRICIA
WHAV, Haverhill, Mass.
JONES, ANN
WLAP, Lexington, Ky.
JONES, BETTY
WOPI, Bristol, Tenn.
JONES, HELEN
WEDC, Chicago, Ill.
JONES, ROSEMARY
WTVC, Chattanooga, Tenn.
JORDAN, LOUISE SPIVEY
WLAT, Conway, S. C.

— K —

KAECHLE, WILLIE
KWHI, Brenham, Tex.
KAISER, LUCILLE
KIUL, Garden City, Kan.
KALGARD, LORAINE
KPIN, Casa Grande, Ariz.
KANTZER, GAY
WSAL, Logansport, Ind.
KARLISH, NORMA
KTCB, Malden, Mo.
KASEMAN, JOANNE
WISL, Shamokin, Pa.
KASTEN, RUTH
WOMT, Manitowoc, Wis.
KATH, DELORIS
KGOS, Torrington, Wyo.
KAUFMAN, YVONNE
WVSC, Somerset, Pa.
KAY, BETTY
KORE, Eugene, Ore.
KAY, EMILY
KLEO, Wichita, Kan.
KAYE, CONNIE
WITI-TV, Milwaukee, Wis.
KEENE, GERIE W.
WHIE, Griffin, Ga.
KEENE, KORKIE
WYZE, Atlanta, Ga.
KEHOE, DOROTHY
WDXB, Chattanooga, Tenn.
KELLY, CORDELIA
WFMY-TV, Greensboro, N. C.
KENNEDY, JOAN
KJAY, Topeka, Kan.
KEY, KATHERINE
WALM, Albion, Mich.
KIDD, MARGARET
WFUN, Huntsville, Ala.
KIELY, PAT
KDKA-TV, Pittsburgh, Pa.
KIKER, BECKY
WJMX, Florence, S. C.
KING, CAROL
WCAX, Burlington, Vt.
KING, ETHEL JANE
KAKE-TV, Wichita, Kan.
KING, MRS.) JAMES B.
WYRN Louisburg, N. C.
KING, JANICE
WHSC, Hartsville, S. C.
KING, JUNE
WJDX, Jackson, Miss.
KING, SANDY
WSAT, Salisbury, N. C.
KING, JUNE
WLBT, Jackson, Miss.
KINGBAY, MEG
WPBC, Minneapolis, Minn.
KINSLEY, VERA
WTOT, Marianna, Fla.
KIRBY, RUTH
KOSA, Odessa, Tex.
KIRK, DOROTHY ANN
KILO, Grand Forks, N. D.
KNIGHT, LEONA
WSPD, Toledo, Ohio
KNOCK, CAROL
WAVY-TV, Norfolk, Va.
KNOX, PATSY
KAHI, Auburn, Calif.
KOGER, KITTY
WMOX, Meridian, Miss.
KOLENCE, NIKKI
KPRK, Livingston, Mont.
KORN, GWEN
WOC-TV, Davenport, Iowa
KOTSCHWAR, JACKIE
KBRL, McCook, Neb.
KOVAR, IMA DELL
KNAL, Victoria, Tex.
KRAUS, BETTY
WIRY, Plattsburg, N. Y.
KRIEGER, VIVIEN
WESB, Bradford, Pa.
KUYKENDALL, JO
WHKP, Hendersonville, N. C.
KWESKIN, ETHEL
WSTC, Stamford, Conn.
KYBER, DORIS
KOIN-TV, Portland, Ore.

— L —

LABBITT, MYRTLE
CKLW-TV, Detroit, Mich.
LaFAN, CINDY
KCMC-TV, Texarkana, Tex.
LAIRD, VIVIAN
WFPR, Hammond, La.
LAKE, NANCY
WLEC, Sandusky, Ohio
LAMONT, JOYCE
WCCO, Minneapolis, Minn.
LAMPSHIRE, ARLYNE
KBTV, Denver, Col.
LANE, NORMA
KUMA, Pendelton, Ore.
LANE, PRISCILLA
WBZ-TV, Boston, Mass.
LARSON, KAY
WHEN, WHEN-TV, Syracuse, N. Y.
LAUTEN, JANE
WGAN, WGAN-TV, Portland, Me.
LAW, SARA
WJHO, Opelika, Ala.
LAY, CAROL
KMAC, San Antonio, Tex.
LAZAROW, JOAN R.
WDDY, Gloucester, Va.
LeBLANC, BARBARA
KALB, Alexandria, La.
LEDFORD, FANNIE BELL
WADA, Shelby, N. C.
LEE, BETTE
WAPI, WAPI-TV, Birmingham, Ala.
LEE, BETTYE ALLEN
WCMI, Ashland, Ky.
LEE, JERI
WRKH, Rockwood, Tenn.
LEE, JUNE
KSTR, Grand Junction, Col.
LEE, PAT
WBT, Charlotte, N. C.
LEE, VIRGINIA
WLEE, Richmond, Va.
LENIHAN, CARMEN
KOLR, Sterling, Col.
LEONARD, BETH
KING, KING-TV, Seattle, Wash.
LE SUEUR, BILLIE
KOOK, KOOK-TV, Billings, Mont.
LEWALLEN, DOROTHY
WGWR, Asheboro, N. C.
LEWIS, JO
WNCT, Greenville, N. C.
LEWIS, WILMA
KAVL, Lancaster, Calif.
LEY, MARTHA
WHOM, New York, N. Y.
LIEFELD, LORETTA
KUBE, Pendleton, Ore.
LINDAMOOD, VIRGINIA C.
WSVA, WSVA-TV, Harrisonburg, Va.
LINDER, HELEN
WBUY, Lexington, N. C.
LITE, EMILY,
WFBC, Greenville, S. C.
LOACH, JEAN
WXYZ-TV, Detroit, Mich.
LOEB, ETHEL
WDON, Wheaton, Md.
LOGAN, MARY
WTTM, Trenton, N. J.
LOGAN, MIKKI
WPOM, Pompano Beach, Fla.
LOGLER, MARYLEE
WJPS, Evansville, Ind.
LOHMANN, PAULA
WMBD, Peoria, Ill.
LOTT, IONA W.
WPMP, Pascagoula, Miss.
LOUNSBURY, MARY
WNIA, Buffalo, N. Y.
LOWDER, WILMA
KSLV, Monte Vista, Col.
LUCAS, DIONNE
WPIX, New York, N. Y.
LUCKETT, PEARLE C.
KTLD, Tallulah, La.
LUDSKI, MARYANN
WHIL, Boston-Medford, Mass.
LUMB, MARILYN
WAXX, Chippewa Falls, Wis.

— Mc —

McADOO, MADALYN
KLIF, Dallas, Tex.
McBRIDE, BONITA
KGLU, Safford, Ariz.
McCALL, BECKY
KFJZ-TV, Fort Worth, Tex.
McCALL, CHARLOTTE
KJIM, Forth Worth, Tex.
McCARTHY, PAT
WCED, DuBois, Pa.
McCAUGHAN, PAT
KBTM, Jonesboro, Ark.

McCOLLUM, COLEENE
WROB, West Point, Miss.
WCBI-TV, Columbus, Miss.
McCRAINE, THELMA
WGLC, Centreville, Miss.
McDAVITT, EVELYN
WHIT, New Bern, N. C.
McDONALD, MARGRET
WBAP, WBAP-TV, Fort Worth, Tex.
McDONALD, MARY
KOB, Albuquerque, N. M.
McGEE, LAURA LOVELACE
WCHK, Canton, Ga.
McGIRK, ELINOR
WRTA, Altoona, Pa.
McGRAW, MARY E.
WJNO, West Palm Beach, Fla.
McGREGOR, MARGUERITE
WPEP, Taunton, Mass.
McGRIFF, MARY LOU
WFOB, Fostoria, Ohio
McJOYNT, PAT
WCLO, Janesville, Wis.
McLELLAN, ANNETTE
KBMX, Coalinga, Calif.
McMACKEN, IRENE
WRMN, Elgin, Ill.
McMANUS, JOANNE
WLCM, Lancaster, S. C.
McMURRAY, BARBARA
WLRP, New Albany, Ind.
McNALL, TRUDY
WROC-TV, Rochester, N. Y.
McNEELY, BETH
WTSP, St. Petersburg, Fla.
McNEILLY, BILLIE
KFNF, Shenandoah, Iowa
McQUAIG, PATRICIA
WWPF, Palatka, Fla.
McRAE, JENNIE
WDAK, Columbus, Ga.
McSPADDEN, FRAN
WRGA, Rome, Ga.

— M —

MacFARQUER, DORIS
WLSV, Wellsville, N. Y.
MACK, DOTTY
WZIP, Cincinnati, Ohio
MACK, ELLEN
KBUR, Burlington, Iowa
MACKENZIE, PAT
WNDU-TV, South Bend, Ind.
MACKEY, THEORA
WTAP-TV, Parkersburg, W. Va.
MacLEAN, JILL
WJHL-TV, Johnston City, Tenn.
MacLEE, GINNY
KGMC, Englewood-Denver, Col.
MADDOX, ANN
WDSK, Cleveland, Miss.
MAGNO, NINA
WADC, Akron, Ohio
MAITRE, GAIL
KIDD, Monterey, Calif.
MAKIN, CAROL
WNBT, Wellsboro, Pa.
MALLORY, MARTHA
WWNH, Rochester, N. H.
MALONE, CAROLINE
WENO, Nashville, Tenn.
MAMARY, VILA VINALS
WTIL, Mayaguez, P. R.
MANGHAM, BLANCHE
WWCC, Bremen, Ga.
MANNING, MARY
WLAC, Nashville, Tenn.
MARCH, DONA
WADK, Newport, R. I.
MARCHESCHI, ANN
WMPL, Hancock, Mich.
MARMADUKE, VIRGINIA
WMAQ, Chicago, Ill.
MARSH, BOBBE
WAND, Canton, Ohio
MARSHALL, JANE
WTTH, Port Huron, Mich.
MARTIN, CLARA
WBIG, Greensboro, N. C.
MARTIN, DOROTHY
WGHN, Grand Haven, Mich.
MARTIN, ESTHER
KDTH, Dubuque, Iowa
MARTIN, MARY JO
KALV, Alva, Okla.
MARTIN, MOLLIE
WBAL, Baltimore, Md.
MARTINDALE, MARGARET L.
KHAM, Albuquerque, N. M.
MARTZ, GAYLE
WHLM, Bloomsburg, Pa.
MASON, MARY
WHAT, Philadelphia, Pa.
MASSEY, VERA
WDSU-TV, New Orleans, La.
MATERI, STACEY
KROD, El Paso, Tex.
MATHESON, EDITH
KFBB, KFBB-TV, Great Falls, Mont.
MAY, MARY
WMTN, Morristown, Tenn.
MEAD, DOTTIE
WSPB, Sarasota, Fla.
MEADOWS, MARTHA ANN
WTVM, Columbus, Ga.
MEANS, HELEN
KFTV, Paris, Tex.
MEGARGEE, MARY
WGBI, Scranton, Pa.
WDAU-TV, Scranton, Pa.
MEISNER, JOAN
WMAY, Springfield, Ill.
MELLICHAMP, EUGENIA
WGRO, Lake City, Fla.
MELLOW, ELEANOR
WNIL, Niles, Mich.
MELROSE, EDYTHE FERN
WXYZ-TV, Detroit, Mich.
MERCHANT, LIZ
KGNC-TV, Amarillo, Tex.
MERRIMAN, MARY LEE
WPAG, Ann Arbor, Mich.
MERRITT, DEE
WHOA, San Juan, P. R.
MESERVEY, MAYE
KVNU, Logan, Utah
MIDDLETON, AMELIA
WHLN, Harlan, Ky.
MIDYETT, DOROTHY
WTUS, Jackson, Tenn.
MILLER, LUCILLE
KBSF, Springhill, La.
MILLER, MILDRED
WBEN-TV, Buffalo, N. Y.
MILLIGAN, JUNE
KRLC, Lewiston, Idaho
MILNER, OLIVE
KDYL, Salt Lake City, Utah
MILOS, ELIZABETH
WARE, Ware, Mass.
MINER, MARGE
KFEQ-TV, St. Joseph, Mo.
MITCHELL, VONDA
KWJB, Globe, Ariz.
MIX, DORIS
KRPL, Moscow, Ida.
MIZNER, CONNIE
KVNC, Winslow, Ariz.
MONK, ISABEL
WRJN, Racine, Wis.
MONROE, WILLA
WDIA, Memphis, Tenn.
MOODEY, MARION McCOOK
KRNO, San Bernardino, Calif.
MOON, VIRGINIA
KTRM, Beaumont, Tex.
MOORE, DOT
WALA, WALA-TV, Mobile, Ala
MOORE, ELEANOR
WSBT, South Bend, Ind.
MOORE, JEAN
KAYE, Puyallup, Wash.
MOORE, MARY
WJAG, Norfolk, Neb.
MOORE, MEADE
WCNC, Elizabeth City, N. C.
MORAIN, OTA W.
WMVO, Mount Vernon, Ohio
MOREAU, DONNA
WBIZ, Eau Claire, Wis.
MORESCO, MILDRED
WGES, Chicago, Ill.
MORGAN, ALICE ADAMAS
KMHT, Marshall, Tex.
MORGAN, MARY
CKLW, Detroit, Mich.
MORIARTY, JOYCE J.
KBLT, Big Lake, Tex.
MORRIS, MARY
WBEX, Chillicothe, Ohio
MORRIS, ROSE
WPAW, Pawtucket-Providence R. I.
MORRISS, SHIRLEY
WGTM, Wilson, N. C.
MORSE, MOLLY
KFMB, San Diego, Calif.
MORTENSON, LUELLA
WKOW, WKOW-TV, Madison Wis.
MORTENSON, MARTHA
WCFR, Springfield, Vt.
MOSIER, SUE
KFKA, Greeley, Col.
MOSSMAN, SALLY
WMCK, McKeesport, Pa.
MOTEN, BEATRICE
WJLD, Birmingham, Ala.
MOTSCHENBACHER, JOANN
KWIN, Ashland, Ore.
MULL, LOUISE
WANS, Anderson, S. C.
MUMMA, ROBERTA
WLSV, Wellsville, N. Y.
MURUHY, CATHRYN C.
KLYK, Spokane, Wash.
MURPHY, DORIS
KMA, Shenandoah, Iowa
MURRAY, LEE
WJRT, Flint, Mich.
MYRICK, CHARLOTTE
WSSO, Starkville, Miss.

— N —

NACHAZEL, JOAN
WBBC, Flint, Mich.
NANNINI, NITA
KLAS, Las Vegas, Nev.
NASH, MARY
KVOC, Casper, Wyo.
NEESE, IRELEN
KRES, St. Joseph, Mo.
NEIDERMEIER, ROSANNA
WPLY, Plymouth, Wis.
NELSON, ANN
KPOR, Quincy, Wash.
NELSON, BETTE
WBRD, Bradenton, Fla.
NELSON, EMILIE
KLTZ, Glasgow, Mont.
NELSON, IRENE B.
WLIP, Kenosha, Wis.
NEWBRA, MAXINE
WCST, Berkeley Springs, W. Va.
NEWMAN, BETTY
KHSL, Chico, Calif.
NEWSOME, ANITA
WAMV, East St. Louis, Ill.
NIEMI, MO
KNPT, Newport, Ore.
NOKES, JACQUELINE
KSL-TV, Salt Lake City, Uta
NORMAN, ADELE
WIOU, Kokomo, Ind.
NORMAN, NANCY
WDZ, Decatur, Ill.
NORMAN, SANDRA
WRGR, Starke, Fla.
NORRIS, JOAN
WJMJ, Philadelphia, Pa.
NUGEN, LOIS B.
KSOK, Arkansas City, Kan.
NUGENT, HELEN
WKRC, Cincinnati, Ohio

NUNNALLY, BETTY
WSSV, Petersburg, Va.
NUTTING, SUE
KNOT, Prescott, Ariz.

— O —

OBLINGER, JACKIE
WHIS-TV, Bluefield, W. Va.
ODAMES, ELIZABETH
WRUN, Utica, N. Y.
O'DELL, MOLLY
WHOA, San Juan, P. R.
OGDEN, ANN
KLIQ, Portland, Ore.
OGG, KAY
KAMP, El Centro, Calif.
OLIPHANT, PEGGY
KDBM, Dillon, Mont.
OLIVER, ANNITA S.
WCRY, Macon, Ga.
OLIVER, KATYE P.
WREV, Reidsville, N. C.
ONSTATT, ANN
KRCK, Ridgecrest, Calif.
OPPENHEIMER, KITTY
KTIM, San Rafael, Calif.
O'QUINN, JOAN
WHAB, Baxley, Ga.
ORADAT, MARY BELLE
WMRI, Marion, Ind.
OSBORN, MARIAN
WCHO, Washington, Ohio
OSMON, EMILY
WAMW, Washington, Ind.
OWEN, KAY
KOWN, Escondido, Calif.

— P —

PACKARD, MAGGY
KTRC, Santa Fe, N. M.
PAGE, CONNIE
KTNT-TV, Tacoma, Wash.
PAGE, MRS.
WJR, Detroit, Mich.
PAGNOTT, ELLIE
WPTS, Pittston, Pa.
PAIGE, EVALYN
WTVL, Waterville, Me.
PAINTER, BETTY
KVGB, Great Bend, Kan.
PANETTA, GENE
WBOY, Clarksburg, W. Va.
PANGLE, MARY LOU
KXO, El Centro, Calif.
PARHAM, BETTIE
KPIN, Casa Grande, Ariz.
PARKER, ETHEL
WELM, Elmira, N. Y.
PARKER, JANET
KHUZ, Borger, Tex.
PARKER, NANCY
WCAX-TV, Burlington, Vt.
PARKER, PRISCILLA
WDAE, Tampa, Fla.
PARMLEE, DEE
KVMC, Colorado City, Tex.
PARNELL, SARAH
WJAM, Marion, Ala
PARR, DOROTHY
WCNY-TV, Carthage-Watertown, N. Y.
PARR, JEANNE
WISC-TV, Madison, Wis.
PARRISH, WYNNE
WPDM, Potsdam, N. Y.
PATTILLO, NETTIE SUE
WFSC, Franklin, N. C.
PATON, MADELYN Y.
WMNC, Morganton, N. C.
PAUL, JAN
KIKO, Globe-Miami, Ariz.
PAYNE, MRS. REG. G.
KDET, Center, Tex.
PEARCE, BETTY
KVLV, Fal'on, Nev.
PEARL, MARY
WJOY, Burlington, Vt.
PEDLOW, MARION
WDRF, Chester, Pa.
PENLAND, NELL BATES
WAYX, Waycross, Ga.
PERKINS, MARGARET
KWIC, Barstow, Calif.
PESENTI, PHYLLIS
KMED, Medford, Ore.
PETERS, ESTHER
WLNH, Laconia, N. H.
PETERS, GARNET
KTRF, Thief River Falls, Minn.
PETERS, IRENE
KWLM, Willmar, Minn.
PETERS, (MRS.) JOS.
WAIN, Columbia, Ky.
PETERS, MARIANNE
KMTV, Omaha, Neb.
PETERSON, RAE
KFAM, St. Cloud, Minn.
PFADT, KAY
WJET, Erie, Pa.
PFEIFFER, MARY LOU
WRFD, Worthington, Ohio
PFISTER, BOBBY
KYCA, Prescott, Ariz.
PHAIR, JEAN
WKTV, Utica, N. Y.
PHILLIPS, GERRY
WLTC, Gastonia, N. C.
PHILLIPS, HAZEL
WWNR, Beckley, W. Va.
PHOENIX, ROSEMARY
WHDH-TV, Boston, Mass.
PINKLEY, PHOEBE
KAGE, Winona, Minn.
PLATZ, SALLY
WPVL, Plainesville, Ohio
POHL, JANE
WERI, Westerly, R. I.
PORTER, MAYE
KLGN, Logan, Utah
POSEN, MIRIAM
WHMS, Charleston, W. Va.
POSEY, JEANNE
KHSL-TV, Chico, Calif.
POTTER, ALICE
WPTZ, Plattsburgh, N. Y.
POTTERFIELD, PEGGY
WNDB, Daytona Beach, Fla.
POWELL, ALYCE M.
KVON, Napa, Calif.
POWELL, INEZ
WHBQ, Tampa, Fla.
PRATHER, MISHA S.
KATI, Casper, Wyo.
PRATT, CLARA
KSEL, Lubbock, Tex.
PRESSLY, HARRIET
WPTF, Raleigh, N. C.
PRICE, PAM
WBBQ, Augusta, Ga.
PROTSMAN, FAITH M.
WNER, Live Oak, Fla.
PRUE, BEVERLY
WDOE, Dunkirk, N. Y.
PRUITT, BERNICE
WBBB, Burlington, N. C.
PUTT, MARY JANE
WOHI, East Liverpool, Ohio

— Q —

QUIMBY, WILDA GRIM
WRAC, Racine, Wis.
QUINN, FRAN
KJEO, Fresno, Calif.

— R —

RABB, K.
WJRI, Lenoir, N. C.
RACE, MARILYN
WHKK, Akron, Ohio
RACINE, SHIRLEY
KSYL, Alexandria, La.
RAGAN, MARY
WCOH, Newnan, Ga.
RANKIN, MARY
KVFD, Fort Dodge, Iowa
RATTEREE, FRAN
WSUN, WSUN-TV, St. Petersburg, Fla.
RAUTAVIRTA, VIRGINIA
WMFG, Hibbing, Minn.
RAY, DOROTHY
KXIC, Iowa City, Iowa
RAYMOND, (MRS.) EDDIE M.
WBRG, Lynchburg, Va.
REDDINGTON, RUTH
WKNE, Keene, N. H.
REED, SYBLE
KVTV, Sioux City, Iowa
REEDER, JEAN
KPSO, Falfurrias, Tex.
REGISTER, JANICE J.
WCLA, Claxton, Ga.
REID, ROSEMARY
WFPM, Fort Valley, Ga.
REID, SUE BAILEY
WEAN, Providence, R. I.
REILLY, JOANN IMELDA
WAVZ, New Haven, Conn.
REISING, MARIE
WOND, Pleasantville, N. J.
REITAN, ELDA
KCUE, Red Wing, Minn.
REYNOLDS, OPAL
WMST, Mt. Sterling, Ky.
REYNOLDS, RITA
KCUL, Ft. Worth, Tex.
RICHARDS, JACKIE
WKRG-TV, Mobile, Ala.
RICHARDS, ZENA
KDEX, Dexter, Mo.
RIVERA, MARIA BELEN
WXRF, Guayama, P. R.
ROBERTS, BETTY
KPAN, Hereford, Tex.
ROEMER, MADGE
WTTB, Vero Beach, Fla.
ROGERS, ANN W.
WCVA, Culpepper, Va.
ROGERS, RUTH
WGSM, Huntington, N. Y.
ROGERSON, GLORIA
WHLL, Wheeling, W. Va.
ROLAND, JUNE
WWPA, Williamsport, Pa.
RONAN, HONORE
WDAN-TV, Danville, Ill.
ROSETTI, DELORES
KZUM, Farmington, N. M.
ROSS, JOAN
KSLM, Salem, Ore.
ROSSBACH, MARLENE
WBRK, Pittsfield, Mass.
ROWE, FREEMAN
WGFS, Covington, Ga.
ROYE, B. J.
WPRY, Perry, Fla.
RUBENSTEIN, EVE
KQTV, Fort Dodge, Iowa
RUEMENAPP, ANN MARIE
WDOG, Marine City, Mich.
RUGH, GENE
KLWN, Lawrence, Kan.
RUNDVOLD, INGA
WRC-TV, Washington, D. C.
RUNNELS, IRENE
WIL, St. Louis, Mo.
RUNNELS, IRENE
KBOX, Dallas, Tex.
RUNNELS, IRENE
WRIT, Milwaukee, Wis.
RUSCH, MARGIE
KDSN, Denison, Iowa
RUSSELL, KAY
WSYR-TV, Syracuse, N. Y.
RUSSELL, MARVEY
KWTX, KWTX.TV, Waco, Tex.
RUST, SUE
WMMI, Columbus, Ohio
RYAN, HELEN
WTHI, Terre Haute, Ind.
RYTE, RITA
WEWO, Laurinburg, N. C.

— S —

SADLER, VERA
KTAC, Tacoma, Wash.
SALTER, ADELINE
KPAC-TV, Port Arthur, Tex.

SANDIN, NORMA
KDLM, Detroit Lakes, Minn.
SAUNDERS, DOT
KCLS, Flagstaff, Ariz.
SCARBROUGH, FAYE
WLAG, LaGrange, Ga.
SCHAFER, NORA
WRBL-TV, Columbus, Ga.
SCHERMERHORN, MERLE
KLCB, Libby, Mont.
SCHEURICH, CATHY
WITY, Danville, Ill.
SCHMITT, ELIZABETH
WNHC, New Haven, Conn.
SCHRAM, VIOLET
KPOP, Los Angeles, Calif.
SCHUKNECHT, SCOTTY
KNEZ, Lompoc, Calif.
SCHWARTZ, DOROTHY
KPRL, Paso Robles, Calif.
SCHWING, JOANNE
KPAC-TV, Port Arthur, Tex.
SCOTT, MAXINE
KSIM, Sikeston, Mo.
SCOTT, PAT
KCLW, Hamilton, Tex.
SCOTT, ROMAINE
WPAM, Pottsville, Pa.
SEGARRA, NORY
WKAQ-TV, San Juan, P. R.
SENTER, HELYN
WTIK, Durham, N. C.
SEYMOUR, FREDDIE
WBET, Brockton, Mass.
SHANNON, MARY
WOTR, Corry, Pa.
SHARP, FERN
WBNS, Columbus, Ohio
SHARPE, MARJORIE BRIGHT
KITO, San Bernardino, Calif.
SHAW, MARGARET ANN
KBKC, Kansas City, Mo.
SHEIN, ALICE
WMOD, Moundsville, W. Va.
SHELTON, MARY
KAMD, Camden, Ark.
SHELTON, OWANAH
KWFT, Wichita Falls, Tex.
SHAPARD, PAT
WDKN, Dickson, Tenn.
SHERBAN, HELEN
KACE, Riverside, Calif.
SHIPLEY, BRIGID
WJER, Dover, Ohio
SHORT, KITTY
WGSA, Ephrata, Pa.
SHOWALTER, BETTY
WTRL, Bradenton, Fla.
SHUMATE, MAY FLOYD
KRXH, Rexburg, Ida.
SHURTZ, MARGARET
WJHL, Johnson City, Tenn.
SICKLES, HELEN
KSRC, Socorro, N. M.
SIEG, ANN
WRFC, Athens, Ga.
SILER, LUCY
WMLF, Pineville, Ky.
SIM, WILMA
KSD, KSD-TV, St. Louis, Mo.
SIMMS, PHYLLIS V.
WAKR-TV, Akron, Ohio
SIMPSON, JOY
WAVO, Avondale Estates, Ga.
SIMPSON, MONA
WFIW, Fairfield, Ill.
SLATON, NORMA
WEBQ, Harrisburg, Ill.
SMART, ANN
KRBC, Abilene, Tex.
SMITH, BERYL
WKID, Champaign-Urbana, Ill.
SMITH, DORIS
WGGA, Gainesville, Ga.
SMITH, DRUE
WDEF-TV Chattanooga, Tenn.
SMITH, JANE
KVEN, Ventura, Calif.
SMITH, JOAN
KUKI, Ukiah, Calif.
SMITH, JUNE
WACL, Waycross, Ga.
SMITH, MARGARET A.
WIRC, Hickory, N. C.
SMITH, MILDRED
WNOX, Knoxville, Tenn.
SMITH, MURIEL
KIFI, Idaho Falls, Ida.
SMITH, PAULINA
WCHS, Charleston, W. Va.
SMITH, SUE MARSHALL
WDEC, Americus, Ga.
SMOOT, ANN
WLOH, Princeton, W. Va.
SMYSER, BETTY
KPOA, Honolulu, T. H.
SNOOK, VERA
WKVA, Lewistown, Pa.
SOMMERS, MARGARET
KCRG, Cedar Rapids, Iowa
SONTAG, ESTHER
WKBN-TV, Youngstown, Ohio
SPAID, LORRAINE C.
KAVI, Rocky Ford, Col.
SPAULDING, JEANNE
WUSJ, Lockport, N. Y.
SPEAR, BEA
KDIX, Dickinson, N. D.
SPEECE, WYNN D.
WNAX, Yankton, S. D.
STACKPOLE, CONNIE
WGIR, Manchester, N. H.
STADLER, HELENE N.
KEED, Springfield, Ore.
STAMPS, MILDRED
KFAY, Fayetteville, Ark.
STANDLEY, MARJORIE
KYSN, Colorado Springs, Col.
STANLEY, LOU DELIE
KBEL, Idabel, Okla.
STANLEY, RUBY
KIMP, Mt. Pleasant, Tex.
STANTON, ELLA M.
WEUP, Huntsville, Ala.
STARK, BEVERLY
WMTV, Madison, Wis.
STARR, BETTYE NELLE
KOSE, Osceola, Ark.
STATON, MARGIE
WCEC, Rocky Mont, N. C.
STAVE, MAR JEAN
KIHR, Hood River, Ore.
ST. DENNIS, FRANCES
KPEG, Spokane, Wash.
STEENSRUD, EILEEN
WEKZ, Monroe, Wis.
STEEVES, PAT
WTWN, St. Johnsbury, Vt.
STEGER, BRANDY
KRSN, Los Alamos, N. M.
STEINBERG, MARTHA JEAN
WDIA, Memphis, Tenn.
STEPHENS, MARGARET
WTCR, Ashland, Ky.
STEVENSON, CONNIE
WKXL, Concord, N. H.
STEWART, CREIGHTON
WCAU, Philadelphia, Pa.
STEWART, MARTHA
KRMG, Tulsa, Okla.
STEWART, MURRAY
KELO, KELO-TV, Sioux Falls, S. D.
STEWART, NORMA
KEPS, Eagle Pass, Tex.
STEWART, RUENELL
WPET, Greensboro, N. C.
STOFER, RUTH
KIKO, Globe-Miami, Ariz.
STOKER, CARROLL
WFMY-TV, Greensboro, N. C.
STOLPMAN, MARSHA
WTVC, Chattanooga, Tenn.
STRAKER, EASTER
WIMA, Lima, Ohio
STRAUB, EDNA
KDBC, Mansfield, La.
STRICKLIN, EDITH
WORM, Savannah, Tenn.
STRUTIN, BETTY PARKS
WSCR, Scranton, Pa.
SUGG, HELEN
WROX, Clarksdale, Miss.
SULLIVAN, MARGARET
WRUS, Russellville, Ky.
SULLIVAN, MILLIE
KCRA, KCRA-TV, Sacramento, Calif.
SULLIVAN, RUTH DELMAR
KSIX, Corpus Christi, Tex.
SUNDIN, ANITA
WOC, Davenport, Iowa
SUNDIN, PAT
WOC-TV, Davenport, Iowa
SWENSON, MILDRED
KWAT, Watertown, S. D.
SWEZEY, EMMAGENE
WEHH, Elmira Heights, N. Y.
SWIFT, MILDRED
KNOE-TV, Monroe, La.

— T —

TALLEY, RUTH
WLAC-TV, Nashville, Tenn.
TALTON, MABEL
WMPM, Smithfield, N. C.
TAYLOR, DOROTHY
KONP, Port Angeles, Wash.
TAYLOR, ETHEL
WOIC, Columbia, S. C.
TAYLOR, GERTRUDE S.
WTYN, Tryon, N. C.
TAYLOR, LOUISE
WEIC, Charleston, Ill.
TAYLOR, LYNN
KFSD-TV, San Diego, Calif.
TAYLOR, NANCY
WSMN, Nashua, N. H.
TAYLOR, PAT
WPEN, Philadelphia, Pa.
TAYLOR, THELMA
WHBI, Newark, N. J.
TENCH, CRIS
WCGC, Belmont, N. C.
TEPPER, FLORENCE
WCAT, Orange, Mass.
TERRY, JUANITA
WDNT, Dayton, Tenn.
TERRY, NANCY
WOAI, WOAI-TV, San Antonio, Tex.
THABES, NORDICA
KLIZ, Brainerd, Minn.
THOMAS, ANNE
WMNS, Olean, N. Y.
THOMAS, JOY
WHNY, McComb, Miss.
THOMAS, MARY
WVAM, Altoona, Pa.
THOMAS, MARY NELLE
WKBL, Covington, Tenn.
THOMAS, PRISSY
WKY-TV, Oklahoma City, Okla.
THOMPSON, B. J.
WTRC, Elkhart, Ind.
THOMPSON, SARAH S.
WMRB, Greenville, S. C.
THOMPSON, SHIRLEY ANN
WLBN, Lebanon, Ky.
THOMSEN, CHRISTIE
WBEL, Beloit, Wis.

THORP, DELORES
KSIB, Creston, Iowa
TIDMORE, EVELYN
WNPT, Tuscaloosa, Ala.
TIERNEY, MARY JO
WTCN, Minneapolis, Minn.
TIERNEY, MARY JOE
KMSP-TV, Minneapolis, Minn.
TIERNEY, RITA
WFHR, Wisconsin Rapids, Wis.
TOLAR, FRANCES
WMPA, Aberdeen, Miss.
TOLMAN, MARY
WKTQ, South Paris-Norway, Me.
TRANTINO, VIVIAN N.
WLIS, Old Saybrook, Conn.
TRIBIOLI, JODIE
WLBR, Lebanon, Pa.
TRINNEER, BETTY
KEDO, Longview, Wash.
TUCKER, HELEN
WTSL, Hanover, N. H.
TUCKER, MIDA H.
KGAK, Gallup, N. M.
TURNER, PAT
WBEC, Pittsfield, Mass.
TYSON, GERTRUDE
WMLS, Sylacauga, Ala.

— U —

ULMEN, JOAN
KYSM, Mankato, Minn.
URBAN, MARY PAT
WSEN, Baldwinsville, N. Y.

— V —

VALENTINE, LIZ
WCHV, Charlottesville, Va.
VAN ALSTINE, PHYLLIS
WEAM, Washington, D. C.
VANAMAN, JOYCE
WMVB, Millville, N. J.
VAN HAVER, BETTY
WKBZ, Muskegon, Mich.
VAUGHAN, VONNIE
KBMN, Bozeman, Mont.
VEIDT, JERRI
KCNY, San Marcos, Tex.
VERGANO, CEC
KCHJ, Delane, Calif.
VESPOINT, FLORA
WHAR, Clarksburg, W. Va.
VILLALONGIN, CAROLINA
KCOR, KCOR-TV, San Antonio, Tex.

— W —

WAGNER, ANN
WFBM, Indianapolis, Ind.
WALCOTT, ELAINE
KTOW, Oklahoma City, Okla.
WALKER, JOYCE
WTVB, Coldwater, Mich.
WALKER, RUTH
WESB, Bradford, Pa.
WALLACE, KATHERINE
KCAR, Clarksville, Tex.
WALLING, ESTHER
WDOS, Oneonta, N. Y.
WALLIS, BONNIE
KBOI-TV, Boise, Ida.
WALSTRUM, MARTHA
WLW-I, Indianapolis, Ind.
WARD, BARBARA A.
WJWL, Georgetown, Del.
WARD, DEL
WMAZ, WMAZ-TV, Macon, Ga.
WARD, JO ANN
WDSG, Dyersburg, Tenn.
WARE, DIXIE
KNOE-TV, Monroe, La.
WASHBURN, VIRGINIA
WHAP, Hopewell, Va.
WATERHOUSE, NORMA JEAN
WCMR, Elkhart, Ind.
WATERS, MARY
WHBN, Harrodsburg, Ky.
WATERS, MARIEL
KHVH, Honolulu, Hawaii
WEBB, ANNABEL
KSUM, Fairmont, Minn.
WEBBER, EDITH DUNHAM
KWDM, Des Moines, Iowa
WEBER, MARGARET
KAYL, Storm Lake, Iowa
WEBER, MELVA
WJTN, Jamestown, N. Y.
WEEDMAN, POLLY
KOTA, KOTA-TV, Rapid City, S. D.
WEGER, MARY H.
WMAF, Madison, Fla.
WEISERS, MARY
WTRA, Latrobe, Pa.
WEILLER, LOUISE
WAVE, Louisville, Ky.
WEISS, JAN
WPPA, Pottsville, Pa.
WEISZ, EUNICE
WPLM, No. Plymouth, Mass.
WELCOME, SHAN
KRTV, Great Falls, Mont.
WELLS, LYDIA
WNAB, Bridgeport, Conn.
WENDT, ELLEN
WLOF, Orlando, Fla.
WENTWORTH, BILLIE
WSTL, Eminence, Ky.
WERNER, CLARE
WWBC, Bay City, Mich.
WERNER, JAN
WTCN-TV, Minneapolis, Minn.
WEST, KAY
KEX, Portland, Ore.
WESTON, JANE
WOWO, Fort Wayne, Ind.
WESTPHAL, FLORENCE
WSIV, Pekin, Ill.
WETZEL, LIBBY
KXOX, Sweetwater, Tex.
WHALEY, MARCELLA
KBOI, Boise, Idaho
WHEELER, DODIE
KJNO, Juneau, Alaska
WHEELER, MARY
KTAT, Frederick, Okla.
WHEELIS, WILMA
KDRS, Paragould, Ark.
WHITE, MARY LU
KVHC, O'Neill, Neb.
WHITEHEAD, FAYE
WPLA, Plant City, Fla.
WHITEHEAD, MARIE
KTLU, Rusk, Tex.
WHITLOCK, SALLIE J.
WEVA, Emporia, Va.
WHITNEY, JANE
WKY-TV, Oklahoma City, Okla.
WILLEY, PEGGY
KWYO, Sheridan, Wyo.
WILLIAMS, DIANE
WHGB, Harrisburg, Pa.
WILLIAMS, EDNA
WTND, Orangeburg, S. C.
WILLIAMS, EDYTHE
WHIT, New Bern, N. C.
WILLIAMS, JACKIE
KBLI, Blackfoot, Idaho
WILLIAMS, JOANNE
WTYC, Rock Hill, S. C.
WILLIAMS, JUDY
WARM, Scranton, Pa.
WILLIAMS, LEE
KSWO-TV, Lawton, Okla.
WILLIAMS, PAT
WWIS, Black River Falls, Wis.
WILLOCK, GENNII
KPAY, Chico, Calif.
WILLS, BARBARA
WAGR, Lumberton, N. C.
WILLS, JEAN
KSYD-TV, Wichita Falls, Tex.
WILSON, CARRIE B.
WMYN, Madison-Mayodan, N. C.
WILSON, JEAN
KVOE, Emporia, Kan.
WILSON, LORRAINE
KLFW, Klamath Falls, Oreg.
WILSON, LOUISE
WHAM, Rochester, N. Y.
WILSON, MARY
WGLI, Babylon, L. I.
WILSON, POLLYE
WEAG, Alcoa, Tenn.
WILSON, REBA
WBAC, Cleveland, Tenn.
WINCHELL, ESTHER
KCSR, Chadron, Neb.
WINKELMANN, ELLEN
KDXU, St. George, Utah
WINSLOW, LOUISE
WERE, Cleveland, Ohio
WISE, KATHERINE
KOMO, KOMO-TV, Seattle, Wash.
WISE, MADELINE
WHIO, Dayton, Ohio
WISECUP, TRIPPI
WSOC-TV, Charlotte, N. C.
WISEMAN, DORIS
KBRO, Bremerton, Wash.
WISEMAN, SYLVIA
WSTP, Salisbury, N. C.
WOLFE, SHIRLEY SPRADLIN
WTIP, Charleston, W. Va.
WOLFENDEN, STELLA D.
WMEV, Marion, Va.
WORD, ELIZABETH
WKCT, Bowling Green, Ky.
WORKMAN, HELEN
WCAX-TV, Burlington, Vt.
WORMELL, LIL
WABI, Bangor, Me.
WORTH, KONNIE G.
KGW, KGW-TV, Portland, Ore.
WREN, VIRGINIA
WCAD, Danbury, Conn.
WRIGHT, CATHRYN
WSFA-TV, Montgomery, Ala.
WRIGHT, MABRY
WKNE, Keene, N. H.
WRIGHT, MARGARETE
WNAE, Warren, Pa.
WRIGHT, NADINE
WDVA, Danville, Va.
WRIGHT, NINA
KSOO, Sioux Falls, S. D.
WRIGHT, RUTH
WBYS, Canton, Ill.
WYATT, MARGARET
WHOP, Hopkinsville, Ky.
WYCHE, ALICE
WERD, Atlanta, Ga.
WYMAN, ALICE
WIS-TV, Columbia, S. C.

— Y —

YAPLE, HY
WSEE, Erie, Pr.
YOHE, LAURA
WKPA, New Kensington, Pa.
YOUNG, MARY EMMA
WHTC, Holland, Mich.
YOUNG, RUTH
WEDO, McKeesport, Pa.
YOUNTS, ELIZABETH M.
WEEB, Southern Pines, N. C.

— Z —

ZAHRAN, FRANCES
WFLB, Fayetteville, N. C.
ZIMMER, LEE
WOBT, Rhinelander, Wis.

RADIO-TV EDITORS

The nation's radio and TV broadcasters in response to questionnaires sent out by Radio-Television Daily contributed the accompanying list of editors

ALABAMA

Anniston Star: **E. Cody Hall**
Auburn, Lee County Bulletin: **Graham McTeer**
Bay Minette, Baldwin Times: **Jimmy Nelson**
Birmingham News: **Lillie Mae Caldwell, Roger Thames**
Birmingham Post-Herald: **Emmett Weaver**
Foley, The Onlooker: **Doris Rich**
Fort Payne, Dekalb County News: **Dale Smith**
Fort Payne, Times-Journal: **Doward Jones**
Guntersville, Advertiser-Gleam: **Porter Harvey**
Haleyville, Advertiser: **W. D. Smith, Jr.**
Huntsville, Mirror: **L. C. Jamar**
Mobile, Press-Register: **Ellen Bodden**
Montgomery, Advertiser-Journal: **Bob Hugger**
Opelika, Daily News: **Wink Blackmon**
Phenix City, Citizen: **Julian Pinkston**
Sylacauga, Advance: **Chris Kramer**
Sylacauga, News: **Jep V. Greer**

ARIZONA

Globe, Arizona Record: **John D. Seater, Jr.**
Holbrook, Tribune: **V. P. Richards**
Miami, Arizona Silver Belt: **Lewis Barrett**
Nogales, International: **Craig Pottinger**
Phoenix, Sun: **W. T. Wright**
Phoenix, Republic & Gazette: **Jack Curtis, Bobbie Johnson**
Phoenix, Station Agency: **Pat Cook**
Prescott, Courier: **Ed Hunt**
Prescott, Yavapai Messenger: **Jack Rueter**
Scottsdale, Arizonian: **Charles Lovegrove**
Tucson, Daily Citizen: **Micheline Keating**
Winslow, Mail: **J. Morris Richards**
Yuma, Daily Sun: **Bob Werley**

ARKANSAS

Camden, News: **Al Rose**
Little Rock, Arkansas Democrat: **Inez Hale McDuff**
Little Rock, Arkansas Gazette: **Martha Douglas**

CALIFORNIA

Auburn, Placer Herald: **Douglas Campbell**
Bakersfield, Bakersfield: **Walter Kane**
Bakersfield, Californian: **Art Kaye**
Brawley, News: **Ray Barnes**
Chico, Enterprise Record: **Jack Wolohan**
Corona, Riverside Enterprise: **Larry Wade**
El Centro, Post & Press: **Dave Galloway**
Fresno, Bee: **Gary Girard**
Los Angeles, Examiner: **Jack Lait, Jr.**
Los Angeles, Herald-Express: **Bob Hull**
Los Angeles, Hollywood Citizen News: **Zuma Palmer**
Los Angeles, Mirror-News: **Paul Henniger, Hal Humphrey**
Los Angeles, Times: **Cecil Smith, Don Page**
Marysville, Appeal Democrat: **Bill Monohan**
Monterey, Peninsula Herald: **Jim Harget**
Nevada City, Nevada Nuggett: **Lynn Bramkamp**
Oakland, Tribune: **James Abbe**
Redding, Record-Searchlight: **Al Kildow, Tom Talimini**
Riverside, Press: **Larry Wade**
Roseville, Press-Tribune: **Frank Sevrens**
Salinas, Californian: **M. Patton**
San Bernardino, Sun-Telegram: **Mary Sanchez**
San Diego, Evening Tribune & Union: **Don Freeman**
San Diego, Tribune & Morning Union: **Dave McIntyre**
San Francisco, Call-Bulletin: **Lynn Ulm**
San Francisco, Chronicle: **Terrence O'Flaherty, Don Steward**
San Francisco, Examiner: **Dwight Newton**
San Francisco, News: **Bill Steif, Guy Wright**
San Francisco, Progress: **Lucille Lando**
San Luis Obispo, Telegram-Tribune: **John Sarber**
San Mateo, Times: **Bob Foster**
San Rafael, Independent Journal: **Jack Craemer**
Santa Rosa, Press Democrat: **Hilde Catz**
Stockton, Record: **Tony Galento**
Tahoe Valley, Lake Tahoe News: **Ben Benedict**
Ventura, Star-Free Press: **Bob Button**
Yreka, Siskiyou Daily News: **E. J. Fos**
Yuba City, Independent: **Earl Brownlee**

COLORADO

Alamos, San Luis Valley Daily Courier: **Cliff Edwards**
Denver, Monitor: **Pauline Mahoney**
Denver, Post: **Thompson Watt**
Denver, Rocky Mountain News: **Lynn Glasscock, Wallace Saunders**
Fort Morgan, Times: **J. Dawson Jelinek**
Grand Junction, Daily Sentinel: **Alan Pritchard**
La Junta, Tribune-Democrat: **Spence Burtis**
Trinidad, Chronicle News: **Bill Bloom**

CONNECTICUT

Bridgeport, Sunday Herald: **Irwin Alpert, Leo Miller**
Bridgeport, Post: **Fred Russell**
Gilotcn, New London Day: **Dean Avery**
Hartford, Courant: **Scott Akin, Viggo Anderson, Doris Kozma, M. Oakley Stafford, Robert Stansfield**
Hartford, Times: **Tony Davenport, Jane Farrell, A. B. McGinley**
Manchester, Herald: **Harold Turkington**
New Britain, Herald: **Judith Weld**
Torrington, Register: **Walt Gisselbrech**
Waterbury, Republican: **Art Perret**

DELAWARE

Wilmington, Journal: **Walter Bishoff**
Wilmington, News-Journal: **Zona Herzog**

DISTRICT OF COLUMBIA

Washington, Daily News: **Dave Reque**
Washington, Evening Sun: **Bernard Harrison**
Washington, Post & Times-Herald: **Laurence Laurent**

FLORIDA

Bradenton, Herald: **John Hamner**
Bradenton, St. Petersburg Times: **Jack Alexander**
Clearwater, Sun: **Pat Neal, Celeste Roach**
Fernandina Beach, News-Leader: **Herschel Williams**
Jacksonville, Florida Times-Union: **Charles Brock**
Jacksonville, Journal: **Ed Callaway, Ray Knight**
Jacksonville, Radio-TV Week: **Del Fox**
Jacksonville, TV-Week: **Yvonne Folsom, Betty Tway**
Lake City, Columbia County Gazette: **Vera Eighmy**
Lake City, Reporter: **R. L. Stickland**
Lakeland, Ledger: **Ann Adams**
Madison, Enterprise Recorder: **T. C. Merchant, Jr.**
Melbourne, The Daily Times: **Pearl S. Leech**

Miami, Daily News: **Rae Marie Gerard, Art Grace**
Miami, Herald: **Jack Anderson, Pearl Weiss**
Miami, News: **Herb Rau, Pearl Weiss**
Miami Beach, Sun: **Paul Bruun, Si Steinhauser**
Orlando, Sentinel-Star: **Homer Pyle, Charles Wadsworth**
Orlando, Star: **Chris Butler**
Palmetto, Manatee Review: **Jack Barnes**
Plant City, Courier: **Clay Coddrington**
Sarasota, Herald Tribune: **Lula Boucher, John Hogg**
Sarasota, Journal: **Bill Copeland**
Sarasota, News: **Phil Harris**
St. Augustine, Record: **Tom King**
St. Petersburg, Independent: **Bobbi Downs**
St. Petersburg, Times: **John MacAleenan**
Tampa, Times: **Letitia Grey**
Tampa, Tribune: **Phil Barney**
Titusville, Star-Advocate: **Gene Burnett**
Vero Beach, Press-Journal: **Harry Schultz**

GEORGIA

Atlanta, Constitution: **Paul Jones**
Atlanta, Journal: **Norman Shavin**
Augusta, Chronicle: **Don Shepherd**
Augusta, Chronicle-Herald: **Henry Wright**
Augusta, Herald: **David Playford**
Bremen, Gateway: **Ann Mecks**
Cochran, Journal: **Martha Smith**
Columbus, Enquirer: **Dave Miller, William Rowe**
Columbus, Ledger: **Wes Owens, William Rowe**
Covington, News: **Bob Greer**
Dalton, Citizen: **Mark Pace**
Eastman, Times Journal: **Ed Methvin**
Gainesville, Daily Times: **Keith Whitmire**
Hawkinsville, Dispatch: **Carolyn McCune**
Hogansville, Herald: **Cecil Hamby**
Jesup, Sentinel: **Bryan Kearby**
Lafayette, Walker County Messenger: **Joe Hall**
LaGrange, News: **Phil Harrison**
Millen, News: **Frank Edenfield, Walter Harrison**
Newnan, Times-Herald: **Mrs. James Thomasson**
Rome, News Tribune: **Don Roberts**
Savannah, Morning News: **Frank Rossiter**
Sylvania, Screven Co. News: **L. S. Stegins**
Sylvania, Telephone: **Dick Dowis**
Tallapoosa, Journal: **Jane Skelton**
Valdosta, Daily Times: **Joe Davis**
Waycross, Journal-Herald: **Dorothy Smith**

HAWAII

Honolulu, Advertiser: **Eddie Sherman**
Honolulu, Star-Bulletin: **Walt Christy, Jane Vertrees**

IDAHO

Caldwell, News Tribune: **Pete Hackworth**
Grangeville, Idaho County Free Press: **Robert Anderson**
Idaho Falls, Post-Register: **J. Robb Brady**
Kellogg, Evening News: **Jane Cantrell**
Lewiston, Tribune: **Phyllis Budweg**
Preston, Citizen: **Don Smith**

ILLINOIS

Champaign, News Gazette: **Larry Stewart**
Champaign-Urbana, Courier: **Evelyn Brown**
Charleston, Courier: **Harry Read**
Charleston, Daily News: **John Rardin**
Chester, Herald Tribune: **Wayne Thorne**
Chicago, American: **Janet Kern**
Chicago, Daily News: **Terry Turner**
Chicago, Defender: **Lee Blackwell, Allen G. Harris**
Chicago, Sun-Times: **Irv Kupcinet, Paul Molloy**
Chicago, Tribune: **Herb Lyons, Larry Wolters**
Davenport, Times: **Miss Ina Wickham**
Harrisburg, Daily Register: **Curt Small**
Havana, Mason County Review: **Ken Braendle**
Joliet, Spectator: **Burke Mead**
Marion, Daily Republican: **Homer Butler**
Moline, Dispatch: **Mrs. Carla Reynolds**
Pekin, Times: **Joyce Wilson**
Peoria, Journal-Star: **William Littleton**
Pittsfield, Pike Co. Republican: **Paul Findley**
Rockford, Morning Star & Register-Republic: **Betty Thro**
Rock Island, Argus: **Charles Sanders**
Springfield, Illinois State Journal-Register: **Wayne Allen**
Waterloo, Republican: **Bob Voris**

INDIANA

Boonville, Enquirer: **Norman Spradley**
Elkhart, Truth: **Lou Sayre, Tom Stephenson**
Evansville, Courier: **Benita Dugan**
Evansville, Sunday Courier & Press: **Miss Ruth Ruggier**
Evansville, Press: **Carol Wersich**
Fort Wayne, Journal-Gazette: **Mrs. Jean Mack**
Fort Wayne, News-Sentinel: **Roger Taylor**
Gary, Post Tribune: **Jerry Atkins**
Hammond, Vindicator: **Robert Boeker**
Indianapolis, News: **Charles Staff**
Indianapolis, Star: **Julia Inman**
Indianapolis, Times: **Nancy Lowe**
Jasper, Dubois Co. Daily Herald: **Simon Stemle**
Kokomo, Tribune: **Mrs. Grace Maher**
Marion, Chronicle-Tribune: **Judy Smith**
Muncie, Evening Press: **Leon Parkinson**
Muncie, Morning Star: **Jack Farris**
New Albany, Tribune: **Wally Criswell**
South Bend, Tribune: **James McNeile**
Vincennes, Sun Commercial: **Ross Garrigus**

IOWA

Cedar Rapids, Gazette: **Nadine Subotnik**
Davenport, Democrat: **Miss Polly Singleterry, William Wundram**
Davenport, Daily Times: **Ron Lorenzen**
Davenport, Times: **Ina Wickham**
Davenport, Sunday Times-Democrat: **Dick Hoffman**
Des Moines, Register & Tribune: **Ogden Dwight**
Iowa City, Press-Citizen: **Nadine Subotnik**
Waterloo, Courier: **Ted Stevens**

KANSAS

Coffeyville, Journal: **Clyde Walthall**
Kansas City, Kansan: **Shirley Rausch**
Lawrence, Outlook: **Vic Rugh**
Manhattan, Mercury: **Bill Colvin**
Pittsburg, Headlight & Sun: **John Hay**
Wichita, Beacon: **Bill Anderson**
Wichita, Eagle: **Robert Lonsing, Sr., Virginia Paine**

KENTUCKY

Albany, Clinton County News: **A. B. Gibson**
Ashland, Daily Independent: **John McGill**
Bardstown, Kentucky Standard: **Elizabeth Spalding**
Bowling Green, Park City Daily News: **Ray Gaines**
Campbellsville, News-Journal: **Thomas Kerr**
Elizabethtown, News: **Watts Franklin**
Elizabethtown, Hardin County Enterprise: **Seymour Goodman, George Wright**
Fort Knox, Inside The Turrett: **Floe Bowles**
Henderson, Gleaner-Journal: **Hugh E. Sandefur**
Lebanon, Marion Falcon: **Paul Owens**
Louisville, Courier-Journal: **Bill Ladd, Angela Preis**
Louisville, Times: **Bill Rollins**
New Castle, Henry County Local: **James Owens**
Paducah, Sun-Democrat: **Preston Kennedy**
Paris, Daily Enterprise: **J. Alverson**
Paris, Kentucky-Citizen: **Paul Brannon**
Pineville, Sun: **Harold Raines**
Shively, Star Newsweek: **John Stine**
Vanceburg, Lewis Co. Herald: **W. C. Dugan**

LOUISIANA

Alexandria, Daily Town Talk: **Adrus LaBorde**
New Orleans, States-Item: **Bob Sublette**
New Orleans, Times-Picayune: **Sim Myers**
Opelousas, Daily World: **John Thistlethwaite**
Shreveport, Journal: **Al Hewitt, Larry Ronson**
Shreveport, Times: **Pericles Alexander, James Briggs, Al Hewitt**
Thibodaux, LaFourche Comet: **Herb Flood**
Ville Platte, Gazette: **Jules Ashlock**

MAINE

Augusta, Daily Kennebec Journal: **Jim McClay**
Lewiston, Daily Sun: **Kent Foster**
Lewiston, LeMessager: **L. P. Gagne**
Lewiston, Sun & Journal: **Johnny Robinson**
Norway, Advertiser-Democrat: **Ben Tucker**
Portland, Evening Express, Press Herald, Sunday Telegram: **Emery Stevens**
Portland, Press Herald: **Joe King**
Rockland, Courier-Gazette: **Sidney Cullen**

MARYLAND

Baltimore, Evening Sun: **Lou Cedrone, Hope Pantell**
Baltimore, Morning Sun: **Donald Kirkley, Robert Snyder**
Baltimore, News Post: **Aldine Bird**
Baltimore, Sunday American: **Bob Liston**
Hagerstown, Daily Mail: **George Rash**
Hagerstown, Morning Herald: **Joe Harp**
Salisbury, Advertiser: **Sam Sherwell**
Salisbury, Times: **Oscar L. Morris**

MASSACHUSETTS

Boston, American: **Tony LaCamera**
Boston, Christian Science Monitor: **Mabel Joyce**
Boston, Globe: **Elizabeth Sullivan**
Boston, Record: **Bill Buchanan**
Boston, Traveler-Herald: **Arthur Feteridge, Eleanor Roberts**
Brockton, Enterprise-Times: **Malcolm Dalton**
Gt. Barrington, Berkshire Courier: **Roz La Fontana**
Haverhill, Gazette: **Vin Driscoll**
Haverhill, Journal: **Jay Hanlon**
Lawrence, Eagle: **John Regan**
Lowell, Sun: **Frank Breen**
Lynn, Daily Evening Item: **Ralph Pearson**
Pittsfield, Berkshire Eagle: **Theodore Giddings**
Pittsfield, Berkshire Evening Eagle: **Milton Bass**
Springfield, Morning Union, Daily News, Sunday Republican: **Don McPhee**
West Yarmouth, Cape Cod Standard-Times: **Milt Cole**
Worcester, Evening Gazette: **James Gourgouras**
Worcester, Sunday Telegram: **Don Williams**
Worcester, Telegram: **Fred Rushton**

MICHIGAN

Ann Arbor, News: **Madilene Farrell**
Bay City, Times: **Elmer Bierman**
Detroit, Free Press: **Bettelou Peterson, Larry Payne, Dick Osgood**
Detroit, News: **Herschell Hart, Betty Hyde**
Detroit, Times: **Frances D'Hondt, Andy Wilson**
Flint, Journal: **Ralph Coulter**
Grand Rapids, Herald: **Sue Rogers**
Lansing, State Journal: **Thelma Harnett**
Menominee, Herald Leader: **Robert Murphy**
Munising, News: **Charley Symon**
Niles, Daily Star: **Don Carlson**
Owosso, Argus Press: **Mary Alice Campbell**
Pontiac, Free Press: **Larry Payne, Chuck Lewis**
Port Huron, Times Herald: **Al Haugner**
Saginaw, News: **Jerry Peters**
Wayne, Eagle: **Wesley Willit**
Ypsilanti, Press: **Wayne Adair**

MINNESOTA

Albert Lea, Community Magazine: **Mac Lyon**
Albert Lea, Tribune: **Ken Allen**
Alexandria, Park Region Echo: **Gordon Deunow**
Anoka, Herald: **Warren Feist**
Anoka, Union: **Arch Pease**
Brainerd, Crow Wing County Review: **Bea Ross**
Brainerd, Daily Dispatch: **Floyd Emerson**
Cambridge, Star: **Russell Mills**
Detroit Lakes, Record: **Jack Benshoof**
Detroit Lakes, Tribune: **Wes Meyers**
Minneapolis, Star-Tribune: **Cedric Adams, Will Jones, Bob Murphy, Forrest Powers**
Montevideo, American & News: **Jack Mills**
Mora, Kanabec County Times: **Glen Hegge**
Pine City, Pine Poker Pioneer: **David Mills**
St. Cloud, Times Publishing Co.: **Jack Lund**
St. Paul, Dispatch & Pioneer Press: **Bill Diehl**
St. Paul, Pioneer Press: **Pat Klepper**
Winona, Daily News: **Bill Cole, Bill White**

MISSISSIPPI

Clarksdale, Press-Register: **Bill Skelton**
Corinth, Daily Corinthian: **Fred A. Parker**
Grenada, Daily Star: **Elizabeth Lee**
Grenada, County Weekly: **Mrs. W. W. Whitaker**
Jackson, Clarion Ledger: **Purser Hewitt**
Jackson, Daily News: **Frank Haines**
Jackson, State-Times: **Jane Petty**

MISSOURI

Flat River, Lead Belt News: **W. L. Bouchard**
Jefferson City, News Tribune Co.: **Joseph Majersky**
Kansas City, Star & Times: **Robert Hoyland**
Kansas City, TV Guide: **Jack Lynch**
Perryville, Monitor: **James Wehmeyer**
Sedalia, Democrat: **D. Kelley Scruton**
Springfield, News Leader & Press: **Jim Billings**
St. Louis, Globe Democrat: **Peter V. Rahn, Jr.**
St. Louis, Post Dispatch: **Warner Schoyen**
Washington, Missourian: **Jim Miller**

MONTANA

Billings, Yellowstone News: **Al Schlatt, Jim Spiker**
Libby, Western News: **Olga Johnson**
Livingston, Park County News: **Fred Martin**
Miles City, Daily Star: **Robert J. Scanlan**

NEBRASKA

Chadron, Record: **Don Huls**
Falls City, Journal: **Bill Shook**
Lincoln, Star-Journal: **Miss Lucigrace Switzer**
Norfolk, Daily News: **Nels Barth**
Norfolk, Shopper's Guide: **Jim Hall**
Omaha, South Omaha Sun: **Phil Gurney**
Omaha, World Herald: **Denman Kountze, Jr.**

NEVADA

Las Vegas, Review Journal: **Gene Tuttle**
Las Vegas, Sun: **Alan Jarlson**

NEW HAMPSHIRE

Berlin, Reporter: **Brud Warren**
Concord, Monitor: **Richard Keeler**
Lancaster, Coos County Democrat: **C. White**
Littleton, Courier: **Jack Colby**
Manchester, Union-Leader: **Paul Tracy**
Nashua, Telegraph: **Fred Dobbens**
Penacook, Advertiser: **Charles H. Cummings**

NEW JERSEY

Atlantic City, Reporter: **Charlie Seel**
Bridgeton, Evening News: **Ralph Brandt**
Elmer, Times: **Gene Laning**
Port Norris, Advertiser: **Jerry Alden**
Trenton, Times: **Bob Mueller**
Trenton, Trentonian: **Sol Wienstein**

NEW MEXICO

Alamogordo, Daily News: **Billie Holder**
Socorro, El Defensor: **Mrs. Alice Morgan**
Tularosa, Basin Times: **Ed McMahon**

NEW YORK

Albany, Knickerbocker News: **Walter Hawver**
Albany, Times Union: **Mary Tessier**
Babylon, Town Leader: **John Maher**
Binghamton, Press: **Kimball Davis**
Binghamton, Sun: **Kit Snedaker**
Buffalo, Courier-Express: **J. Donald Schlaerth**
Buffalo, Evening News: **Sturgis Hedrick**
Cortland, Standard: **Walter Conklin**
Elmira, Advertiser: **Jim Morse**

Elmira, Star Gazette: **Jim Morse**
Highland, Hudson Valley Newspapers: **Thomas McKinney**
Hyde Park, Record: **Hillary Masters**
Ithaca, Journal: **Dave Barnett**
Jamestown, Sun: **Jim Fox**
Little Falls, St. Johnsville News: **John Schackelton**
Little Falls, Times: **John McGuire**
Little Falls, Utica Papers: **Jane Brown**
Middletown, Record: **Howard Rausch**
New York, New York Age: **Al Duckett**
New York, Daily Mirror: **Nick Kenny**
New York, Herald-Tribune: **Hy Gardner**
New York, Journal-American: **Jerry Karpf, Jack O'Brian**
New York, News: **Ben Gross**
New York, Post: **Albert L. Cusick, Bob Williams**
New York, Telegraph: **Leo Mishkin**
New York, Times: **Jack Gould**
New York, World-Telegram: **Harriet Van Horne, Dick Kleiner**
Newark-Rochester, Democrat & Chronicle: **Charlie Ross**
Niagara Falls, Gazette: **Dick Utts**
Olean, Times Herald: **Grey Fitzpatrick**
Oneonta, Daily Star: **Robert DePiante**
Port Jervis, Union-Gazette: **Ralph Fredericks**
Poughkeepsie, New Yorker: **Charles Murray**
Rochester, Democrat & Chronicle: **Harold Nichols**
Rochester, Times Union: **Jack Hadley**
Rome, Daily Sentinel: **Margaret McCarthy**
Schenectady, Union Star: **Everett Finch**
Shokan, Ontora Record: **Thor Krogh**
Syracuse, Herald-Journal: **Margaret Miner, Robert Sokolsky**
Syracuse, Post Standard: **Peg Stevens, Edward Workman**
Utica, Observer Dispatch: **Robie Booth**
Watertown, Daily Times: **Domonic Pepp**

NORTH CAROLINA

Asheboro, Courier Tribune: **Fred Burgess**
Belmont, Banner: **Bill Barrette**
Charlotte, News: **Emery Wister**
Charlotte, Observer: **Dick Banks, Mary Lou Davis**
Fayetteville, Observer: **Gibson Prather**
Forest City, Courier: **Stover Dunagan, Jr.**
Gastonia, Gazette: **Lyle Edwards**
Greensboro, Record: **Hugh Page**
Hendersonville, Times News: **Leo Wise**
Kinston, Free Press: **Jake Strother**
Louisburg, Franklin Times: **Asher Johnson**
Lumberton, The Robesonian: **Hadley Williamson**
Raleigh, News & Observer: **Raymond Lowery, W. Shelton**
Raleigh, Times: **Ann Cooke**
Reidsville, Review: **Frank Warren**
Salisbury, Post: **Jim Hurley III**
Selma, Johnstonian Sun: **Tom I. Davis**
Shelby, Cleveland Times: **John Brock**
Shelby, Daily Star: **Dave Gillespie**
Spindale, Sun: **Glenn James**
Wilson, Daily News: **Vernon Morton, Horace Overman**

NORTH DAKOTA

Bismarck, Tribune: **Jack Case**
Dickinson, Press: **Len Carroll**
Fargo, Forum: **Dell Johnson**
Grand Forks, Herald: **Jack Hagerty**
Jamestown, Sun: **Bill Wright**
Jamestown, Stuttsman Co. Record: **Mrs. Marge Smith**
Williston, Herald: **Dan Halligan**
Williston, Plains Reporter: **Bill Shemorry**

OHIO

Akron, Beacon Journal: **Art Cullison**
Alliance, Review: **Sue Horvath**
Bellaire, Times Leader: **Robert Fordyce**
Bowling Green, Sentinel-Tribune: **Paul Jones, Dean Roach**
Canton, Repository: **Mary Ellen Robertson**
Cincinnati, Enquirer: **Magee Adams, E. B. Radcliffe**
Cincinnati, Post-Times Star: **Mary Wood**
Cleveland, News: **Jim Frankel, Nancy Gallagher, Bert Reesing, Maurice Van Metre**
Cleveland, Plain Dealer: **George Condon, Russ Kane**
Cleveland, Press: **Jim Frankel**
Columbus, Citizen: **Jo Bradley Reed**
Columbus, Dispatch: **Bob Connors, Tod Raper**
Columbus, Star: **Pauline Smith**
Columbus, Ohio State Journal: **Joe Mills**
Coshocton, Tribune Company: **Bill Wallace**
Dayton, Daily News: **Gee Mitchell**
Dayton, Journal-Herald: **Brainard Platt**
Fostoria, Review-Times: **Jim Huth**
Ironton, Tribune: **Jay Brushart**
Jackson, Sun-Journal & Herald: **Ed Clark**
Marietta, Times: **Andy Elliott**
Marion, Star: **Frances Haas**
Martins Ferry, Times-Leader: **Bob Fordyce**
Niles, Daily Times: **Agnes Lopatta**
Portsmouth, Times: **Miss Barbara Johnson**
Ravenna, Evening Record: **Joe Sicuro**
Sandusky, Register: **Willis Kelley**
Springfield, News & Sun: **Jim Duffy, Archer Martin**
Steubenville Herald Star: **Louis Blay**
Toledo, Blade: **Ray Oviatt, Don Wolfe**
Toledo, Times: **Ruth Elgutter**
Youngstown, Boardman News: **Jack Darnell**
Youngstown, Vindicator: **Adrian Slifka**
Zanesville, Signal & Times Recorder: **Naomi Lorton**
Zanesville, Sunday Times Signal: **Reed Mellon, Stan Robinson**

OKLAHOMA

Lawton, Constitution Press: **Bill Crawford**
Muskogee, Phoenix-Times Democrat: **John L. Stone**
Oklahoma City, Advertiser: **Bob Brown**
Oklahoma City, North Star: **John Harrison**
Oklahoma City, Times: **John Dexter**
Stillwater, Daily News Press: **James C. Stratton**
Tulsa, Tribune: **Jim Downing**

OREGON

Eugene, Register-Guard: **Jack Craig**
Klamath Falls, Herald-News: **Floyd Wynne**
Pendleton, East Oregonian: **Nolan Skiff**
Portland, Oregonian: **B. Mike, Francis Murphy**
Portland, Oregon Journal: **William Moyes**
Springfield, News: **Red Hornish**
The Dalles, Chronicle: **James Weeks**
Tillamook, Headlight Herald: **Bill Kelly**

PENNSYLVANIA

Allentown, Call-Chronicle: **Arthur Gearhart**
Allentown, Evening Chronicle: **E. Stickle**
Allentown, Hess Bros.: **Ruth Brooker**
Allentown, Morning Call: **Phil Storch**
Altoona, Mirror: **Pat Hinton**
Beaver, Valley Times: **Jack Malone**
Bradford, Era: **Mrs. Marian Hight**
Bristol, Courier: **Sand Oppenheimer**
Butler, Eagle: **Bill Faust**
Charleroi, Mail: **Bob Wiper**
Coatesville, Record: **George Heintzelman**
DuBois, Courier-Express: **Shelley Smoyer**
Elizabethown, Chronicle: **Ray Westafer**
Ellwood City, Ledger: **William Kegal**
Emporium, Press Independent: **James P. Klees**
Erie, Morning News: **Dick Stone, Hy Yaple**
Erie, Times: **Bob Barrett, Joe Maher, Ed Wellejus**
Johnston, Tribune-Democrat: **Ed Klym**
Latrobe, Bulletin: **Miss Jean Falk, Carol Krusan**
Martinsburg, Morrison Cove Herald: **Blair Bice**
McKeesport, Daily News: **Charles Wetzel**
New Kensington, Daily Dispatch: **Bob Thomas**
Philadelphia, Bulletin: **Elmer Cull, Bob Williams**
Philadelphia, Daily News: **Joseph Fox, Jerry Gaghan, Alfred Rubin, Ernie Schier, L. Schwartz**
Philadelphia, Inquirer: **Harry Harris, Miss Jean Kuniuk**
Pittsburgh, Post Gazette: **Win Fanning**
Pittsburgh, Press: **Carl Krug, Fred Remington**
Pittsburgh, Sun-Telegraph: **Karl Krug, Leonard Mendlowitz, Jim Pettican**
Pittston, Gazette: **Willard Peck**
Reading, Eagle: **Doc Thompson**

Reading, Times: **Louis Schlossburg**
Roaring Spring, Cove News: **Harold Barnhart**
Saxton, Broad Top Bulletin: **Olin W. Horton**
Scranton, Times: **Sid Benjamin**
Scranton, Tribune: **Patrick McGlynn**
Stroudsburg, Daily Record: **John Hill**
West Chester, Daily Local: **William Dean, Jr.**
Wilkes-Barre, Independent: **Jim Coco**
Williamsport, Sun Gazette & Grit: **John Davis, Pat West**

PUERTO RICO

San Juan, Island Times: **Helen Harman**

RHODE ISLAND

Pawtucket, Times: **Joseph Costello**
Providence, Evening Bulletin: **Miss Audrey Schenck**
Providence, Journal-Bulletin: **Ted Holmberg**
Woonsocket The Call: **Drew Deacon**

SOUTH CAROLINA

Abbeville, Press & Banner: **Fred D. West**
Anderson, Free Press: **Jim Klosky**
Bamberg, Herald: **Evelyn K. Brabham**
Cheraw, Chronicle: **A. M. Secrest**
Florence, Morning News: **Joe Dabney**
Fountain Inn, Tribune: **Ted Mahaffey**
Greenville, News-Piedmont: **Harry Coggins**
Greenville, Piedmont: **Winston Jones**
Greenwood, Index Journal: **Jim Allen, Ed Chaffin**
Landrum, Leader: **J. W. Lawrence**
Newberry, Sun: **Dot Sanders**
Orangeburg, Times & Democrat: **Ed Sims**
Simpsonville, Golden Strip Journal: **Roy Etherridge**
Sumter, Daily Item: **Margaret McElveen**

SOUTH DAKOTA

Rapid City, Journal: **Jack Cannon**

TENNESSEE

Clarksville, Leaf-Chronicle: **George Smith**
Franklin, Review-Appeal: **Bill Armistead**
Jackson, Sun: **Mrs. John Parrish**
Knoxville, Journal: **Lowell Frazier**
Knoxville, News-Sentinel: **Hugh Allen, Gunby Rule**
LaFollette, Press: **Guy Easterly**
Memphis, Commercial Appeal: **Bob Johnson, Henry Mitchell, Dottie Strain**
Memphis, Press Scimitar: **Louise Ahrens, Bob Johnson, Henry Mitchell, Clark Porteous**
Murfreesboro, Daily News Journal: **Doug Sparks**
Murfreesboro, Rutherford Courier: **Charles Cates**
Nashville, Banner: **Red O'Donnell**
Nashville, Tennessean: **Bill Maples**
Oak Ridge, Oak Ridger: **Dick Smyser**

TEXAS

Amarillo, Globe News Times: **Bill McReynolds**
Austin, American-Statesman: **John Bustin**
Beaumont, Enterprise: **Merita Mills**
Beaumont, Journal: **Mrs. Gladys Quilliam**
Big Lake, Wildcat: **Mike J. Werst**
Brenham, Banner-Press: **Tommy Whitehead**
Carthage, Panola Watchman: **Clab Applegate**
Dallas, Morning News: **Fairfax Nisbet**
Dallas, Times Herald: **Bob Brock**
Diboll, Angelina County Free Press: **Paul Durham**
El Paso, Herald Post: **Chester Chope**
El Paso, Times: **Nancy Miller**
Fort Worth, Press: **Jack Gordon, Mary Kirkland**
Fort Worth, Star Telegram: **Elston Brooks, Ira Cain, Leonard Smith**
Houston, Chronicle: **Howard Stencil**
Houston, Post: **David Westheimer**
Jasper, Newsboy: **Bob Sanders**
Levelland, Daily Sun News: **Beverly Henderson**
Lubbock, Avalanche Journal: **R. C. Hankins, Jack Sheridan**
Lufkin, Daily News: **M. Beaumier, Bill Bogart**
Marshall, News-Messenger, **Millard Cope**
Midland, Reporter-Telegram: **Jim Lindsey**
Nacogdoches, Daily Sentinel: **Victor Fain**
Orange, Leader: **Mrs. Jean Saxon**
Pecos, Enterprise: **Don Crutsinger**
Pleasanton, Express: **W. E. Daetwyler**
Port Arthur, News: **Grace Foote**
Poteet, News: **J. Kenedy**
Rusk, Cherokeean: **Glen Brown**
San Antonio, Expres-News: **Ed Castillo, Fern Chick, Jayne Harris**
San Antonio, Light :**Renwick Cary, Paul Trench**
San Marcos, Record: **Lee Harr**
Sweetwater, Reporter: **Larry Lawrence**
Wichita Falls, Times: **Willard Underwood**

UTAH

Logan, Herald Journal: **Ray Nelson**
Salt Lake City, Deseret-News & Telegram: **Howard Pearson**
Salt Lake City, Salt Lake Tribune: **Roy Hudson**

VERMONT

Burlington, Daily News: **Bob Cronin**

VIRGINIA

Danville, Bee: **Johnny Johnson**
Danville, Commercial Appeal: **Pete Chaney**
Gloucester, Gazette-Journal: **Bill DeHardit**
Harrisonburg, Daily News Record: **Latham Mims**
Lynchburg, Advance & News: **Dave Wright**
Marion, Smyth County News: **James Tindall**
Newport News, Daily Press: **Helen Luna**
Newport News, Herald: **M. Reid**
Norfolk, Ledger Dispatch & Star: **Mary Hopkins**
Norfolk, Virginian Pilot: **Warner Twyford**
Petersburg, Progress-Index: **Thacher LaSelle**
Pulaski, So. West Times: **Warren Mitchell**
Richlands, News Progress: **Guy Hankins**
Richmond, News Leader: **John Stratton**
Richmond, Times-Dispatch: **Norman Rowe**
Roanoke, Times & World News: **Jesse Chapman**
Roanoke, World News: **Anne Griffin**
Staunton, Evening Leader: **E. Lewis Knowles**
Strasburg, Northern Va. Daily: **Jack Crawford**
Waynesboro, News-Virginian: **Ed Berlin**

WASHINGTON

Bellevue, American: **Bruce Helberg**
Bellevue, Eastsider: **Neil Chany**
Bellingham, Herald: **Bill Fowler**
Port Angeles, Evening News: **Ivy Nelson**
Seattle, Argus: **Phillip Bailey**
Seattle, Post-Intelligencer: **Bill Jahn**
Seattle, Times: **Chet Skreen**
Tacoma, News Tribune: **Helen Rogers**

WEST VIRGINIA

Berkeley Springs, Messenger: **M. Buzzard**
Charleston, Daily Mail: **Arnold Knapp, Sol Padlibsky**
Charleston, Gazette: **George Lawless, Julia Sadd**
Charleston, Gazette-Mail: **Harold Gadd**
Clarksburg, News: **Creel Cornwall**
Fairmount, Times: **Art Pearce, Richard Young**
Huntington, Advertiser: **George Jewell**
Huntington, Herald Dispatch: **Custer Holliday**
Logan, Banner: **Don Pritchard**
Morgantown, Dominion News: **Bill Hart**
Morgantown, Post: **Brooks Cottle**
Moundsville, Daily Echo: **Sam Shaw**
Parkersburg, News: **Francis Hile**
Wheeling, Intelligencer: **Haze Cochran**
Wheeling, News Register: **Harry Dean, Arnold Lazarus, Nick Peterson**

WISCONSIN

Beloit, Daily News: **Minnie Enking**
Janesville, Gazette: **Bill Gargano**
La Crosse, Tribune: **Marge Lienlokken**
Manitowoc, Herald-Times: **Roy Valitchka**
Marshfield, News-Herald: **Floyd Toucher**
Milwaukee, Journal: **Don Dooley, Don Dornbrook**
Milwaukee, Sentinel: **Buck Herzog**
Oshkosh, Daily Northwestern: **Don Lewis**
Peshtigo, Times: **Leo Pesch**
Racine, Journal-Times: **Wally Butterworth**
Wausau, Record-Herald: **Frank Plano**
Wisconsin Rapids, Daily Tribune: **Carl E. Otto**

WYOMING

Sheridan, Press: **Bob Johnson, Dick Redburn**

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tnam Music, Inc.
ramid Music Co.

" Music Co. Inc.
F. D. Music Pub. Co., Inc.
gtime Music Corp.
ndolph Music
ndy-Smith Music Corp.
phael, Fred, Music, Inc.
ymor-McCollister Music Publishers
cord Music Corp.
cord Songs, Inc.
gal Music Pub.
is Publications, Inc.
liable Music Publisher
ligious Music Guild, Inc.
mick Music Corp.
msen, Alice, Inc.
nault Music Co., Inc.
ne, Leon, Pub.
vere Music Co.
vil Music, Inc.
ynolds & Anthony Music Co.
ynolds Music Co.
yme & Rhythm, Inc.
lto Music Pub. Corp.
chard Music Co.
chelieu Music Pub. Co.
chjon Publish. Co.
cki Music, Inc.
cordi, G., & Co.
ngle, Dave
nn Music Co., Inc.
rchie Music Co., Inc.
tter, Tex, Music Pub., Inc.
verside Music Pub.
bar Music Co.

Robbins Company, The
Robbins, J. J., Inc.
Robbins Music Corp.
Robert Music Corp.
Roberty Music Co.
Robinson, J. Russel, Inc.
Rodeheaver Co., The
Rodeo Music Co.
Roger Music, Inc.
Roncom Music Co.
Ronell, Ann, Music, Inc.
Rosarita Music, Inc.
Rose, David, Pub. Co.
Rosemeadow Pub. Corp.
Ross, Allan, Music Co.
Ross, Charles, Music Co., Inc.
Rossiter, Will
Round Table Music
Row, R. D., Music Co.
Rowell-Kelly Enterprises, Inc.
Roxbury Music Co.
Royalty Music Ltd.
Roy Music Co., Inc.
Royal Music Pub.
Ruby, Harry, Music Co.
Runbank, Inc.
Runnymede Music Co.
Ruval Music Co.
Ruxton Music Inc.
Rylan Music Corp.
Rytroc, Inc.

S & R Music Pub. Co.
Sacred Music Press of the Hebrew Union College-Jewish Institute of Religion
Saga Music Corp.
Salter Pub. Co.
St. Nicholas Music, Inc.
Sanders, Geo. H., Music Pub.
Sands Music Corp.
Sanjud Music Co., Inc.
Sanson Music Co.
Sapphire Songs
Sardo Brady Flagship Pub. Co.
Saunders Pub., Inc.
Savoy Music Co., Inc.
Schein Music Co.
Schirmer, G., Inc.
Schroeder, D. L.
Schumann Music Corp.
Schuster, Joe, Music Pub.
Schwartz Music Co.
Schwarz, Merrell, Music Co., The
Scott, Tony, Music Co.
Second Music Pub. Co., Inc.
Select Music Inc.

Seneca Music Co.
Sequence Music, Inc.
Serena Music
Sewan Music Pub. Inc.
Shale Enterprises, Inc.
Shamrock Music Pub., Inc.
Shapiro, Bernstein & Co., Inc.
Shapiro, Ted, Music Co.
Shari Music Pub. Corp.
Shattinger, Inc.
Shaw, Eddie, Music Co.
Shawn Music Co.
Shawnee Press, Inc.
Shayne, Larry, Music
Shearing Music Corp.
Shefter, Bert, Prod.
Shelley, David, Publishing Co
Shelley Music, Inc.
Sheriton Music Pub. Co.
Sherman, Al, Music Co.
Sherwin Music, Inc.
Shilkret, Nathaniel Music Co., Inc.
Shoreham Music Corp.
Show Tunes, Inc.
Shubert Music Pub. Corp.
Sigma Music, Inc.
Silhouette Music Corp.
Simon, George, Inc.
Sinatra Songs, Inc.
Skidmore Music Co., Inc.
Skinner Music Co., Inc.
Skip Music Co.
Skokie Music Co.
Skyline Music Co.
Skyview Music Corp.
Smith, Ethel, Music Corp.
Smith, William J., Music Co., Inc.
Smith-Foley Music Pub.
Snyder Music Corp.
Society for the Publication of American Music, Inc.
Somerset Music, Inc.
Song-Art Music Inc.
Songfest Music Corp.
Songs, Inc.
Song Music Inc.
Songsmiths, Inc.
Soundpost, Inc.
Sounds Music Co.
South Sea Music Co.
Southern Music Co.
Southern Music Pub. Co., Inc.
Southwest Music Co.
Souvenir Songs
Sovereign Music Corp.
Sparrow Music

Spartan Music Co.
Spectacular Music, Inc.
Spier, Larry, Inc.
Spina Music
Spinlan Music Corp.
Spitzer, Henry, Music Pub. Co., Inc.
Springton Pub. Co.
Staff Music Pub. Co.,The
Stage Craft Music Corp.
Standard Music Publishers, Ltd.
Standard Music Corp.
Stanley & Livingston, Inc.
Stanley Music Co., Inc.
Stanwood Music Corp.
Starlight Music Co.
Starlight Songs, Inc.
Stratford Music Corp.
Stasny Music Corp.
State Music Pub. Co., Inc.
Stephens, Bob, Inc.
Stone Music Corp.
Studio Music Corp.
Styne & Cahn Music Co., Inc.
Stuyvesant Music Corp.
Summit Music Corp.
Summy Pub. Co.
Sunflower Music, Inc.
Sunset Music Publishers, Inc.
Supreme Music Corp.
Surrey Music Co.
Sweatman, Wilbur, Music Pub.
Sweet Music, Inc.
Symphony House Music Pub.

T & H Music Pub.
T V Music Co.
Talent, Leo, Inc.
Tamarick Music Inc.
Tanglewood Music Corp.
Tarpon Music Co.
Tarto Music Pub. Inc.
Taubman, Paul, Music Corp.
Taurus Music Pub.
Taylor, Larry, Music Corp.
Tee Pee Music Co.
Teleklew Prod. Inc.
Templeton Pub. Co.
Tempo Music, Inc.
Tempo Pub. Co., The
Teri Music Co., Inc.
Texoma Music Corp.
Thomas, John, Music Corp.
Thompson, Kay, Music, Inc.
Thornhill Music Co.
Thornlee Music Corp.
Threesome Music Co.
Thunderbird Music
Timely Music Co.
Tinker Music Co.
Tin Pan Alley
Tobey Music Corp.
Tobias & Lewis Music Pub.
Tone Music Co.
Top Notch Music Corp.
Top Tunes Co.
Torch Productions, Inc.
Totem Music, Inc.
Touchstone Music Co.
Towne Music Corp.
Toy Town Tunes
Trans American Music Co.
Transcontinental Music Corp.
Tray Music Corp.
Treble Music Pub., Inc.
Triangle Music Corp.
Tricky Music Inc.
Tropical Music Pub.
True Blue Music Pub. Co.
Tune-House Publications
Tweed Music Co.

Union Music Dist. Co.
United Artists Music
UPA Music Co.
United Music Corp.
University Music Corp.
Urban Music Publications

Valando Music Corp.
Valley Brook Pub., Inc.
Valley Entertainment Ent., Inc.
Valmount Music Pub.
Valyr Music Corp.
Vanderbilt Music Corp.
Variety Music, Inc.
Venus Music Corp.
Vera Nova Music
Vernon Music Corp.
Veronique Pub. Co., Inc.
Victoria Music Corp.
Vicar Music Inc.
Vickers Music Co.
Victoria Pub. Co.
Vic Vegas Pub. Co.
Vier, Shelly Music
Viking Music Corp.
Villa Moret, Inc.
Vim Music Corp.
Vinrob Music Co.
Vista Music Corp.
Vivid Pub Co.
Vito Music Pub. Co.
Vogel, Jerry, Music Co., Inc.
Vogue Music Publications
Volkwein Brothers, Inc.
Venzell's
Volta Music Corp.
Voss Music Co.

Walden Music Corp.
Waldo Music Corp.
Wald, Herb., Music Co.
Wallen, Inc.
Walton Music Corp.
Warnow, Mark, Music
Warock Music, Inc.
Washington & Lee Pub.
Waverly, Jack, Music Pub.
Wayfarer Music, Inc.
Webster Music Corp.
Wedgewood Music Co.
Welzhein Music Pub. Corp.
Weintraub Music Co.
Weiss, Mac, Music Pub. Co.
Weiss, Sam, Music, Inc.
Wells Music, Inc.
Wemby Music Corp.
Wendy Music Inc.
West Coast Music Pub.
Western Music Pub. Co.
Whale Music Corp.
Whalen Music
Whitcup, Leonard, Inc.
White Way Music Co.
Whiting Music Corp.
Williamson Music, Inc.
Willis Music Co.
Willow Music Corp.
Windy City Music Co.
Winston Music Pub.
Wintergreen Music, Inc.
Wintersett Music Co.
Witmark, M., & Sons
Wizell & Day Music Corp.
Wizell, Murray, Pub. Co.
Wood, B. F., Music Co., The
Woodbine Music Co.
Woodward Music, Inc.
Words & Music, Inc.
World Music, Inc.
Worth, Bobby, Music Pub., Inc.
Wynn, Charles, Publications

Yellen & Fain
Yellowstone Music Pub.
Yukon Music Corp.
Youmans, Vincent, Co., Inc., The
Young, Victor, Pub., Inc.

Zachary Music
Zephyr Music Pub. Co.

BROADCAST MUSIC, INC.

By CARL HAVERLIN
President

BECAUSE it expresses our philosophy this year just as emphatically as it did in the past, we are repeating below our statement in previous years' RADIO ANNUAL AND TELEVISION YEARBOOK.

During each day of its existence, Broadcast Music, Inc. has adhered steadfastly to one basic principle—competition is healthy and necessary. Because of this credo, BMI operates as a competitive force in the field of performing rights. Because it believes in competition, BMI operates in a manner intended to benefit all composers, all writers, all music publishers, all users of music.

The result has been to establish an open door and an open market place for all creators of music and for all publishers of music. Benefits of the BMI policy continue to flow not only to well established publishers and writers, but to the newcomers who have come into the field since the creation of BMI.

In order to maintain a constantly growing source of music and to provide a steady challenge to the progressive composer, writer, and publisher, BMI has devoted its attention to all types of music. As a result, national, indeed world-wide, interest has been focused on fields of music once considered geographically limited or intellectually esoteric. The resultant democratization of musical elements has developed a truly American music, one which is made up of many forces, popular, country and western, rhythm and blues, concert. Because of this, the creators and the developers of these musical forces have found new opportunities.

Today, BMI is proud of the fact that so many publishers, composers and writers have found inspiration and remuneration in the open market place.

BMI begins its twentieth year of existence as it did its first . . . dedicated to the one basic principle—competition in music is as healthy and necessary as in any other field of American endeavor.

OFFICERS OF BMI: Sydney M. Kaye, Chairman of the Board, Vice President and General Counsel; Carl Haverlin, President; Robert J. Burton, Vice President, Domestic Performing Rights Administration, Secretary; Roy Harlow, Vice President in charge of Station Service; Glenn Dolberg, Vice President in charge of Station Relations; Jean Geiringer, Vice President, Foreign Relations; Robert Sour, Vice President, Writer Relations; Theodora Zavin, Assistant Vice President, Publisher Relations; Richard Kirk, Assistant Vice President, Publisher and Writer Relations (West Coast).

DIRECTORS: (elected annually): Sydney M. Kaye, Chairman; Alfred Beckman, John Elmer, Joseph E. Baudino, Carl Haverlin, William S. Hedges, Herbert Hollister, Leonard Kapner, Paul W. Morency, J. Leonard Reinsch, J. Harold Ryan, G. Richard Shafto, William Regan and E. R. Vadeboncoeur.

• Due to a lack of space, the following list of BMI • Affiliated Publishers is only partial

Argo Music Co.
Abbott Music Pub.
Acuff-Rose Publications
Administration Music Pub. Co.
Adams-Vee & Abbott, Inc.
Adanac Music Company
Admiration Music Inc.
Adventure Music Co.
Agatha Music Corp.
Airlane Music, Inc.
Aladdin Music Publications
Algonquin Music, Inc.
Aljean Music Co.
Allen Rick Publications
All State Music Co.
Allen-Brinkley Pub.
Aldon Music Inc.
Alvin Music Corporation
American Composer's Alliance
American Music, Inc.
Amijo Music
Amor Publications
Ample Music Pub. Co.
Andrea Music Co.
Andval-Music
Angel Music Inc.
Aragon Music Company
Arc Music Corp.
Arch Tone Pub. Co.
Ariston Music Inc.
Assembly Music
Associated Composers, Inc.
Associated Music Publishers, Inc.
Athens Music
Atlantic Music Corp.
Autry, Gene Music Publishing
Avas Music Pub. Co.
Avery Music Company
Avon Music, Inc.

Babb Music
Barton, Earl, Music Co.
Banbury Music, Inc.
Banks Music Co.
Bar Music Publishing Company
Barclay Music Company
Barron Music Company
Baxter-Wright Music Co., Inc.
Bayes Music Corp.
Bayou Music Co.
Becker-Williams Publications
Beebee Music Pub. Inc.
Beechwood Music Corp.
Belfry Music
Bell Music Co.
Bell-Tone Music Publishing Co.
Ben-Chazi Enter.
Benell Music Publ.
Bentley Music Co.
Benton Public.
Berger Publishing Company
Berkeley Music, Inc.
Berkshire Music Inc.
Berry Music Corp.
Beverly Music Inc.
Berwick Music Corp.
Biernat & Dietz Music Publ.
Big Chief Music Co.
Big "T" Pub. Co.
Billace Music Co.
Biltmore Music, Inc.
Blackwood Music
Blaze Songs, Inc.
Blazon Music Company
Block, Martin Music Inc.
Bluebird Music Company
Blue Grass Music
Blue Jay Songs
Blue Note Records
Blue River Music Inc.
Blue Variety Productions
Bob-Dan Music Co.
Bomart Music Corp.
Bond, Johnny, Music Co.
Boulevard Music Inc.
Boxer Music Co.
Boyt, Earl Pub. Co.
BMI Canada Ltd.
Bradshaw, Inc.
Brazos Valley Music
Brenner Music, Inc.
Brent Music Corp.
Brewster Music Pub. Inc.
B. R. S. Music Corp.
Brittany Music, Inc.
Britton Music Corp.
Broadcast Music, Inc.
Brookdale Music Co.
Brownwood Music Co.
Bryden Music, Inc.
Bugle Boy Music Co.
Burley Music, Inc.
Byron Music Co.
Cajun, C. B.
Calabar Music Pub.
Calvert Pub. Co.
Calvin Music Co.
Cal-York Music, Inc.
Candy's Playhouse Inc.
Cana
Canford Music, Inc.
Capa Music
Carlot Music, Inc.
Carnegie Music Co.
Carnival Music Company, Inc.
Casa Musicale Sonzogno
Cascales, Joe, Music Publisher
Cash, Johnny, Music Inc.
Cavalier Music Pub. Co.
Cedarwood Pub. Co., Inc.
Celestial Music Pub. Co., Inc.
Central Songs, Inc.
Century Songs, Inc.
Cerabino, L. G.
Challenge Music Co.
Champ Music Co.
Charill Music Pub. Co.
Chase Music Co.
Chaz-Mar Music Pub. Co.
Chelsea Music Corporation
Cherio Music Publishers, Inc.
Chicago Music Publisher
Children's Record Guild
Chips Music Corp.
Chords Music Publishers
Christian Music Publishing Co.
Cille and Dail Publications
Cireco Music
Claremont Music Company
Clockus Music Inc.
Clow, O. B. (Estate of)
Coast to Coast Music Corp.
Cobal Music, Inc.
Coblin Music Co.
Cole Corporation, M. M.
Coliseum Music Co., Inc.
Collwill Corporation
Colonial Music Publishing Co.
Colortunes Publishers
Columbia Music Publishing Co.
Commodore Music Corporation
Conley Music
Contemporary Music
Continental Record Co.
Cool Music Co.
Copar Music, Inc.
Conrad Publ. Co.
Cordial Music
Coaxial Music Inc.
Combine Music Corp.
Coronation Music Inc.
Country Music
Cranford Music Corp.
Crestline Music Pub.
Crestwood Publications
Cross Music Company
Crossroads Music Co.
Cundy-Bettony Co.

Dallas Music Co., Inc.
Dana Pub. Co.
Danby Music Co.
Dance Music Corp.
Dandelion Music Co.
Dare Music Co.
Daywin Music, Inc.
Debra Music
Decatur Music Co.
Delstone Music Co. Inc.
Destiny Music Pub.
De Vorzon Music Co.
Dexter, Al, Music Publishing
Dickinson, Harold H.
Dinehart Music Company, The
Diva Records, Inc.
Dixie Music Publishing Co.
Dolan, Ann
Domino Music Corporation
Don Carlos Music
Doraine, Peter, Inc.
Dorchester Music Co.
Dornix Music, Inc.
D'oro Music Pub.
Drexall Music Pub. Co.
D. Dreyer Co., Inc.
Driftwood Pub. Co., Inc.
Duchess Music Corporation

unbar Music Co.
unhill Music Corp.
ynamic Music Co.

& E Music Pub. Co.
M.C. Music Pub. Co.
agle Music Publishing Corp.
astwick Music Co.
ccma Music Company
dizioni Kramer (Milano)
dizioni Mascheroni (Milano)
dizioni Musicali Di Lazzaro
dizioni Musicali Italiane
dizioni Suvini Zerboni
dlee Music Corp.
dward, Arthur, Music Co.
gap Music, Inc.
kane Music Company
mbassy Music Corp.
mblem Music Co.
mco Music Company
mcee Music
merson Music Publications, Inc.
mperor Music Inc.
mporium Music
ncore Music Publications, Inc.
nglewood Pub.
ric Music, Inc.
skelin, Neil, Pub. Co.
squire Music Co.
ssay Music Company
xcellorec Music Co.

airfax Music Company
airway Music Corp.
alstaff Music Co., Inc.
anwood Music Publications
ee Bee Music
ellows Music
ern Music Inc.
i-Del Music Publishing Co.
ine Songs
lair Pub. Co.
lex Songs
lorida Music Company
olk Songs
olkways Music Publishers Inc.
or-site Pub. Co.
our Star Sales Co.
owler, Wallace Publications
rance Music Company
rancis & Wilmore Music Pub.
ranklin Pub. Co.
rederick Music Publ. Co.
reeman, Albert Edward
reeman, Porky, Pub. Co.
& H Music Publ. House
-Note Record Corp.
. M. S. Music Publishing Co.
Gainsborough Music, Inc.
Gala Music Publishing Corp.
Gale & Gayles, Inc.
Gallatin Music Corp.
Gallo Music
Gaviota Music Inc.
Gay, Evelyn Pub. Co.
Gaylord Music Co.
Gilbert Music Publishers
Gil Music Corp.
Glad Music Co.

Glenwood Music Corp.
Globe Music Corp.
Gloria Music Co.
Goday Music Inc.
Gold Coast Pub. Co.
Golden Gate Quartet Music Co.
Golden Songs
Golden State Songs
Golden Tune Publishers
Golden West Melodies, Inc.
Golden West Music Publications
Golernor Music
Gordon Music Company
Gospel Quartet Music Co.
Gospeltone Music Corp.
Graham Music Co.
Gralow Music Pub. Co.
Granson, Jose, Music Co.
Granite Music Co.
Great Oaks Music
Greenbrier Music Co.
Green Music Publications
Gregmark Music Co.
Greta Music Co.

H & L Music Corp.
Halama, Frank J., Publications
Hamblen, Stuart, Music Co.
Hanna & Co.
Har-Bock Music Co.
Harmonia Publishing Co.
Harmony Music Publishers
Harpeth Hills Music
Harris & Vavrin
Hartmann & Van Horn
Harvard Music, Inc.
Harvey Music
Hawaii Conservatory Pub. Co.
Hayloft Publications
Heartline Music Co.
Heart Songs
Heim, Marty Music Co.
Highland Music Co.
Higuera Publ. Music
Hilder Pub. Co.
Hill and Range Songs, Inc.
Hill Music Publishing Company
Hillbilly Music Publishing Co.
Hi-Lo Music
Hilltown Music Inc.
Hoffman Songs
Hollenden Music Co.
Hollis Music, Inc.
Holmes Publications
Horn Publications
Hoosier Music Publications
House of Carols
House of Irish Songs
Hudson-Dart Music Co.

Ichabod Music Co.
Inco Music Company
Independent Music Publishers
Indigo Music, Inc.
Inspirational Music Corp.
Instrumental Music Inc.
Inter-American Music Pub. Co
Iris-Trojan Music Corp.
Islip Music Pub. Co.

J.D.A. Music
Jaglea Music Corp.
Jamboree Music
James, Sonny, Music
Jan Music
January Corp., The
Jari Music Co.
Jason Music
Jat Music Co.
Jatap Publ. Co., Inc.
Jayco Music
Jean Music Company
Jeannette Music Pub.
Jeramac Music Co.
Jet Music Pub.
Jiffy Pub. Co.
Jill Music Co.
Jimskip Music, Inc.
Johnstone-Montei, Inc.
Jones, David, Inc.
Joni Music Inc.
Judson Music Co.
Julie Music Corp.

K.A.M. Prod. Corp.
Kahl Music Co.
Kaiser Music Co.
Kampas, William T.
Kanawha Music Pub.
Keel Music Co.
Kemo Music Co.
Kendis, Sonny, Music Pub.
Kenneth Publishing Company
Ken-Rick Pub. Co.
Kentucky Folk Music
Kerr, Bob, Prod.
Kerr, Edward
Keyes, Baron, Pub.
Keystone Music Co.
Kingsbury Music, Inc.
Kliff Prod. Inc.
Klive Music Pub. Co.
Knudson, Thurston
Kord Music Company
Koss Music Co.
Kynd Music Pub.

Label Music Co.
Lake Erie Music
Lake Front Music
Lakeland Music Co.
Lamp Music Pub.
Lance Music Pub.
Lana Music
Lane, Ziggy, Music
Langley Music Co.
Langlois Filmusic, Inc.
Lang-Worth Publications, Inc.
Lar-vell Music Corp.
Larrabee Music Co.
Lawn Music
LaVinrac Music Co.

Leal, Felipe Valdes
Legato Music Corp.
Lenier Music Inc.
Leora Music
Les Kangas Music Pub. Co.
Libijon Music Co.
Levingston Music, Inc.
Lin-Da Publ. Co.
Little Jazz Music Pub., Inc.
Locust Music Pub.
Lion Public. Co.
Lois Music Publishing Co.
Lone Star Music Co.
Lonzo & Oscar Music Pub. Co.
Los Feliz Music Co.
Lowell Music Corp.
Lowery Music Co.
Ludlow Music, Inc.
Lupal Music Co.
Luther Music, Inc.
Lynbrook Music Inc.
Lynn Music Corp.

M & M Music Co.
Mac Heather Music House
Mack-Nell Publications
Maestro Music Company
Maggie Music Co.
Magnolia Music Corp.
Magnus Music
Main Street Songs, Inc.
Mallory Music Pub.
Major Melodies
Major Minor Music
Manhattan Melodies Music Pub.
Manning House Music
Marchant, J. C., Publications
Marcy, Victor
Mardi Gras Music Company
Marfan Music Co.
Marigold Music Co., Inc.
Marielle Music Pub. Corp.
Marino Music Company
Mark-Lee Music Company
Marks, E. B. Music Corp.
Marlow, Ken
Marlyn Music Pub.
Marmor Music Inc.
Martin, Mack, Music Co.
Marvin Music Corp.
Marpat Music Pub. Co.
Martel Music Co.
Martens, W. F., Music Co.
Master Music Publishers
Matador Music Pub. Co.
Maxted Music Co.
Maxwell, Ray, Pub. Co.
Mayland Music Publ. Co.
Maytime Music, Inc.
Maywood Music Co.
Maze Publications
Mellin Music, Inc.
Melodies of the Americas
Melody Lane, Inc. (Peer)
Melody Trails, Inc.
Memphis Music Publishers, The
Merc-Dell Music Co.
Mercer Music
Merge Music
Meridian Music Corp.
Merion Music, Inc.
Merit Music, Inc.
Merrick Music Co.
Merrymount Music Inc.
Meteor Music
Metorion Music Corp.
Metric Music Co.
Metropolitan Music Company
Michele Pub. Co.
Mickey Music
Micor Publishing Company
Mid Music
Miller Song—Kraft Music Pub.
Miller-Steinberg-Katz Music
Mills, Sidney
Mipa Productions, Inc.
Miracle Music Company
Mission Hills Publications
Mission Pub. Co.
Modern Music Publishing Co.
Monahan Music Publications
Money Music
Monmouth Publishing Company
Mono-Music
Monroe, Bill, Music Inc.
Montague Music Co.
Montauk Music
Montclare Music Corp.
Monument Music, Inc.
Moonbeam Music Co.
Moonlight Music
Morrison Music Company
Morrissey Music Company
Morro Music Corp.
Morton Music Corp.
Motion Music Co.
Mr. Music Co.
Munson Music Co.
Murjac Music Pub. Co.
Murob Music Publishers
Music Art Publications
Music for Frets
Music of Today, Inc.
Music Publications
Music World Corp.
Musicabana of N. Y.
Muzik Masters Company

Navajo Music, Inc.
New Era Music Corporation
Newton, Al
Niksch, Donald E.
Nimisilla Music Company
Noma Music Inc.
Norma Music Co. Inc.
Normandy Music, Inc.
Nor-Va-Jak
Nuclear Music Co.
Nu-Tune Music Corporation
Nutter, Carl, Music Pub. Co.

Oakhurst Music Pub. Co.
Oceanic Music Co.
Ohio Music Co.
Old Charter Pub. Co., Inc.
Old Hickory Music Inc.
Old Judge Music
Opal Music Inc.
Open Road Music
Optimist Songs Co.
Oree Music
Orlando Music Co.
Oval Music Co.
Ozark Music

Pal Music Co.
Palladium Music Publishing Co.
Pamco Music, Inc.
Panhandle Music
Pan Publ. Co.
Parade Music
Patricia Music Pub. Corp.
Paul Music Co., Inc.
Peer International Corporation
Pemora Music Company, Inc.
Pennant Music Pub. Co.
Phoenix Music Corp.
Piccadilly Music Corp.
Pico Music Pub. Co.
Pioneer Pub. Co.
Pitchpipe Music Co.
Pinelawn Music Pub. Co., Inc.
Pleasant Valley Music
Pocono Pub. Co. Inc.
Porgie Music Corporation
Portrait Music
Presley, Elvis, Music, Inc.
Progressive Music Publishing
Pulse Publishing Corp.
Pure Music

Quartet Music Co.
Quintet Music Co.

anchero Songs
adon Music Co.
ainbow Melodies Music Co.
ainbow Music Publishers
aleigh Music Publishing Co.
ancho Music
and Music Co.
ayven Music Co., Inc.
eal American Pub. Co.
eal Gone Music, Inc.
ecord Music Publ.
ed, White & Blue Publications
ed River Songs
egent Music Corp.
eis, Herb, Music Corp.
elease Music, Inc.
epublic Music Corporation
cdebe
cky Music Co.
icordi G, & Co.
dgeway Music
iver Music Co.
ockland Music Corp.
odell Pub.
oe Publishing Co.
omance Music Publications
ongwen Music, Inc.
ondo Music
oosevelt Music Co.
ork, Ernest A., & Son
or-ron Music
osarch Pub. Co.
umbalero Music, Inc.
ush-Berkshire Music Corp.
ussell Music Co.

enga Music Co.
an Juan Music Publishing Corp.
apphire Music Publisher
avoy Music Company
axon Music Corp.
awaya Publications, Inc., The
chaeffer's, Peter, Music Corp.
cepter Music Inc.
eabreeze Music, Inc.
ea-Lark Entr., Inc.
elbonn Music Co.
elroy Music Pub. Co.
haw Music
healy Music Pub. Co., Inc.
heldon Music, Inc.
hell Music Co.
heridan Music Corp.
herman-Huston Music
herwood Music Pub. Co.
hirgus Publishing
hopa Music Publications

Sidney Music Inc.
Signet Music Co.
Silver Star Music Pub. Co.
Singer, Murray, Music Pub.
Skrivanek Music
Skyway Records & Music Pub.
Society of Jewish Composers, Publishers and Songwriters
Song Ads Inc.
Song Prod., Inc.
Songs of the Hills Music Pub. Co.
Sooner Music Inc.
Sophisticate Music, Inc.
Sound Music Pub. Co.
Space Songs
Spanish Music Center
Spanka Music Corp.
Starday Music
Starfire Music Corp.
Starrite Pub. Co.
Starstan Music Corp.
Stella Music Co., Inc.
Stern Music Publishing Co.
Stevens Music Corporation
Storm Music Co.
Stratton Music, Inc.
Stuart Music, Inc.
Studio Music Co.
Sudbury Music Corp.
Sunbeam Music Corp.
Sundial Songs
Sunrise Music Company
Surf Music Corp.
Swansongs Publications
Sweco Music Corp.
Swing & Tempo Music Co.

T-C Publishing Corp.
T. J. Music
Tamasa Music Co.
Tannen Music, Inc.
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By PAUL HEINECKE
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IF the space allotted were in proportion to my enthusiasm for what has been accomplished by the SESAC organization in the year 1958, then this report to you would know no bounds.

SESAC, now in its twenty-eighth year of service to its publisher affiliates and its licensees, offers a highly diversified repertory which is contained in 315 different publishers' catalogs. It is because of the broad scope and usability of the SESAC repertory that one finds millions of SESAC performances on AM, TV, FM, motion pictures, phonograph records, transcription libraries, tapes, concert halls, opera houses, hotels, ballrooms, theaters and symphony halls.

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FM INDUSTRY FINANCIAL DATA FOR THE PERIOD 1956-1957

FM Broadcast Revenues, Expenses and Income, 1956-1957

Item	1957 Number of Stations	1957 Amount in (Millions)	1956 Number of Stations	1956 Amount in (Millions)
		FM Broadcast Revenues		
FM Stations Operated By:				
AM Licensees:				
Reporting no FM revenues.....	319	..	302	..
Reporting FM revenues.....	113	$1.1	119	$1.0
Non-AM Licensees.....	67	2.0	51	1.4
Total FM Stations.....	499	$3.1	472	$2.4
		Total FM Broadcast Expenses		
FM Stations Operated By:				
Non-AM Licensees	67	$2.5	51	$1.8
Industry Total	..	*	..	*
		FM Broadcast Income (before Federal Income Tax)		
FM Stations Operated By:				
Non-AM Licensees	67	$(.05)	51	$(0.4)
Industry Total	..	*	..	*

( ) Denotes loss.

* In view of the difficulty in a joint AM-FM operation in allocating FM operation expense separately from AM station operation expense, licensees of such stations were not required to report FM station expense separately. As a result, FM industry totals for expense and income are not available. AM-FM licensees, however, were requested to report separately the revenues, if any, attributable to FM station operation if such data were readily available. In only a few instances did AM-FM licensees state they were unable to segregate the FM revenues.

Source: FCC.

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Gautney, George E.
1052 Warner Bldg., Wash. 4, D. C..NA 8-7757
Gellerup, D. W.
5437 N. Santa Monica, Milwaukee, Wis. .....WO 2-5172
Gilbert, John D.
1001 Conn. Ave., NW, Wash., D. C..ST 3-2550
Giles, Theo. A.
Railway Exchange Bldg., St. Louis, Mo. .....CH 1-4977
Godley, Paul F., Jr.
Upper Montclair, N. J.....MO 3-3000
Goldsmith, Dr. Alfred N.
597 Fifth Ave., N. Y. C.....PL 3-4150
Gray, Claude M.
P. O. Box 602, Birmingham, Ala....TR 1-3570
Greer, Palmer A.
Rt. 1, White Horse Rd., Greenville, S. C. 5-7175
Grimwood, Mrs. S. C.
Railway Exchange Bldg., St. Louis, Mo. .....CH 1-4977
Grobowski, Zigmund V.
1735 DeSales St., NW, Washington, D. C. .....ME 8-5411

— H —

Hammett, Robt. L.
821 Market St., San Francisco, Cal..SU 1-7545
Head, Howard T.
Pennsylvania Bldg., Wash., D. C....RE 7-2347
Heffelfinger, John B.
8401 Cherry, Kansas City, Mo.....HI 4-7010

Hill, James S.
4900 Euclid Ave., Cleveland, O.....HE 2-3177
Hogan, John V. L.
155 Perry St., N. Y. C.....CH 2-7855
Holey, W. J.
1146 Briarcliff Pl., NE, Atlanta, Ga..AT 3328
Horne, C. P.
Nat'l Press Bldg., Wash., D. C.....DI 7-1205
Hutcheson, Guy C.
1100 W. Abrams St., Arlington, Tex.AR 4-8721
Hutton, Wm. G.
4900 Euclid Ave., Cleveland, O....HE 2-3177

— J —

Jacker, Edward W.
2500 N. 10 Ave., Manitowoc, Wisc...MA 7763
Jansky, C. M., Jr.
1735 DeSales St., NW, Wash., D. C..ME 8-5411
Jones, Carl T.
1052 Warner Bldg., Wash., D. C....NA 8-7757
Jones, Robt. A.
1 Riverside Rd., Riverside, Ill.....RI 7-2153

— K —

Kauffman, Carson W.
Upper Montclair, N. J.....MO 3-3000
Kaye, Harold W.
1 LeFevre La., New Rochelle, N. Y....6-1620
Kean, Walter F.
1 Riverside Rd., Riverside, Ill.....RI 7-2153
Kear, Frank G.
1302 18 St., NW, Wash., D. C.....HU 3-9000
Keel, John J.
1121 E. Capitol St., Wash., D. C....LI 4-5131
Kennedy, Robt. E. L.
1302 18 St., NW, Wash., D. C.....HU 3-9000
Kershner, Stephen W.
Pennsylvania Bldg., Wash., D. C...RE 7-2347
Keyworth, J. Gordon
Berkshire Dr., Williamstown, Mass.....869
Kowalski, Carl L.
1405 G St., NW, Wash. 5, D. C....RE 7-6646

— L —

Lappas, Frank
141 W. Jackson, Chicago, Ill.....WA 2-4123
Lautz, Robt. F.
Pennsylvania Bldg., Wash., D. C....RE 7-2347
Lindberg, Carl
141 W. Jackson, Chicago, Ill.....WA 2-4123
Lohnes, George M.
Munsey Bldg., Washington, D. C.....DI 7-8215
Lubcke, Harry R.
2443 Creston Way, Hollywood, Cal..HO 9-3266
Luckett, Thomas
777 14 St., NW, Wash., D. C.....ME 8-4477

— M —

May, Russell P.
711 14 St., NW, Wash., D. C.....RE 7-3984
McCachren, W. S. Assoc.
2404 Columbia Pike, Arlington, Va..JA 8-8050
McNary, James C.
Nat'l Press Bldg., Wash., D. C.....DI 7-1205
Mitchell, Frank T., Jr.
1339 Wisc. Ave., NW, Wash., D. C..AD 4-2414
Moffet, John A.
1405 G St., NW, Wash., D. C.....RE 7-6646
Morrissey, T. G.
5700 W. 28th Ave., Denver, Colo...BE 3-5320
Mueller, Paul L.
1121 E. Capitol St., Wash., D. C...LI 4-5131
Mullaney, John H.
2000 P St., NW, Wash., D. C.....AD 4-6393
Murray, Albert F.
4900 Hillbrook La., NW, Wash., D.C.EM 2-4841
Myse, Daryal Assoc.
1411 Pa. Ave., NW, Wash., D. C...RE 7-7040

— P —

Page, Esterly C.
710 14 St., NW, Wash., D. C.....EX 3-5670
Paterson, Norwood J.
1355 Market St., San Francisco, Cal.MA 1-8173
Paris, Henry B., Jr.
Inwood P. O., Dallas, Tex.....JU 6108
Peterson, D. A.
1339 Wisc. Ave., NW, Wash., D. C..AD 4-2414
Phelps, Boyd
4232 Scott Terr., Minneapolis, Minn.WA 2-1200
Ports, Delmer C.
1339 Wisc. Ave., NW, Wash., D. C..AD 4-2414
Powers, William D.
Panama City, Florida.....PO 3-2487

— R —

Ray, Garo W.
Hilltop Drive, Stratford, Conn.....ED 7-2465
Reed, Oscar W. B., Jr.
1735 DeSales St., NW, Wash., D. C.ME 8-5411
Renner, John J.
1735 DeSales St., NW, Wash., D. C..ME 8-5411
Richardson, Wm. E. Assoc.
1017 SW Washington, Portland, Ore.CA 8-7777
Ring, Andrew D.
Pennsylvania Bldg., Wash., D. C....RE 7-2347
Ritch, Robt. E.
1610 "I" St., NW, Wash., D. C....EX 3-1230
Rothrock, Harold B.
777 14 St., NW, Washington, D. C..ME 8-4477
Rountree, J. G.
5622 Dyer St., Dallas, Tex.....EM 3266

— S —

Saxon, Merl
622 Hoskins St., Lufkin, Tex.....3-4242
Schairer, Neil J.
1339 Wisc. Ave., NW, Wash., D. C..AD 4-2414
Segal, Bernard R.
Nat'l Press Bldg., Wash., D. C.....DI 7-1205
Sharp, Nugent S.
1735 DeSales St., NW, Wash., D. C..ME 8-5411
Shelkofsky, C. I.
Route 1, Foley, Ala.....L 297 R
Silliman, Robt. M.
1405 G St., NW, Wash., D. C.....RE 7-6646
Singleton, Harold C.
4488 SW C. C. Dr., Portland, Ore..CA 3-1201
Smeby, Lynne C.
1311 G St., NW, Wash., D. C.....EX 3-8073
Smith, Carl E.
4900 Euclid Ave., Cleveland, O....HE 2-3177
Steel, David L., Sr.
710 14 St., NW, Wash., D. C.....EX 3-5670
Steimer, Theo. G.
237 E. 30th, New York City.....MU 6-7445
Stiles, Walter J.
122 Tulane Dr., SE, Albuquerque, N. M...5-8716
Strain, Charles E.
1298 Niles Ave., NW, Atlanta, Ga..SY 4-5164
Stogoff, Alfred
1 LeFevre La., New Rochelle, N. Y....6-1620

— W —

Waldschmitt, Jos. A.
710 14 St., NW, Wash., D. C.....EX 3-5670
Watson, Raymond C., Jr.
P. O. Box 1435, Anniston, Ala.....AD 6-4503
Wearn, Wilson C.
1420 N. Y. Ave., NW, Wash., D. C..NA 8-2698
Weldon, James O.
4212 S. Buckner Blvd., Dallas, Tex..EV 1137
Weyland, Sheldon W.
710 14 St., NW, Wash., D. C.....EX 3-5670
Williams, Martin R.
7401 E. 14 St., Indianapolis, Ind...ME 2-3326
Williams, Nathan
20 Algoma Blvd., Oshkosh, Wisc.....BL 885
Wilmotte, Raymond M.
Warner Bldg., Washington, D. C....NA 8-4619
Wilson, Henry C.
1302 18 St., NW, Wash., D. C.....HU 3-9000
Wolfskill, Robt.
P. O. Box 7037, Kansas City, Mo....JA 5302
Worsley, Chas. C.
1319 F St., NW, Wash., D. C.....DI 7-1319
Wrenn, Joseph
1121 E. Capitol St., Wash., D. C...LI 4-5131
Wright, Charles S.
Pennsylvania Bldg., Wash., D. C...RE 7-2347
Wright, Lowell R.
Munsey Bldg., Wash., D. C.....DI 7-1740
Wright, T. A., Jr.
Inwood P. O., Dallas, Tex.....JU 6108

— Z —

Zielinski, Casimir A.
1339 Wisc. Ave., NW, Wash., D. C..AD 4-2414

Equipment Manufacturers

Specializing in AM & FM Radio and Television

Acme Camera Corp.

2704 W. Olive Ave., Burbank, Cal.
Phone: VIctoria 9-3144

ice-President .....John Kiel
PRODUCTS: TV recording cameras, kine-
hoto monitors, animation art equipment, op-
cal printing equipment.

Adler Electronics, Inc.

1 Le Fevre Lane, New Rochelle, N. Y.
Phone: NEw Rochelle 6-1620

resident .....Ben Adler
.P.'s.....Alfred Strogoff, Harry Adler
esearch, Dev. Dir....Dr. Byron W. St. Clair
h. Elec. Engr.....Carmen J. Auditore
h. Mech. Engr.....Sheldon Newberger
dvertising Manager.....Emanuel Strunin
PRODUCTS: Manufacturers of low-power
V broadcast equipment: TV translators, an-
nnas, UHF transmitters: translator ampli-
ers, heterodyne repeaters, microwave equip-
ent.

Admiral Corporation

3800 W. Cortland St., Chicago 47, Ill.
Phone: Spaulding 2-0100

res., Chairman.....Ross D. Siragusa
Exec. Vice-Pres.-Treas.....John B. Huarisa
Vice-Pres., Sales.....Carl E. Lantz
V.P., Gov't. Labs., Sales.....J. F. Gilbarte
Vice-Pres., Purchasing.....Frank J. Kazda
Vice-Pres., Prod.....Cy S. Rossate
Vice-Pres. Operations.....V. Barreca
Secretary, Ass't Treas....George E. Driscoll
Vice-Pres., Gen. Counsel.....F. H. Uriell
Nat'l. Sls. Mgr. (Radio).....A. A. Medica
Nat'l. Sls. Mgr. (TV)...Ross D. Siragusa, Jr.
Gen. Sales Manager.....R. J. Bambery
Advertising Director....Richard F. Gorman
PRODUCTS: AC-DC radios, Hi-Fi FM-AM radio/phonos, color TV, portable receivers.

Aero Electronics Co.

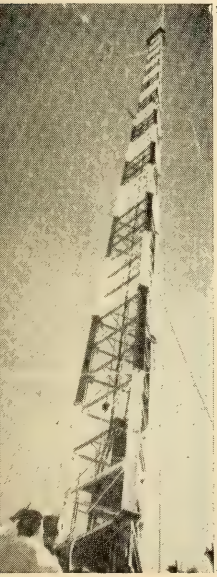
1512 N. Wells St., Chicago 10, Ill.
Phone: WHitehall 3-0401

President.....B. S. Maximoff
General Manager.....T. A. Beresney
PRODUCTS: Duplexers, mixers, direction couplers, flexible waveguides.

Alford Manufacturing Company, Inc.

299 Atlantic Ave., Boston 10, Mass.
Phone: HAncock 6-2150

Senior Engineer.....Harold H. Leach



LIBERTY TOWER Erection Co.

A. M. & F. M. TOWERS

TV and COMMUNICATION TOWERS

- SALES
- SERVICE
- ERECTION

SE of City OR 7-3381
8300 South Sunny Lane Road
OR 7-3880
Oklahoma City, Oklahoma

PRODUCTS: TV broadcast transmitting antennas, diplexing filters, hybrids, coaxial switches.

Allied Radio Corp.

100 N. Western Ave., Chicago 80, Ill.
Phone: HAymarket 1-6300

President.....A. D. Davis
V.P., Treas.....A. E. Davis
V.P., Mktg., Adm.....A. W. Preskill
V.P., Gen. Mktg. Mgr.....A. Brodsky
Comm Sales Mgr.....S. H. Levey
Advertising Manager.....J. W. Rubin

PRODUCTS: Electronic eqpt. & supplies distr.; TV camera tubes, transmitter & receiving tubes, tape recorders & supplies, recording eqpt., cartridges & supplies, microphones, audio cable, patch cords.

Alpar Manufacturing Co.

2910 Spring St., Redwood City, Cal.
Phone: EMerson 8-4701

Sales Manager.....R. V. Laustrup

PRODUCTS: Towers, accessories & assoc. eqpt.

Altec Lansing Corp.

1515 S. Manchester Ave., Anaheim, Cal.
Phone: PRospect 4-2900
N. Y. Phone: ALgonquin 5-3636

Board Chairman.....G. L. Carrington
President.....A. A. Ward
Vice President.....A. Fiore

CALIFONE
PLAYBACKS

BUILT TO PROFESSIONAL STANDARDS
FOR PROFESSIONAL USE

the
califone
EXECUTIVE
Model 6U-7

Illustrated . . . The Califone EXECUTIVE—lightest weight (11 pounds) and lowest priced ($74.95) transcription player . . . 12 different models to meet every need.

Write Dept. RTY-3

califone CORPORATION
1041 North Sycamore Avenue
Hollywood 38, California

Staff V. P.....J. K. Hilliard
Sales Manager.....H. S. Morris
Advertising Manager.....L. Gillingham
Comptroller.....C. R. Rininsland

PRODUCTS: Speech input consoles and amplifiers, microphones, limiter amplifiers, monitoring loudspeakers, public address and sound reinforcement systems for studios, microphone accessories, compressor amplifiers, tuners, transformers.

American Electronics, Inc.

(Audio Div.)
9449 W. Jefferson Blvd., Culver City, Calif.
Phone: TE 0-7245

Sales Manager.....Howard Ladd

PRODUCTS: Prof. tape recording eqpt.; Series 30 & Mk. VII recorders.

American Telephone & Telegraph Co.

(Long Lines Dept.)
250 Park Ave., New York 17, N. Y.
Phone: EXeter 3-5725

Div. Comm. Mgr.....F. R. MacFarland

COMMUNICATIONS: Provision of network service to meet the Broadcasting Industry's requirements for the interstate, national, and international transmission of television and radio program material; telephone and teletypewriter services for the coordination and administration of broadcasting operations.

Amperex Electronic Corp.

230 Duffy Ave., Hicksville, N. Y.
Phone: Wells 1-6200

President .....Frank Randall
Product Mgr. (Transmitting Tubes)
Chas. Roddy
Dist & Renewal Tube Sls. Mgr...A. J. Peterson
Mgr. Adv. & Sls. Prom.....M. D. Smoller

PRODUCTS: Tubes—vacuum & gas, transmitting & power, rectifiers, vacuum condensers. Semiconductors (diodes & transistors.)

Ampex Corp.

(Professional Products Div.)
934 Charter St., Redwood City, Calif.
Phone: EMerson 8-1481
N. Y. Phone: PLaza 5-8405

President.....George I. Long, Jr.
Ch. of Board.....Alexander M. Poniatoff
V.P., Gen. Mgr.....Robert Sackman
Mgr. Professional.....Neal McNaughten
Marketing Manager.....Thomas E. Davis
Nat'l Sales Mgr.....Robert Paulson

PRODUCTS: Audio magnetic recorders, accessories, systems, incl. series 300 multichannel & 351 professional recorders, series 3000 high speed tape duplicators. Video magnetic recorders, accessories, systems, incl. Ampex Videotape Recorder.

Amplifier Corp. of America

398 Broadway, New York 13, N. Y.
Phone: WOrth 6-2929

President .....R. Epstein
Vice-Pres.....N. M. Haynes
Purchasing Agent.....M. R. Ellis

s Manager.....A. J. Gillette
ertising Mgr.....Harold Wallerstein
RODUCTS: Magnemite Portable, VU nemite, Weathertite VU Magnemite and ıthertite Magnemite, Magneraser, Magne-, Stereo Magnemite, Flutter Meter, A.V.C. olifier, Secret Recorder, Flyweight Mag-ite TransMagnemite.

Amplitel, Inc.

342 W. 40th St., New York 18, N. Y.
Phone: BRyant 9-0710
ident.....Herbert M. Ardston
-President.....Harry Morris, Jr.
ef Engineer.....Norman Perlman
s Manager.....Jack Saunders
RODUCTS: Community antenna systems, ter amplified antenna systems, individual amplifiers, broad band amplifiers, line ders, TV outlets, closed circuit systems schools, industrial plants, etc.

Andrea Radio Corp.

01 Bridge Plaza North, L.I.C.1, N.Y.
Phone: STillwell 4-5411
ident.....Frank A. D. Andrea
, Ch. Eng.....H. J. Heindel
of Purchasing.....Bruce B. Donald
ıptroller.....A. Abbene
s Mgr.....John M. Dierkes
. Export Manager.....Ramon Masvidal
RODUCTS: Household television re-ers and Hi-Fi phonographs; special elec-ic products; military electronics.

Andrew Corp.

363 E. 75th St., Chicago 19, Ill.
Phone: TRiangle 4-4400
irman.....Dr. V. J. Andrew
. Gen. Mgr.....C. Russell Cox
keting Manager.....R. C. Bickel
ector of Marketing.....R. P. Lamons
ector of Engineering.....J. S. Brown
ector of Advertising.....E. Heitsch

Branch Offices

P. O. Box 416, Ridgewood, N. J.
Phone: GIlbert 5-2500
P. O. Box 296, Westwood, Mass.
Phone: DAvis 6-6500

ANDREW CALIFORNIA CORP.
941 E. Maryland Ave.
Claremont, Cal.
Phone: NAtional 6-3505

ANDREW ANTENNA CORP., LTD.
606 Beach St., Whitby, Ont.
Phone: MOhawk 8-3348
RODUCTS: UHF & VHF transmission system; Multi-V FM antenna; coaxial ches, telescoping masts; low & medium er TV antennas.

Animation Equipment Corp.

38 Hudson St., New Rochelle, N. Y.
Phone: NEw Rochelle 6-8138
ident.....John Oxberry
s Manager.....Edward G. Willette
RODUCTS: Prof. & industr. animation ds, spec. effects optical printers, 35 & 16 cameras, punches, accessories.

Arthur Ansley Manufacturing Co.

New Hope, Pa.
Phone: AXtel 7-2711
President.....A. C. Ansley
PRODUCTS: Printed circuits, printed circuit assemblies.

Antennavision, Inc. (Ameco)

2949 W. Osborn Rd., Phoenix, Ariz.
Phone: ALpine 4-5511
President.....Bruce Merrill
Secretary.....Edward Furman
Treasurer.....Nelson Wirick
Sales Manager.....Roy G. Goodman
PRODUCTS: Closed circuit & community TV system eqpt., antenna site eqpt., distribution amplifiers, line splitters & tap boxes, matching transformers, cable lashers, combining networks, filters, fixed pads.

Atlantic Electronics Corp.

89 Jefferson St., Passaic, N. J.
Phone: PRescott 9-3900
President.....Arthur Green
PRODUCTS: Rebuilders of CR tubes.

Atlas Sound Corp.

1449 — 39th St., Brooklyn 18, N. Y.
Phone: GEdney 8-5500
Sales Manager.....R. C. Reinhardt
PRODUCTS: Microphone stands, booms, & all types of supports for TV.

Audio Accessories

279 Broadway, Amityville, N. Y.
Phone: MYrtle 1-7080
Chief Engineer.....F. S. Hall
PRODUCTS: Patch cords, jack panels, cables test sets, video patch panels.

Audio Devices, Inc.

444 Madison Ave., New York 22, N. Y.
Phone: PLaza 1-6640
President.....Wm. C. Speed
Vice-President-Sec. .....Bryce Haynes
Advertising Manager.....Rolf Haag

Silicon-Rectifier Div.

620 E. Dyer Rd., Santa Ana, Cal.
Phone: KImberly 5-8241
V.P. in Charge.....Alan Bodge
PRODUCTS: Recording discs (Audio-discs), recording and playback points (Audio-points), Magnetic Recording Tape (Audiotape), Magnetic Recording Film (Audio-film).

Audio Instrument Co.

135 W. 14th St., N. Y. 11, N. Y.
Phone: ORegon 5-7820
President.....C. J. LeBel
PRODUCTS: Intermodulation meters, audio test eqpt. & reverberation generators.

Audio Master Corp.

17 East 45th St., New York 17, N. Y.
Phone: OXford 7-0725
President.....Herbert Rosen
PRODUCTS: Transcription and electric playback machines, recording tape, portable tape recorders.

Audio & Video Products Corp.
730 Fifth Ave., New York, N. Y.
Phone: PLaza 7-3091
Manager.....C. R. Paulson
PRODUCTS: Special effects eqpt., arc & still bkgrnd. projectors, vidi-script prompting system.

Auricon Div., Berndt-Bach, Inc.
6900 Romaine St., Hollywood, Calif.
Phone: HOllywood 2-0932
Exec. Vice-Pres.....Walter Bach
PRODUCTS: Auricon 16mm sound-on-film TV newsreel cameras, for optical and/or "Filmagnetic" sound with picture: Auricon "TV-T" television Transcription (Kinescope) recording camera with optical and/or "Filmagnetic" sound with picture.

Automatic Radio Mfg. Co., Inc.
122 Brookline Ave., Boston, Mass.
Phone: COmmonwealth 6-1420
Sales Mgr.....E. L. Housman
PRODUCTS: Table radios, clock radios, portables, auto radios, tractor radios, Tom Thumb, Tom Thumb Jr., Tomboy.

Semon Bache & Co.
636 Greenwich St., N. Y. 14, N. Y.
Phone: WAtkins 4-2121
President .....David Hirsch
V.P., Sales & Adv. Mgr.....Ben Newton
Treasurer.....Ernest O. Salman
Assistant Treas.....P. Schoenfeld
Secretary.....R. M. Dreyfuss
PRODUCTS: Manufacturers of mirrors, fabricators on glass; glass & mirror products.

Background Engineers, Inc.
7313 Santa Monica Blvd., Hollywood, Cal.
Phone: HOllywood 5-4161
President.....W. S. Tillisch
PRODUCTS: Rear projection rental service including projectors (Bodde Projector), rear projection screen, rear projection slides and effects.

Bauer Electronic Mfg. Co.
3728 Southwood Ave., San Mateo, Cal.
Phone: FIreside 5-0897
Owner.....F. Bauer
PRODUCT: AM broadcast transmitters.

E. J. Baughman Co.
1914 N. Cogswell Rd., El Monte, Calif.
Phone: GIlbert 4-7586
Owner.....E. J. Baughman
Manager.....E. C. Baughman
PRODUCTS: Microphone booms, hangers, studio lighting equipment; hydraulic camera dolly, light housings, remote pan & tilts.

Bausch & Lomb Optical Co.
683 St. Paul St., Rochester 2, N. Y.
Phone: LOcust 2-3000
N. Y. Phone: CIrcle 7-5400
Pres.....Carl S. Hallauer
PRODUCTS: Balopticon TV slide projection and motion picture camera lenses.

Bayside Timers
45-25 162nd St., Flushing 58, N. Y.
Phone: INdependence 3-8935
Gen. Mgr.....Gale Dorothea
PRODUCTS: Design and manufacture timers, dimmers, and electrical controls.

John F. Beasley Construction Co.
P. O. Box 1624, Muskogee, Okla.
Phone: MUrray 7-6381
President.....John F. Beasley
Vice-President.....Lothar E. Berg
Secretary-Treasurer.....Andrew B. Lytle
PRODUCTS: Steel erectors (radio-television towers and antennas).

Bell and Howell Company
7100 McCormick Blvd., Chicago 45, Ill.
Phone: AMbassador 2-1600
Manager.....George L. Oakley
PRODUCTS: Photographic equipment and closed circuit installations.

Bell Television Inc.
552 W. 53rd St., N. Y. 19, N. Y.
Phone: JUdson 6-4350
President .....Martin Sugar
Service Manager.....James Bronis
PRODUCTS: Assembles remote receivers and manufactures solderless coaxial connectors.

Benco Television Associates, Ltd.
27 Taber Rd., Rexdale, Ont.
Phone: CHerry 4-4296
President .....P. Freen
PRODUCTS: Community antenna and distribution systems.

Bendix Aviation Corp. (Red Bank Div.)
Eatontown, N. J.
Phone: 3-2000
General Manager.....E. F. Kolar
Pur. Dir.....L. Fyfe
PRODUCTS: CR and special purpose tubes.

Charles Beseler Co.
219 S. 18th St., East Orange, N. J.
Phone: ORange 6-6500
General Manager.....H. H. Myers
PRODUCTS: Projectors.

Blaw-Knox Equipment Div.
Box 1198, Pittsburgh, Pa.
Phone: STerling 1-2700
Mgr., Tower & Antenna.....R. A. Troman
PRODUCTS: Steel towers for AM and FM.

Blonder-Tongue Laboratories, Inc.
9 Alling St., Newark 2, N. J.
Phone: MArket 2-8151
Sales Mgr.....Joseph H. Kerner
PRODUCTS: TV amplifiers, UHF converters, video monitors, field strength meter VHF amplifiers, TV distribution systems, projection TV receiver, AM-FM tuner, Bi-Tran (TV Multi-Plex transmission system for pay-TV or auxiliary public service broadcast).

Bodde Projector Company
1541 Brad'ey Ave., San Francisco, Cal.
Phone: EMpire 5-2551
sident.....B. M. Bodde, Jr.
RODUCTS: Bkgrnd. projectors, stop-mo-
n & variable speed controls.

Browning Laboratories, Inc.
750 Main St., Winchester, Mass.
Phone: WInchester 6-3700
sident.....G. G. Greene
ief Engineer.....H. Paul
es & Prom. Mgr.....M. Halse
d. Mgr.....A. Costa
RODUCTS: FM Simplex-Multiplex re-
ving and transmitting equipment for the
kground Music Industry including—Sim-
x-Multiplex receivers and tuners and adap-
s. Modulation monitors, FM monitors and
ay receivers. Other subsidiary communica-
n authorization special service equipment.

Bryg, Inc.
324 S. McKean St., Butler, Pa.
Phone: BUtler 72-795
s., Gen. Mgr.....Samuel H. Depew
e-Pres., Eng.....Dr. Adolph Razdow
easurer.....Ralph A. Nicholas, Sr.
RODUCTS: Vidicon color equipment,
ich uses panchromatic black and white
n for color telecasting, including projec-
, film camera and electronic units.

Burke & James, Inc.
321 S. Wabash Ave., Chicago, Ill.
Phone: HArrison 7-8393
sident .....George Drucker
RODUCTS: TV lenses, special mounts;
deoptics" processing eqpt.

Calbest Electronics Co.
1 Exposition Blvd., Los Angeles 16, Calif.
Phone: REpublic 1-7291
sident .....I. Dubin
. of Engineering.....Herbert Fremont
ef Engineer.....Harold Parker
. Merch.....Charles B. Epstein
rchasing Agent.....Murray Epstein
RODUCTS: Manufactures TV and radio
ssis, radio intercom systems, high fidelity
nponents.

Califone Corp.
1 N. Sycamore Ave., Hollywood 38, Calif.
Phone: HOllywood 2-2353
sident.....Robert G. Metzner
RODUCTS: Portable transcription play-
, high fidelity magnetic tape recorders.

Calvideo Tube Corp.
5222 W. 104th St., Los Angeles, Calif.
Phone: ORegon 8-3995
sident .....Stephen Tidik
RODUCTS: TV picture tubes.

Camera Equipment Co., Inc.
315 W. 43rd St., New York 36, N. Y.
Phone: JUdson 6-1420
sident.....Frank C. Zucker
e-President.....Burton H. Zucker
Sec'y.-Treas.....Margaret B. Zucker
General Mgr.....Eugene H. Levy
PRODUCTS: Motion picture & television camera accessories. Rental of motion picture cameras, film editing equipment, lighting and sound equipment. Mfrs. of balanced TV head tripod, professional Jr. friction head tripod and geared head, small gyro, metal and mini-pro tripods, adjustable collapsible triangle, 3 wheel portable collapsible dolly, spider dolly, micro relay pan & tilt head, cone lights. Repair service for all types of professional cameras, recorders, and film editing machines and light equipment. Special design work to customers specifications.

The Camera Mart, Inc.
1845 Broadway, New York 23, N. Y.
Phone: PLaza 7-6977
President.....Irving Browning
Treasurer.....H. V. Browning
Secretary.....Anna Browning
Manager.....Samuel Hyman
Promotion.....Paul Meistrich
PRODUCTS: Mfg. sls., rental of professional motion picture & TV production eqpt., incl. cameras, sound recording, lights, dollies, film editing eqpt.

Canadian General Electric Co., Ltd.
Royce Works, 830 Lansdowne Ave.,
Toronto 4, Ont.
Phone: LEnnox 4-6511
(Electronic Equipment & Tube Dept.)
V.P., Gen. Mgr.....R. M. Robinson
Mgr. Marketing.....I. A. Mayson
Mgr. Best. Sls. & Planning.....C. E. Spence
Broadcast Sales.....E. J. Gareau
Adv. & Sales Prom.....M. D. Locke
PRODUCTS: Complete AM & TV broadcast transmitting and studio systems; consulting; systems, design & production engineering; facilities for development and manufacture of all electronic products.

Canadian Marconi Co.
2442 Trenton Ave., Mt. Royal, Montreal
Phone: REgent 8-9441
President.....S. M. Finlayson
Asst. Gen. Manager.....W. H. Hopkins
Mgr., Comm. Products Div...W. R. Bitcheno
Comm. Sales Manager.....J. H. Martin
PRODUCTS: AM transmitting, broadcast studio, and TV transmitting and studio equipment; transmitting receiving tubes for these units.

Cannon Electric Co.
3208 Humboldt St., Los Angeles 31, Calif.
Phone: CApitol 5-1251
President, Gen. Mgr.....R. J. Cannon
PRODUCTS: Audio and TV camera connectors.

Capehart Corporation
216 W. 14th St., New York 11, N. Y.
Phone: WAtkins 4-5900
Chmn. Bd. Dirs.....Benjamin Gross
President.....Robert A. Gross
Vice President.....Alfred P. Hummers
Secretary.....S. L. Fine
Treasurer.....Thomas L. Donnelly

PRODUCTS: AM & FM radio, high fidelity radio phonographs, incl. stereo phonographs.

Caterpillar Tractor Co.

600 W. Washington St., E. Peoria, Ill.
Phone: 6-3311
N. Y. Phone: CIrcle 5-9054

V.P., Engine Div.....H. H. Howard
Sales Manager.....J. H. Gill
Asst. Sls. Mgrs...H. J. Hunkele, J. P. Morgan

PRODUCTS: Diesel electric sets for use as prime or emergency power.

CBS-Hytron

(A Div. of CBS Inc.)
100 Endicott St., Danvers, Mass.
Phone: SPring 4-2360
Newark, N. J.: Market 3-5832
Melrose Pk., Ill.: EStebrook 9-2100
Los Angeles, Cal.: RAymond 3-9080

President.....Arthur L. Chapman
V.P., Gen. Mgr., Semi-conductor Oper.....Robert G. Marchisio
V.P., Gen. Mgr., Receiving Tube Oper. .....Michael Callahan
V.P., Marketing.....Reed V. Bontecou
V.P., Engineering.....Norman L. Harvey
Mgr. Mktg. Adm.....Roy A. Juusola
Eqpt. Sls. & Govt. Sls. Mgr. Louis H. Niemann
Controller.....Walter J. Hungerford
Credit Mgr.....Malcolm S. Jones
Advertising Mgr.....Harry G. Burnett
Dir. of Purchasing.....Edward R. Carroll
Dir. of Personnel.....Albert S. Nelson
Distributor Sales Mgr.....John H. Hauser
Export Div.....CBS International
Supvr. Research & Dev. (Tubes) Dr. Philip N. Hambleton
Mgr., Rec. Tube Dept....Elwood W. Schafer

Plant Managers

Danvers.....Charles E. Coffin
Lowell.....Edward J. Quirk
Newburyport.....Joe C. Harmony

PRODUCTS: Electron tubes and semiconductor products; audio components.

Century Lighting, Inc.

521 West 43rd St., New York 36, N. Y.
Phone: CH 4-7050

President .....Edward Kook
Chmn. & Exec. V.P.....Saul Levy

Branch Offices

1477 N.E. 129th St., N. Miami, Fla.
1820 Berkeley St., Santa Monica, Calif.

PRODUCTS: TV and photographic lighting equipment, lighting accessories, lighting controls and dummerboards C-I electronic lighting control, Port-O-Vox (wireless microphone), C-Core dimmer system.

Cinema Engineering

1100 Chestnut St., Burbank, Calif.
Phone: VIctoria 9-5511

General Manager.....James L. Fouch
Sales Service Mgr.....Gloria M. Smith
N.Y.C. Representative.....Sidney H. Baum

PRODUCTS: Audio attenuators, equalizers, amplifiers, power supplies.

Cinematic Developments & Cinechrome Laboratory

2125 32nd Ave., San Francisco, Calif.
Phone: MOntrose 4-2435

President.....Arthur H. Hart

PRODUCTS: Design and development of special motion picture equipment.

CMG Industries—Ideas, Inc.

214 Ivinson, Laramie, Wyo.
Phone: FRanklin 5-2597
N. Y. Phone: BEekman 3-3240

PRODUCTS: Electriduct — Stumbleproof over-the-floor electrical extension cords. Flexiduct — Stumbleproof over-the-floor rubber ducts for cables and telephone, intercom, etc., wiring.

Cohu Electronics, Inc.

5725 Kearney Villa Rd., San Diego, Cal.
Phone: BRowning 7-6700

Sales Manager.....S. S. Sievers

PRODUCTS: Viewfinder studio cameras, sync generators, camera chains.

Collins Radio Co.

315 - 2nd Ave., Cedar Rapids, Iowa
Phone: EMpire 3-2661
N. Y. Phone: MUrray Hill 7-6740

Best. Sales Mgr.....John M. Haerle

Branch Offices

Richardson Bldg., Dallas, Tex.
Phone: ADams 5-4511

Regional Sales Mgr.....T. A. Farrell
261 Madison Ave., New York, N. Y.
Regional Sales Mgr.....W. J. McKnight
2700 W. Olive, Burbank, Cal.
Phone: THornwall 5-1751
Regional Sales Mgr.....G. T. Tasto
Central Reg. Sls. (Home off.)..G. Bergmann

PRODUCTS: AM Broadcast transmitters, antenna phasing, FM antennas, TV-STL broadcast and recording audio eqpt. & TV weather radar.

Commercial Radio Sound Corp.

652 First Ave., New York 16, N. Y.
Phone: ORegon 9-0400

General Manager.....A. W. Schneider

PRODUCTS: Broadcast public address & audio systems, video & distribution systems.

Communications Products Co.

State Hwy. 79, Marlboro, N. J.
Phone: FReehold 8-1880

Manager.....J. L. Bernard

PRODUCTS: Antennas for base sta. & vehicular use, coaxial cable & connectors.

Community Engineering Corp.

Box 824, State College, Pa.
Phone: Adams 7-7221

President.....James R. Palmer
Vice-President.....Floyd B. Fischer

PRODUCTS: Complete electronic eqpt. for RF distribution of TV signals for com-

munity antenna, master, closed circuit, educational & industrial systems. Ultra low noise pre-amplifiers. Wide band sweep generators. Custom contract manufacturing.

Comprehensive Filmtreat, Inc.

421 W. 54th St., New York 19, N. Y.
Phone: CO 5-0372

President .....Michael Freedman
Vice-Pres. .....Stanley Gitner
Sec'y.-Treas. .....Jane Leni

PRODUCTS: Comprehensive filmtreat process: For films in constant use; print life service; comprehensive film rejuvenation.

Conrac, Inc.

19217 E. Foothill Blvd., Glendora, Calif.
Phone: EDgewood 5-1241

President.....W. J .Moreland
Vice-Pres., Engr.....J. Grayson Jones
Vice-Pres., Mfg.....R. M. Alston
Treasurer.....K. L. Peyton
Secretary.....P. C. Kemp

PRODUCTS: Color monitors and monochrome monitors. Off-the-air receivers for monitoring and re-broadcast applications.

Consolidated Tower Service

1123 Michigan Ave., Fort Wayne 6, Ind.
Phone: ANthony 7-0202

General Manager.....N. I. Swager

PRODUCTS: Erect, sell & service towers, spec. in package deals.

Continental Electronics Manufacturing Company

4212 S. Buckner Blvd., Dallas 27, Tex.
Phone: EVergreen 1-1137

President .....James Weldon
Sales Mgr.....Thomas B. Moseley

PRODUCTS: AM Broadcast transmitters (both standard and short wave).

John A. Costelow Co., Inc.

125 Kansas Ave., Topeka, Kansas
Phone: CEntral 3-6598

President.....John A. Costelow
Vice-Pres., Treas.....K. A. Costelow

PRODUCTS: Distributes Lehigh towers, Andrew Co. antennae, co-axial line, Hughey & Phillips tower lighting equipment.

Crouse-Hinds Co.

Wolf & 7th Sts., Syracuse 1, N. Y.
Phone: GR 4-1011

Chmn., Pres.....John R. Tuttle
Exec. Vice-Pres.....Robert J. Sloan
Vice-Pres., Sales.....Erle R. Monesmith
Mgr., Illumination.....J. S. Haney

PRODUCTS: Flashing beacons and aviation obstruction lights for marking radio and television towers.

Cubic Corp.

575 Kearny Villa Rd., San Diego 11, Calif.
Phone: BR 7-6780

President.....Walter J. Zable
Vice-President.....R. V. Werner

PRODUCTS: Microwave test equipment and components.

Dage Television Div. (Thompson Ramo Wooldridge, Inc.)

W. 10th St., Michigan City, Ind.
Phone: TR 4-3251

General Manager.....J. L. Lahey
Asst. Gen. Mgr.....W. T. Relyea
Chief Eng.....J. Alinsky

PRODUCTS: Closed circuit TV cameras & monitors; professional best. TV systems; transistorized portable TV cameras & transmitters; kinescope recorders.

Da-Lite Screen Co., Inc.

Warsaw, Ind.
Phone: AMherst 7-8101

President.....C. C. Cooley
Vice-President.....H. E. Christiansen
Vice-President, Sales.....C. J. Cerney

PRODUCTS: Projection screens, accessories.

Date Television Division

(Thompson Products, Inc.)
West Tenth St., Michigan City, Ind.

Gen. Mgr.....J. L. Lahey
Sales Mgr.....J. R. Howland

PRODUCTS: Closed Circuit, broadcast, color TV equipment.

Daven Co.

530 W. Mt. Pleasant Ave., Livingston, N. J.
Phone: WYman 2-4300

President .....Lewis Newman
Sales, Gen. Mgr.....E. L. Grayson

PRODUCTS: Vacuum tube voltmeters. Noise and distortion meters. Transmission measuring equipment. Test equipment, audio and RF attenuators, components, switches, wirewound resistors, metal film resistors.

Dearborn Glass Co.

6600 S. Harlem Ave., Bedford Park, Ill.
Phone: LUdlow 5-0900

President.....W. A. Williams
Executive Vice-President.....L. J. Paulick

PRODUCTS: Reflection free tube faces, flat and bent implosion plates.

Delco Radio (Division of General Motors)

700 E. Firmin, Kokomo, Ind.
Phone: GLadstone 2-8211

General Manager.....B. W. Cooper
Sales Manager.....D. A. Sandberg

PRODUCTS: Automobile Radios, power transistors; defense equipment: Ground-to-air communication equipment and two-way radio communication equipment.

Dewald Radio Mfg. Co.

35-15 37th Ave., Long Island City, N. Y.
Phone: STillwell 4-9334

President .....David Wald
Engineer .....Mark Glaser
Sales Mgr.....Edwin Weisl, Jr.

PRODUCTS: Transistor portables, clock radios, AM-FM Hi-Fi tuners, amplifiers. Stereo tuners & amplifiers.

Diamond Power Specialty Corp.

Box 415, Lancaster, Ohio
Lancaster, Ohio
Phone: OLive 3-6540

Chairman.....W. P. Thomas
President.....W. J. Fitzhugh
V.P., Gen. Sales Mgr.....L. B. Schueler

PRODUCTS: Industrial TV systems, Utilicon camera tube, PC 600 camera tube.

Dorne & Margolin, Inc.

29 New York Ave., Westbury, N. Y.
Phone: EDdgewood 4-3200

President .....Arthur Dorne
Vice-Pres., Treas.....Joseph Margolin

PRODUCTS: Antenna research, development and production.

Dresser-Ideco Company

875 Michigan Ave., Columbus 8, Ohio
Phone: AX 9-2123
N. Y. Phone: OX 7-2800

Product Manager.....J. M. Hogan
Comm. Sales Mgr.....J. R. Hayden
Tower Design Mgr.....Orville Pelkey

PRODUCTS: Broadcast Antenna Towers.

Allen B. Du Mont Laboratories, Inc.

750 Bloomfield Ave., Clifton, N. J.
Phone: SWarthmore 1-1000

Chmn. Bd. Dirs., Gen. Mgr.....Dr. Allen B. DuMont
President.....David T. Schultz
V.P., Research & Engr.....Dr. Thos. T. Goldsmith, Jr.
Asst. Gen. Mgr.....Nicholas De Falco
Controller.....Eugene J. Tanner
Asst. Treas.....Robert W. Norcross
General Counsel.....George Etkin
Ind. Rel. Dir.....Edward Van Houten
Public Relations Director.....Hy Brodsky

TUBE OPERATIONS

Manager.....Joseph P. Gordon
Dir. of Purch.....William J. Voss
Engineering.....Albert E. Beckers

INDUSTRIAL ELECTRONICS DIVISION

760 Bloomfield Ave., Clifton, N. J.

Manager.....Robert K. Clifford
Instr. & Automotive.....Morton G. Scheraga
Industr. TV, Mobile Radio
Kenneth F. Petersen

MILITARY ELECTRONICS DIVISION

35 Market St., East Paterson, N. J.

WEST COAST PLANT

11800 W. Olympic Blvd., Los Angeles 64, Cal.
Phone: GRanite 7-4271

Director.....R. T. Cavanagh

INTERNATIONAL DIVISION

515 Madison Ave., New York, N. Y.
Phone: PLaza 1-1652

Director.....Ernest A. Marx
Asst. Dir.....Robert I. Gaines

BOARD OF DIRECTORS

Chairman.....Allen B. Du Mont
Directors .....Barney Balaban, Armand G. Erpf, Thomas T. Goldsmith, Jr., Paul Raibourn, David T. Schultz, Percy M. Stewart, Edwin L. Weisl.

PRODUCTS: Industrial & spec. cathode-ray tubes, photosensitive devices, oscilloscopes & related scientific instruments, automotive test eqpt., 2-way mobile radio, industrial closed circuit TV, radar, data display devices.

Dynamic Electronics-New York, Inc.

87-46 123rd St., Richmond Hill, L. I., N. Y.
Phone: HI 1-4400

President.....J. M. Winer
Exec. V.P.....S. Levy
V.P. Govt. Div.....J. D. Winer
V.P. Engineering.....Pat Gale
Treasurer .....Louis Faferman
Secretary.....George Ginsburg
Chief Engineer.....Edward Keiser
Field Engineer.....Lenard Schwartz
Contract Engineer.....Murray Mayerson
Design Engineer.....Stanley Brenner
Product Engineer.....William Brenner

PRODUCTS: (AM-FM) Radio-phono combinations (dynamic); contract private brand (AMC & Hudson); tuners & tuner amplifiers. (TV) "Filtertenna" indoor TV-FM antenna; hi-pass & lo-pass filters; tri-set couplers; speaker selectors; "quadnaural" speaker systems.

Eastman Kodak Co.

343 State St., Rochester 4, N. Y.
Phone: LOcust 2-6000

Mgr., Motion Picture Film Dept.
Donald E. Hyndman

342 Madison Ave., New York 17, N. Y.
Phone: MUrray Hill 7-7080

Mgr., East Coast Office.....E. M. Stifle

130 E. Randolph Dr., Chicago 1, Ill.
Phone: RAndolph 6-7476

Mgr., Midwest Office.....K. M. Mason

6706 Santa Monica Blvd., Hollywood 38, Calif.
Phone: HOllywood 9-3101

Mgr., West Coast Office.....Emery Huse

PRODUCTS: Motion picture film and equipment for TV use, camera lenses, television film projectors.

Eidson Electronic Company

1902 N. Third St., Temple, Texas
Phone: PRospect 3-3901

Owner.....M. Eidson

PRODUCTS: Sta. frequency measuring service, communications receivers & transmitters.

Eitel-McCullough, Inc.

San Bruno, Calif.
Phone: JUno 8-1212

President.....W. W. Eitel
Exec. Vice-President.....J. A. McCullough
Vice Pres., Mfg.....G. F. Wunderlich
Vice Pres., Finance.....E. E. McClaran
Dir. of Marketing.....O. H. Brown
Dir. of Research.....J. S. McCullough

PRODUCTS: Eimac Electron, power transmitting tubes.

Electrical Tower Service, Inc.
325 S. W. Washington St., Peoria 2, Ill.
Phone: 3-9846
esident.....Stanley Bernstein
PRODUCTS: Erection and maintenance of dio & TV towers.

Electro-Voice, Inc.
Cecil & Carroll Sts., Buchanan, Mich.
Phone: OXbow 5-6831
esident.....A. R. Kahn
xecutive Vice-President.....R. E. Siekman
P., Best. Microphones.....L. R. Burroughs
PRODUCTS: Microphones and accesso-es, monitor and auditioning loudspeakers.

Electron Corp.
7 S. Central Expressway, Richardson, Tex.
Phone: ADams 5-3424
esident.....M. Zimmerman
PRODUCTS: Closed-circuit cameras.

Electronic Applications, Inc.
94 Richmond Hill Ave., Stamford, Conn.
Phone: DAvis 5-1574
esident.....V. J. Skee
PRODUCTS: Turntables, microphones, onitor loudspeakers, tape recorders.

lectronics Development Co., Inc.
743 Cahuenga Blvd., N. Hollywood, Calif.
Phone: STanley 7-3223
es., Chief Eng.....Joseph H. Leaming
., Treas.....Fred P. Leaming
n. Mgr.....D. W. Baisch
PRODUCTS: Audiplex sound diplexing its, air to ground transmitters, design and velopment of special studio equipment, v power 200 watt TV transmitters.

Electronic Tube Corp.
1200 E. Mermaid Lane, Phila. 18, Pa.
Phone: Chestnut Hill 7-6800
es. & Treas.....Kenneth C. Meinken
ce-Pres.....Ken C. Meinken, Jr.
ce-Pres., Sales Mgr.....R. F. Brunner
rchasing Agent.....Albert Holmes
PRODUCTS: Cathode Ray Receiving, Mul-un and Special Purpose Cathode Ray bes; Multi-Channel Oscilloscopes; High n DC Amplifiers, Special design AC and Amplifiers; Special design Signal Gen-tors; Electronic Engineering and Devel-nent.

Elizabeth Iron Works, Inc.
Box 360 Elizabeth, New Jersey
Phone: ELizabeth 4-2000
esident.....Harry Diamond
PRODUCTS: Manufactures towers.

nerson Radio & Phonograph Corp.
14th & Cole Sts., Jersey City 2, N. J.
Phone: SWarthmore 5-3400
esident.....B. Abrams
retary-Treasurer.....M. Abrams
ec. Vice-Pres.....Dorman D. Israel
V.P., Purch., Cons. Prod.
Engr., Mfg.....Harvey Tullo
V.P. Govt. Elec.....Morton P. Rome
V.P., Research Lab.....Harold Goldberg
V.P., Gov't Rel.....John D. Small
Dir. of Sales.....Arnold M. Henderson
Dir. of Adv.....Eugene Van Cleve
V.P., Controller.....Abraham Vogel
Dir., Comm. Eng.....Maurice Levy
Export Manager.....Joseph Kattan
PRODUCTS: TV receivers, radios, phonographs, air conditioners & electronic equipment for Govt. Defense Pgms.

Engineering Assoc.
434 Patterson Rd., Dayton 19, Ohio
Phone: AXminster 3-1662
President.....C. C. Littel
PRODUCTS: Test eqpt., rectifiers, inverters, converters, spec. power supplies.

Entron, Inc.
4902 Lawrence St., Bladensburg, Md.
Phone: APpleton 7-9585
President.....H. M. Diambra
V.P., Sales.....R. J. McGeehan
Secy., Treas.....H. M. Kannee
Research Director.....H. Blum
Information Director.....G. Boros
PRODUCTS: Engineer & mfg. community antenna TV systems & closed circuit, educational, & industrial TV systems; & master hotel, motel, & apt. antenna systems. Amplifiers: distribution; mixing, TV; TV; wide-band. Multi-set attenuators, R-F & I-F. TV boosters. R-F & Video coaxial cable. TV & UHF-to-VHF converters.

Esquire Radio Corp.
62-01 15th Ave., Brooklyn, N. Y.
Phone: BEnsonhurst 6-2755
President.....A. R. Lieberman
Vice President.....T. S. Block
Chief Engineer.....Paul Smith
Production Mgr.....Anthony Umina
Purchasing Agent.....Ernie Cooke
Controller.....L. Saqqual
PRODUCTS: Manufacturers of radios, phonographs and Hi-Fi combinations. Import manufacturers for German & Japanese prods.

Fairchild Camera & Instrument Corp.
Robbins Lane, Syosset, Long Island, N. Y.
Phone: WElls 1-4500
PRODUCTS: (AM-FM) Miniature beacon transmitters. Automatic voice data link. Fairchild motion analysis camera, high speed 16 mm motion picture camera for special effects color or B & W. Facsimile & telephoto transmitters & receivers.

Fairchild Recording Equipment Corp.
10-40 45th Ave., Long Island City
Phone: STillwell 4-6163
President.....Sherman M. Fairchild
Exec. Vice-Pres., Sls. Mgr...Ruben E. Carlson
PRODUCTS: Professional magnetic tape, disc recording and playback equipment in-

cluding pickup cartridges, professional arms, cutters, amplifiers, equalizers, power amplifiers, preamplifiers, complete recording and playback installations.

Fish-Schurman Corp.

70 Portman Rd., New Rochelle, N. Y.
Phone: NE 6-1300

PRODUCTS: Optical elements including Dichroic mirrors and beam splitters for color TV, lenses, prisms, glass slides for transparencies, 3 light & single light additive color motion picture printing heads.

Fisher & Assoc.

6100 NE Columbia Blvd., Portland 18, Ore.
Phone: ATlantic 7-7303

Manager.....C. H. Fisher

PRODUCTS: Erecting, lighting, painting & servicing towers & ground systems.

Fisher Radio Corp.

21-21 44th Drive, Long Island City, N. Y.
Phone: EXeter 2-2500

President.....Avery R. Fisher
V.P.'s.....B. L. Arons, F. L. Mergner, W. J. O'Donnell, J. J. Parks
Director of Sales.....J. J. Park

PRODUCTS: Hi-Fi Radio, Phonographs.

Florman & Babb, Inc.

68 West 45th St., New York 36, N. Y.
Phone: MU 2-2928

President .....Arthur Florman
Vice-President .....John Babb
Secretary.....Shirley Babb

PRODUCTS: Mfg., sls., & rental of everything in 16 & 35 mm motion picture eqpt.

Foto-Video Laboratories, Inc.

36 Commerce Rd., Cedar Grove, N. J.
Phone: PIlgrim 4-6000

Asst. Sales Mgr.....John Mahler

PRODUCTS: 2-Channel color & monochrome video DA & mixer, 600 Ma. 250 to 300 V DC, regulated low voltage supply, keyed video signal generator, 5-Channel sync. distribution amplifier, amplitude linearity tester, lin. & convergence dot gereator, 525—Line TV sync. generator, color subcarrier generator, 5" TV waveform monitor, 225 MA 250 to 300 V DC regulated low voltage supply.

Jack A. Frost

234 Piquette Ave., Detroit 2, Mich.
Phone: TRinity 3-8030

Owner.....Jack A. Frost
Asst. Gen. Mgr.....E. A. Taube

PRODUCTS: Rental equipment for motion picture, theatrical, studio and TV lighting equipment and accessories.

Gabriel Electronics Div.

(*The Gabriel Co.*)
135 Crescent Rd., Needham Heights 94, Mass.
Phone: HIllcrest 4-005

General Manager.....C. W. Coleman

PRODUCTS: Microwave relay antennas, passive reflectors, parabolic reflectors, mobile communications antennae.

Gates Radio Co.

123 Hampshire St., Quincy, Ill.
Phone: BAldwin 2-8202
N. Y. Phone: MUrray Hill 7-7971

President.....P. S. Gates
Vice-President.....L. I. McEwen
Secretary.....A. S. Petzoldt
Sales Manager.....L. J. Cervone
Adv. Dir.....John Price
Dir. of Engr.....N. L. Jochem
Works Manager.....Howard Young
Purchasing Agent.....John Bowers

Branch Offices
13th & E St., N. W., Washington 4, D. C.
Phone: MEtropolitan 8-0522
2700 Polk Ave., Houston, Tex.
Phone: CApitol 8-8536
1133 Spring St., N. W., Atlanta, Ga.
Phone: TRinity 6-0369

PRODUCTS: Radio broadcast transmitters AM; radio broadcast transmitters FM; TV broadcast transmitters UHF and VHF; speech input equipment for radio and video; transcription turn tables; recording equipment; communications transmitters (high frequency); communications transmitters (very high frequency); airway communications equipment; homing beacon equipment; directional phasing equipment; antenna coupling equipment; transmission line equipment; portable remote amplifiers; rack cabinets (relay); cabinets (transmitter); master control systems.

General Communications

Box 169, Fort Atkinson, Wisc.
Phone: JOrdan 3-5547

President.....E. D. Petersen
Secy.-Treas.....C. O. Bell

PRODUCTS: Monitors, power supplies, camera, program and dial monitor switching systems.

General Electric Co.

Electronics Park, Syracuse, N. Y.
Phone: GRanite 6-4411
N. Y. Phone: PLaza 1-1311

Industrial Electronics Division
Technical Products Department

Vice-Pres., Gen. Mgr.....C. K. Rieger

TV Receiver Dept.
Electronics Park, Syracuse, N. Y.

General Manager.....Herbert Riegelman
Manager Marketing.....Jack S. Beldon
Mgr. Sales Planning.....Jos. F. Effinger
Mgr. Adv. & Sales Prom.....Dale O. Akridge

PRODUCTS: TV Receivers—monochrome and color.

General Manager.....W. J. Morlock
Manager—Marketing (Broadcast Equipt. and Allied Military Equipment).....P. L. Chamberlain
Manager—Marketing (Closed circuit TV).....F. P. Barnes

PRODUCTS: Radio and TV broadcast equipment, including transmitters, antennas

ıd studio gear, for color and monochrome V, closed circuit TV equipment, scatter ›mmunications equipment, high frequency ›ating equipment.

Electronic Components Division
General Electric Co., Owensboro, Ky.
Phone: MUrray 3-2401
›neral Manager.....L. B. Davis

Receiving Tube Dept.
General Electric Co., Owensboro, Ky.
Phone: MUrray 3-2401
›neral Manager.....I. D. Daniels
PRODUCTS: Radio and TV receiving bes, "Five-Star" high reliability tubes, ›icro-miniature metal ceramic receiving bes.

Power Tube Dept.
ldg. 267, General Electric Co., Schenectady 5, N. Y.
Phone: FRanklin 4-2211
›neral Manager.....J. F. McAllister
PRODUCTS: Metal-ceramic transmitting bes, TV camera tubes, microwave tubes, dustrial power tubes, tank-type ignitrons.

Cathode Ray Tube Dept.
Electronics Park, Syracuse 1, N. Y.
Phone: GRanite 6-4411
›neral Manager H. F. DeLong
PRODUCTS: TV picture tubes, industrial thode ray tubes, radar indicator tubes.

Semiconductor Products Dept.
Electronics Park, Syracuse 1, N. Y.
Phone: GRanite 6-4411
›neral Manager.....H. B. Fancher
PRODUCTS: Transistors (germanium and icon) for all entertainment, commercial, d military markets; germanium and sili-n rectifiers for electronic and electrical uipment; germanium and silicon diodes r electronic and electrical equipment.

Specialty Electronic Components Dept.
General Electric Co., W. Genesee St., Auburn, N. Y.
Phone: 3-7321
›neral Manager.....C. G. Lloyd
PRODUCTS: Printed wiring boards, lead-s ceramic capacitors, encapsulated resis-›-capacitor networks, ferrites, delay cable, ›cision metal parts for electronic tubes, ›hnical ceramics, high fidelity sound com-nents and phono accessories.

Communication Products Dept.
Electronics Park, Syracuse 1, N. Y.
Phone: GRanite 6-4411
›neral Manager.....H. Van Aken
PRODUCTS: Mobile communication uipment, two-way-radio, microwave, radio ffic coordination units, power line carrier, minal equipment.

Radio Receiver Dept.
General Electric Co., 1285 Boston Ave., Bridgeport 2, Conn.
Phone: EDison 4-1012
›neral Manager.....W. P. Von Behren
PRODUCTS: Full line of portable radios, ck-radios, table radios.

›neral Precision Laboratory, Inc.

63 Bedford Rd., Pleasantville, N. Y.
Phone: ROgers 9-5000
Bd. Chmn., Technical Dir.....R L. Garman
Pres., Gen. Mgr.....J. W. Murray
Vice Pres.....Blair Foulds
Sales Manager.....N. M. Marshall

PRODUCTS: Studio and portable TV equipment; television projection systems; industrial and institutional closed-circuit television systems.

General Radio Co.

275 Massachusetts Ave., Cambridge 39, Mass.
Phone: TRowbridge 6-4400
N. Y. Phone: WHitney 3-3140
President.....C. C. Carey
Vice-Pres. for Sales.....A. E. Thiessen
Treasurer.....Lawrence H. Pexton
Secretary.....John D. Quackenbos
Sales Manager.....M. T. Smith
Export Manager.....S. W. DeBlois
V.P., Engr.....D. B. Sinclair
Publicity Manager.....C. E. Worthen
Service Manager.....H. H. Dawes

PRODUCTS: AM, FM and TV frequency and modulation monitors, distortion and noise meters, audio test oscillators, transmitter test equipment.

Granco Products, Inc.

36-07 20th Ave., Long Island City 5, N. Y.
Phone: RAvenswood 1-0400
President .....Henry Fogel
Sales Director.....Herbert A. Frank
V.P. Chg. Mfg.....Seymour Napolin

PRODUCTS: FM radios; FM-AM radios; FM tuners; FM-AM stereophonic phonograph consoles.

Grand Iron Works, Inc.

525 Tiffany St., New York 59, N. Y.
Phone: DAyton 8-2600
President.....B. E. Alpern

PRODUCTS: Manufactures and erects towers.

Gray Manufacturing Co.

16 Arbor St., Hartford, Conn.
Phone: ADams 3-1271
Sales Manager.....N. Barnes

PRODUCTS: Turntables, tone arms & pre-amplifiers.

Graybar Electric Co., Inc.

420 Lexington Ave., New York 17, N. Y.
Phone: LExington 2-4000
Sales Manager.....J. O'Connell

PRODUCTS: Microphones, amplifiers, magnetic tape recorders, lighting eqpt.

Guild Radio & TV Co.

460 N. Eucalyptus Ave., Inglewood, Calif.
Phone: ORegon 8-7771
Sales & Exec. Head.....Lou Dolgin
Production Chief.....Jack E. Ackerman
Chief Engineer.....Herbert Fremont

PRODUCTS: Country Belle, Country Belle Music Maid, Spice Chest, & Teakettle radios; Grafonola, Bonnet Box, & Ginger Bread Bin AM-FM high fidelity stereo radio-phonograph combinations.

Hallamore Electronics Co.

(Div. of The Siegler Corp.)

Pres., Siegler Corp.....John G. Brooks
Pres., Hallamore Electronics
Lloyd G. Hallamore
Exec. V.P.....John J. Burke

PRODUCTS: Closed-circuit TV industrial systems, and electronic communication systems.

J. M. Hamilton, Inc.

1106 N. Oakwood St., Gastonia, N. C.
Phone: UNiversity 4-2115

President.....J. M. Hamilton
Vice President.....Mrs. Marie C. Hamilton

The Hammarlund Mfg. Co., Inc.

460 West 34th St., New York 1, N. Y.
Phone: LOngacre 5-1300

Chairman of Board.....Joseph Lush
President.....Lloyd A. Hammarlund
Vice-Pres., Treas.....Edward A. Wittmer
Vice-Pres., Mfg.....Hugh A. McCloskey
Sls. Mgr., Engr. Prod.....L. C. Menket
Sls. Mgr., Comm'l Prod.....F. Lester
Vice-Pres., Eng.....R. M. Daugherty
Secy. & Compt.....Walter Knorr
Advertising & Promotion
Manager.....Lescarboura Agency
Personnel Director.....George Froehlich
Purchasing Manager.....William Griffin

PRODUCTS: Communication receivers and accessories, standard and special variable capacitators, remote supervisory controls, diversity receivers.

The Harwald Company

1245 Chicago Ave., Evanston, Ill.
Phone: DAvis 8-7070

President .....Robert Grunwald
Acting Sales Mgr.....Howard Bowen
Technical Director.....Richard R. Wallace
Movie-Mite Div.....Paul J. Browder
Sales Engineer.....Sam Caldwell
Field Engineer.....Ray Short

PRODUCTS: (TV) Inspect-O-Film automatic film inspecting machine; Splice-O-Film automatic hot splicer; Protect-O-Film film cleaner; Cement-O-Film film cement; Admatic automatic slide projector.

Harwood Manufacturing Co.

466 W. Superior St., Chicago 10, Ill.
Phone: WHitehall 3-0465

President .....Sidney Swislow
Vice-President, Gen. Mgr.....J. H. Lippman

PRODUCTS: Photographic and electronic lighting equipment, sheet metal fabricating, spun metal reflectors, portable lighting bars.

Hewlett-Packard Co.

275 Page Mill Rd., Palo Alto, Calif.
Phone: DAvenport 5-4451

President .....David Packard
Vice-President.....William R. Hewlett

PRODUCTS: TV & FM monitors and test equipment.

Hinners-Galanek Radio Corp.

66-02 Austin St., Forest Hills 74, N. Y.
Phone: RIchmond 7-4488

President.....Frank A. Hinners
V.P., Treas.....Leo J. Galanek
Sales Manager.....Arthur Howard
Chief Engineer.....Daniel P. Brand
Purchasing .....Mildred Towey
General Manager.....Jerry Di Mucci
Credit Manager.....Grace V. Ramey
Prod. Mgr.....Paul Swist
Traffic Mgr.....Mach Wachs
Chief Mechanical Eng.....Zenon B. Salij

PRODUCTS: AM: 4-, 5-, 6-tube table & clock radios. Six-transistor portable Texon & plastic cases. Stereo phonographs.

Hoffman Electronics Corp.

3761 S. Hill St., Los Angeles, Calif.
Phone: RIchmond 7-4488

President.....H. Leslie Hoffman
Vice-Pres., Treas.....C. E. Underwood
Secretary.....H. S. Hazeltine
V.P., Engineering.....I. J. Kaar
Vice President.....M. E. Paradise
Adv. Dir.....E. A. Tischler
Mgr. Patent Dept.....B. L. Birchard

Consumer Products Division

V.P., Sales.....P. E. Bryant
V.P., Mfg.....J. Stevens
V.P., Admin.....M. G. Whitney
V.P., Engr.....C. A. Nichols
V.P., Styling.....J. Portanova
Asst. Sls. Mgr.....D. D Spence
Asst. Sls. Mgr., Radio
& Hi-Fi.....J. B. Chadwell
Advt Mgr.....W. Baldwin
Sls. Prom. Mgr.....D. Van Winkle
Prod. Mgr.....F. J. Vogt
Quality Control Dir.....H. Roemer

Laboratories Division

President.....J. D. McLean
Treasurer.....J. Kuhner
V.P., Electro-Mech.....L. Mendelsohn
V.P., Operations.....G. M. Hafner
V.P., Engr.....R. A. Maher
Dir. of Manufacturing.....E. E. Davis
Director of Purchasing.....R. A. Gingrich
Dir. Military Sales.....J. G. Anderson
Advertising Director.....W. H. Herrman

Semiconductor Division

Exec. Vice President.....M. E. Paradise
Treas., Asst. Gen. Mgr.....J. S. McGee
V.P., Marketing.....R. N. Golbach
V.P., Research.....Dr. M. B. Prince
V.P., Engr.....J. R. Madigan
V.P., Manufacturing.....R. L. Sigwell
Advertising Director.....R. Saichek

PRODUCTS: TV & radio receivers, hi-fi phonographs, military electronic equipment, semiconductor devices.

Holt Electronic Research Labs.

105 E. Spruce St., Mahanoy City, Pa.
Phone: 1228

Chief Eng.....Luther Holt

PRODUCTS: Community TV. Cable

pment, preamps, head end A.G.C. units. tal control converters, V.H.F., U.H.F.

Houston-Fearless Corporation

1 W. Olympic Blvd., Los Angeles, Calif.
Phone: BRadshaw 2-4331
Sales Mgr.....A. J. Kjontvedt
President.....K. B. Elliott
RODUCTS: Pedestals, friction heads, ed heads, dollies, cranes, remote control s, etc.

Huggins Laboratories, Inc.

1 Hamilton Ave., Menlo Park, Calif.
Phone: DAvenport 3-0013
ident.....Richard A. Huggins
f Engineer.....Lester Roberts
RODUCTS: Manufacturer and developer raveling wave tubes, backward wave lators and associated solenoids.

Hughey & Phillips, Inc.

N. San Fernando Blvd., Burbank, Calif.
Phone: VIctoria 9-1104
Gen'l Mgr.....J. H. Ganzenhuber
ODUCTS: 300 mm. beacons, obstruction s, photo-electric controls, beacon flashers, al junction boxes, microwave tower light ol & alarm systems, and complete kits tower lighting, sleet melter power and ol.

Industrial Television, Inc.

369 Lexington Ave., Clifton, N. J.
Phone: GRegory 3-0900
dent.....Horace Atwood, Jr.
Manager.....R. J. Harrington
ODUCTS: Monochrome and color mon special ITV equipment.

Industrial Tubes, Inc.

321 Stevens St., Geneva, Ill.
Phone: GEneva 806
President.....R. K. Soderquist
ODUCTS: Inert gas-filled thyratrons for n TV studios in the dimming circuits of control panels. Our tube types for e use include: 5665/C16J, 718 & 710/

Insuline Corp. of America

86 Granite St., Manchester, N. H.
Phone: NA 5-8511
Vice Pres.....A. S. Blumenthal
roller, Treasurer.....H. J. Lynch
Gen. Sls. Mgr.....J. J. Niesi
Mgr.....C. E. Strickland
V.P., Sls.....J. J. Maresca
nasing Agent.....E. L. Bramhall
ODUCTS: Adapters, phone pick-up; ing tools; amplifier chassis; angles and ets antenna.

Internat'l. Electronics Corp.

81 Spring St., New York 12, N. Y.
Phone: WOrth 6-0790
dent.....B. B. Grossman
Treas.....M. Grossman
President.....E. J. Porto

PRODUCTS: Mullard products: Audio & radio & spec. purpose tubes; semi-conductor & photo conductive devices; ultrasonic eqpt.; electrical testing apparatus.

International Research Associates

(Division of Iresco, Inc.)
2221 Warwick Ave., Santa Monica, Calif.
Phone: TExas 0-4415
President.....L. E. Brown
PRODUCTS: TV monitors, receivers, video sync equipment.

International Telemeter Corp.

2000 Stoner Ave., Los Angeles, Calif.
Phone: GRanite 8-7751
Chairman.....Paul Raibourn
President.....L. A. Novins
Vice-Pres.....P. MacNamara, C. I. Lappen, Jas. Murtagh
Secretary.....Jacob Karp
Treasurer.....Eugene Zukor
Asst. Secy.-Treas.....Stanley A. Wainer
Asst. Secy.....Arthur Israel, Jr.
PRODUCTS: Telemeter system of Pay-as-You-See TV.

Internat'l Telephone & Telegraph Corp.

67 Broad St., New York 4, N. Y.
Phone: BOwling Green 9-3800
V.P. Chg. Marketing.....P. R. Roehm
PRODUCTS: Mobile radio systems, closed-circuit TV systems, tubes, rectifiers & condensers.

Inter-State Communications Co.

845 Chicago Ave., Evanston, Ill.
Phone: DAvis 8-4800
General Manager.....Warren B. Cozzens
Sales Mgr.....Michael J. Cudahy
PRODUCTS: Microwave relay equipment & systems.

ITT Components Division

(A Div. of IT & T)
100 Kingsland Road, Clifton, N. J.
Phone: NUtley 2-3600
N. Y. Phone: BOwling Green 9-3800
President.....Burrell A. Parkhurst
V.P. Chg. Mfg.....William P. Maginnis
V.P. Chg. Mktg.....Frank M. Viles, Jr.
Comptroller.....George Neaderhouser
Advertising Manager.....Edward L. Shaw
PRODUCTS: Selenium & silicon rectifiers, tantalum & aluminum capacitors, hermetic seals, miniature switches, power, traveling wave, hydrogen thyratron & image storage tubes.

ITT Federal Division

100 Kingsland Road, Clifton, N. J.
Phone: NU 2-3600
President.....Delbert L. Mills
Vice President.....Theodore M. Douglas
V.P., Administration.....Robt. E. Chasen
V.P., Engr.....Walter H. Hawk
Pub. Rel. Dir.....Joseph A. Abbott
General Sales Manager.....John D. Phelan

Purchasing Agent.....Charles Messner
PRODUCTS: Communications transmitting-receiving systems & eqpt., conventional, time & frequency sharing, pulse coded.

ITT Laboratories

(*A Div. of Internat'l Tel. & Tel. Corp.*)
500 Washington Ave., Nutley 10, N. J.
Phone: NOrth 1-1100
President.....Henri Busignies
V.P.'s.....Andre G. Clavier, Peter C. Sandretto, Armig G. Kandoian
Lab Director.....William Sichak
PRODUCTS: Microwave radio systems & path loss test eqpt. for point-to-point & over-the-horizon transmission.

Jackson Electrical Instrument Co.

18 S. Patterson Blvd., Dayton 2, O.
Phone: BAldwin 4-0367
President.....J. Myron Fulkerson
Purchasing Agent.....James A. Hawkins
Secy-Treas.....J. E. Beery
PRODUCTS: Radio-TV-Marine electronics.

Jenfred, Inc.

36 W. 57th St., New York 19, N. Y.
Phone: CIrcle 7-1429
President.....Claude Frederick
Vice President.....Grace V. Frederick
PRODUCTS: Stock pictures for projection, etc.; overhead, rear or front projection eqpt.; slide files—projection eqpt., rear & front screen & overhead projection.

Jensen Manufacturing Co.

6601 S. Laramie Ave., Chicago 38, Ill.
Phone: POrtsmouth 7-7600
PRODUCT: Loudspeakers.

Jerrold Electronics Corp.

23rd and Chestnut Sts., Philadelphia, Pa.
Phone: LOcust 4-0707
N. Y. Phone: SYcamore 2-3700
President .....Milton Shapp
Vice Presidents.....Donald Kirk, Jr., Henry J. Arbeiter, Caywood Cooley
Asst. to the Pres.....Zalmon H. Garfield,
Sales Manager.....William Miller
Dir. of Pub. Rel.....Daniel Aaron
PRODUCTS: CATV Systems, cable theater, test instruments, preamplifiers and accessories.

Johns-Manville

22 E. 40th St., New York 16, N. Y.
Phone: LExington 2-7600
Manager.....P. J. Washburn
PRODUCT: Acoustical materials.

E. F. Johnson Co.

Waseca, Minn.
Phone: 990
General Manager.....E. F. Johnson
General Sales Mgr.....E. T. Herbig Jr.
PRODUCTS: Antenna insulators, RF contactors, isolation inductors, inductors (fixed & variable), shaft couplings (flexible & rigid), static drain chokes, tower lighting filters, phase samplings loops, make-before—break switches, counter dials, feed-thru bowl insulators.

Kaar Engineering Corp.

2995 Middlefield Rd., Palo Alto, Cal.
Phone: DAvenport 6-5050
Manager.....F. Genochio
PRODUCTS: Mobile radio telephone eqpt.; AM & FM transmitters & receivers.

Kahn Research Laboratories, Inc.

22 Pine Street, Freeport, N. Y.
Phone: FReeport 9-8800
President.....Leonard R. Kahn
V.P. Chg. of Sls.....Kenneth B. Boothe
PRODUCTS: Compatible single-sideband system for AM broadcast transmitters; Symmetra-peak, a network to maintain symmetrical waveform modulation (AM-FM); compatible stereophonic transmission method for AM-FM transmitters. (TV) Symmetra-peak, a network to maintain symmetrical modulation on TV audio channels.

Kay Electric Co.

14 Maple Ave., Pine Brook, N. J.
Phone: CAldwell 6-4000
Partner.....Harry R. Foster
Partner, Chief Eng.....Elmo E. Crump
Sales Manager.....John Gilmore
PRODUCTS: Broadcast test equipment.

Kent Television, Inc.

505 Driggs Ave., Brooklyn, N. Y.
Phone: EVergreen 8-2272
General Manager.....Jack Mendelson
Sales Manager.....Benjamin Wax
Prod. Mgr.....L. L. Hechtlinger
PRODUCTS: Hi-Fi stereo & TV units.

Kimble Glass Co.

(*Subsidiary of Owens-Illinois Glass Co.*)
Owens-Illinois Bldg., Toledo 1, Ohio
Phone: CHerry 2-6543
Montclair, N. J. Phone: PIlgrim 6-3852
President.....R. H. Mulford
V.P., Gen. Mgr.....J. P. Kearney
V.P., Chief Engr.....F. D. Pinotti
Plant Mgr., TV Plant (Columbus) .....C. E. Reed, Jr.
Sls. Mgr., Electronic Prods. Div..J. P. Gleason
Mgr. New Products, Electronic Prods. Div.....G. P. Molloy
PRODUCTS: TV bulbs.

Kline Iron & Steel Co., Inc.

1225 Huger St., Columbia, S. C.
Phone: AL 4-0301
President.....B. H. Kline
Sales Manager.....J. R. Trotter
Chief Engineer.....F. L. Anderson, Jr.
PRODUCTS: Manufactures and erects towers. For TV antennas, AM and FM radio, microwave systems.

Kliegl Bros., Inc.

321 W. 50th St., New York, N. Y.

Phone: COlumbus 5-0130
e President.....Herbert A. Kliegl
Sales Mgr.....Herbert R. More
PRODUCTS: TV studio lighting equipnt: spotlights, scoops, pattern and slide ojectors; lighting distribution system inding connector strips, ceiling and wall let boxes, multi-conductor cable; studio hting control centers including the Rotoor and SAF-PATCH automatically nonhing cross-connecting boards, dimmer cones with either transformer, electronic or gnetic amplifier dimmers, preset boards m 2 to 10 scenes as well as preset Memory ards.

Kollmorgen Optical Corp.

347 King St., Northampton, Mass.
Phone: JUstice 4-0280
sident.....E. O. Kollmorgen
e-President.....J. C. Milligan
es Manager.....William C. O'Donnell
PRODUCTS: Motion picture equipment, projection lenses and mirrors, 16 mm jection lenses, custom optical equipment.

Kriss Electronics Corp.

191 Oraton St., Newark, N. J.
Phone: HU 4-3137
sident.....Charles J. Kriss
d. Mgr.....Emanuel Jasuik
RODUCTS: TV tubes, cathode ray tubes.

Kuthe Laboratories, Inc.

730 S. 13th St., Newark, N. J.
Phone: BIgelow 2-6000
sident.....W. P. Maginnis
Eng.....H. M. Brady
RODUCTS: Hydrogen thyratrons.

ambda-Pacific Engineering, Inc.

14725 Arminta St., Van Nuys, Calif.
Phone: STate 3-2400
sident.....L. W. Mallach
Mgr.....H. L. Arment
RODUCTS: Microwave systems, portable fixed. Full color and Monochrome. 5600 to 12,000 mc.

Langevin

(Div. W. L. Maxson Corp.)
37 Austell Pl., Long Island City 1, N. Y.
Phone: RAvenswood 9-1850
nager.....A. Schneider
ef Engineer.....Charles Langabeer
RODUCTS: Langevin Mfg. Corp. audio lectronic equipment, magnetic amplifiers, e transformers & mil. & comm'l transers for electronics industry.

Lehigh Structural Steel Co.

7 Battery Place, New York 4, N. Y.
Phone: WHitehall 4-1424
. Sls. Mgr.....E. A. Murphy
Eng. (Tower Dept.).....F. H. Taylor
RODUCTS: Vertical radiators, supporting ers, relay towers.

Liberty Tower Erection Co., Inc.

Box 9123, Oklahoma City, Okla.
Phone: MElrose 7-3381
Pres., Gen. Mgr.....Earl Griffith
Secy.-Treas.....Evelyn Griffith
PRODUCTS: TV towers.

Ling Systems, Inc.

11949 Vose St., N. Hollywood, Cal.
Phone: STanley 7-3441
President.....F. W. Bailey
V.P. Sales.....R. H. Goodwin
V.P. Engr.....P. D. Bayless
V.P. Prod.....D. L. Tatro
Secy., Treas.....Lee Webster
PRODUCTS: Microwave relay systems, microwave antennas and components for TV, remote,STL & off-air pickups, incl. intercity microwave. Vidicon camera chains. Microvan complete remote pickup unit.

John E. Lingo & Son, Inc.

2814 Buren Ave., Camden 5, N. J.
Phone: WOodlawn 4-0487
PRODUCTS: Antenna supporting poles & transmitting antennas.

Lymar Engineers, Inc.

1432 N. Carlisle St., Philadelphia 21, Pa.
Phone: STevenson 7-4450
President.....Edward M. Beeler
Vice-President.....Samuel Sabaroff
Secy.-Treas.....Donald R. Trilling
PRODUCTS: Community TV Antenna Systems, impedance matching devices, amateur radio gear.

Machlett Laboratories, Inc.

1063 Hope St., Springdale, Conn.
Phone: FIreside 8-7511
President.....W. E. Stevenson
Sls. Mgr., Power tube div.....R. E. Nelson
Field Engineers, Eastern District.....C. Kirka, G. J. Taylor
Field Engineer, Central District.....D. S. Frankel
Field Engineer, West Coast District.....E. H. Gilbert
Sls. Prom. Mgr.....R. N. Rose
PRODUCTS: Electron tubes for oscillator, amplifier, and modulator service in AM & FM transmitters. TV transmitter electron tubes; vidicon & image orthicon TV camera tubes.

Magnasync Manufacturing Co., Ltd.

5546 Satsuma Ave., North Hollywood, Cal.
Phone: STanley 7-5493
President.....D. J. White
V. P.'s.....W. H. Stutz, J. W. Green
Sls. Mgr.....H. V. Auchstetter
PRODUCTS: Motion Picture/TV recording and reproducing equipment; related accessories.

The Magnavox Company

2131 Bueter Rd., Ft. Wayne 4, Ind.
Phone: EAstbrook 9721

Chairman.....Richard A. O'Connor
President.....Frank M. Freimann
V.P., Secy.....Gerard M. Ungaro
V.P., Treas.....John S. Sturgeon
V.P.'s.....Edwin S. Pridham, Maj. Gen'l. Geo. F. Smith
General Comptroller.....J. A. Robinson, Jr.
Corporate Comptroller.....Jack W. Schrey
Asst. Secy.'s.....Catherine M. Kelly, Stanley S. Sondles, Jas. M. Barrett, Jr., M. W. Dobrzensky
Asst. to Pres.....C. Wesley La Blanc, Jr.
Retail Merch. Mgr.....George Fezell
Advertising Manager.....Karl Carstens
Purchasing Director.....Warren Frebel
Nat'l Service Manager.....Ray Yeranko

PRODUCTS: (AM-FM) Stereo Hi-Fidelity radios. (TV) 17, 21 & 24" & color: UHF & VHF; two-way combinations; three-way combinations.

Marconi Instruments Ltd.

111 Cedar Lane, Engelwood, N. J.
Phone: LOwell 7-0607

Manager.....R. J. Bailey
Sls. Mgr.....W. A. Buck
Ch. Eng.....S. Ellam

PRODUCTS: Measuring instruments for FM mobile radio, measuring instruments for bcstg. stations, FM/AM signal generators, frequency standards, deviation monitors, TV sideband analyzers, etc.

Mattison Electronics Corp.

2380 Hoffman St., New York 58, N. Y.
Phone: CY 8-1400

President, Treasurer.....Richard Mattison
Vice President.....Aaron Ignal

PRODUCTS: TV receivers, hi-fi eqpt., radio-phonograph combinations.

J. A. Maurer, Inc.

37-01 31st Street, Long Island City 1, N. Y.
Phone: STillwell 4-4600

President..... Daniel R. Ehrlich
V.P., Treasurer.....Ben Cohen
V.P., Secy.....Herman Cohen
Asst. Secy.....Lee Shaw

PRODUCTS: 16mm. professional motion picture cameras; 16mm. sound recorders; 16mm. film phonographs. 16 & 35 mm. Galvanometers, kinescope recording equipment 16 mm., rapid processing equipment for 16 and 35 mm. film.

McGraw-Edison Company

(Bussman Mfg. Div.)
University at Jefferson St., St. Louis 7, Mo.
Phone: GArfield 1-1740

Manager.....J. C. Ingram

1004 E. Fourth St., Los Angeles 13, Cal.
Phone: MAdison 5-1954

Manager.....O. A. Alderman

PRODUCTS: Radio & TV fuses.

Mectron Company

166 Ridge Ave., N. Plainfield, N. J.
Phone: 6-6513

Sales Manager.....J. F. Cosgrove

PRODUCTS: Copper coaxial transmission lines, air dielectric replacement parts for RMA coaxial line, fittings.

Metropolitan Electric Mfg. Co.

(Lumi-Tron Division)
22-50 Steinway St., Long Island City 5, N. Y.
Phone: AStoria 8-3200

Sls. Manager.....Charles Shevelin

PRODUCTS: Studio lighting control & fixtures, lighting accessories & power equipment.

Metropolitan Telephone Supply Corp.

964 Dean St., Brooklyn 38, N. Y.
Phone: NEvins 8-5900

President.....S. Beidler

PRODUCTS: Cameramen's telephone head & chest sets, telephone jacks, plugs, switchboards & assoc. eqpt.

Metzner Engineering Corporation

1041 N. Sycamore Ave., Hollywood 38, Cal.
Phone: HOllywood 2-2353

President.....Robert G. Metzner
V.P., Gen. Mgr.....Robert J. Margolis
Sales & Adv. Mgr.....Will A. Connelly
Ch. Eng.....Burton W. Farber

PRODUCTS: Starlight continuously variable speed transcription turntable, esp. for sound effects; Starlight stereo tape decks; Starlight stereaunetic transcription arm.

Microlab

71 Okner Pkwy., Livingston, N. J.
Phone: WYman 2-5700

President.....Harry A. Augenblick
V.P., Prod. Mgr.....Albert Sachs, Jr.
Chief Engineer.....Herbert F. Engelmann
Sales Manager.....Richard C. Hess
Comptroller.....Betty S. Brewster
Purchasing Agent.....Arthur Alexander

PRODUCTS: Coaxial attenuators, filters, dividers, terminations, UHF test equipment.

Microwave Associates

Northwest Industrial Park, Burlington, Mass.
Phone: BRowning 2-3000

President.....Dana W. Atchley Jr.
Exec. V.P.....Vess Chigas
V.P., Res. & Develop.....R. M. Walker

PRODUCTS: Microwave tubes and waveguide components.

Midwestern Instruments, Inc.

(Div. of Magnecord)
1101 S. Kilbourne Ave., Chicago 24, Ill.
Phone: VAn Buren 6-9301

Gen. Sales Mgr.....Hugh J. Daly

PRODUCTS: Eqpt. for radio & TV; tape recording eqpt.

Miles Reproducer Co., Inc.

812 Broadway, New York 3, N. Y.
Phone: SPring 7-7670

Secretary, Sls. Mgr.....J. M. Kuhlik, Sc.D.

PRODUCTS: Tech. recorders. Shoulder-strap or briefcase type, self-contained voice recorder for interviews.

Milo Electronics Corp.
530 Canal St., New York 13, N. Y.
esident.....Milton A. Putterman
PRODUCTS: Audio components, test in-uments, tubes, recording & playback eqpt., re, cable, connectors.

Minnesota Mining and Mfg. Co.
900 Bush Ave., St. Paul 6, Minn.
Phone: PRospect 6-8511
es Mgr., Magnetic Prod.....Dan Denham
es Mgr., Dist. Trades.....W. H. Madden
Branch Offices
6850 S. Harlem Ave., Bedford Park, Ill.
nager.....R. A. Kelley
923 S. Garfield Ave., Los Angeles 22, Calif.
nager.....M. D. Benson
320 Shaw Rd., S. San Franisco, Calif.
. Mgr.....F. A. Blankenbaker
700 Grand Ave., Ridgefield, N. J.
. Mgr.....W. F. Enright
700 Forest Park Blvd., St. Louis 8, Mo.
. Mgr.....D. A. Gilbert
2121 Santa Anna Ave., Dallas 28, Tex.
. Mgr.....R. A. Henderson
367 Grove St., St. Paul 1, Minn.
. Mgr.....C. M. Jacobsen
330 Centre St., Newton Center 59, Mass.
. Mgr. .....E. F. Gregg
Box 2012, Buffalo 6, N. Y.
. Mgr.....E. W. Ball
598 Rising Sun Ave., Philadelphia 20, Pa.
. Mgr.....J. T. Donahue
732 Ashby St., N. W., Atlanta 3, Ga.
. Mgr.....G. S. Miles
4835 Para Dr., Cincinnati, Ohio
. Mgr.....J. J. O'Brien
200 Brookpark Road, Cleveland 30, Ohio
. Mgr.....A. D. Steele
8825 Grinnel Ave., Detroit 13, Mich.
. Mgr.....R. F. Woelfel
PRODUCTS: Magnetic tape & accessories.

Mitchell Camera Corp.
666 W. Harvard St., Glendale 4, Calif.
Phone: CHapman 5-1086
esident.....Mrs. Eva Fox
PRODUCTS: Film cameras and accesso-s.

Mole Richardson Co.
' N. Sycamore Ave., Hollywood 38, Calif.
Phone: OLdfield 4-3660
esident .....Peter Mole
rst Vice-Pres., Treas.....W. K. Parker
ec. V.P., Secy.....E. C. Palmer
PRODUCTS: Photographic lighting equip-nt and accessories for TV studios. Micro-one booms and perambulators.

Motorola, Inc.
4545 W. Augusta Blvd., Chicago 51, Ill.
Phone: SPaulding 2-6500
esident.....Robert W. Galvin
ecutive Vice-Pres.....Daniel E. Noble
PRODUCTS: TV and radio receivers.

Moviola Manufacturing Co.
1451 Gordon St., Hollywood, Calif.
Phone: HOllywood 7-3178
President .....Mark Serrurier
PRODUCTS: Motion picture film editing equipment.

Multi-Tron Laboratory Inc.
9861 Derby Lane, Westchester, Ill.
President, Ch. Eng.....Nicholas Glyptis
PRODUCTS: Electronic tubes. Research development manufacturing. Electronics.

Musicolor, Inc.
333 N. Michigan Ave., Chicago 1, Ill.
Phone: DE 2-1763
President .....Maurice Wetzel
Vice President.....Helen Spencer
Secy.-Treas., Sls. Mgr.....Jas. M. Spencer, Jr.
PRODUCTS: Colorobot, the machine that paints tunes on a screen in color for commercial TV, theater & business film.

Mycalex Corporation of America
125 Clifton Blvd., Clifton, N. J.
Phone: PRescott 9-8866
V.P., Engr.....J. H. DuBois
6677 Northwest Hwy., Chicago, Ill.
Phone: NEwcastle 1-7062
Manager.....L. F. Thompson
384 W. First St., Dayton, Ohio
Manager.....Harry D. Lake
5657 Wilshire Blvd., Los Angeles, Cal.
Phone: WEbster 8-2169
Manager.....K. V. Tindall
1411 Pennsylvania Ave., NW, Washington, D. C.
Phone: REpublic 7-7040
Manager.....J. Nalls
PRODUCTS: Glass-bonded mica insulation components, tube sockets & bases, synthetic mica.

Narda Microwave Corp.
118 Herricks Rd., Mineola, N. Y.
Phone: PIoneer 6-4650
President.....W. A. Bourke
PRODUCTS: Microwave test eqpt.; antenna horns.

National Cine Equipment Inc.
209 W. 48th St., New York 36, N. Y.
Phone: CIrcle 6-0348
President .....John Clemens
Sec'y.-Treas.....Erwin G. Harwood
PRODUCTS: Crab-Hydrolly, Hydrolly, microphone booms, 3 wheel portable dollies, 16mm, 35mm, 70mm film synchronizers, film viewers, 35mm and 16mm. Lens mounts lenses to 40". Sales, service and rentals of television and motion picture equipment, 1 hr. magazines for film recording for 16 mm. & 35 mm. off tube.

Nat'l Engr. & Mfg. Co.
1579 Morristown St., Orlando, Fla.
Phone: GArden 4-9715
Execs.....D. L. Dine, R. D. Sidwell
PRODUCTS: On-air lights, electronic fabrication, towers.

National Television Tube Inc.

Rt. 46 at 6th St., Saddle Brook, N. J.
Pres., Sales Director.....John Sansone
Sec'y.-Treas., Engr.....A. Wasek

PRODUCTS: Cathode Ray Tubes.

National Video Corp.

4300 W. 47th St., Chicago 32, Ill.
Phone: CLiffside 4-5600
President.....Asher J. Cole
Sales Manager.....Harold Cole

Nems-Clarke Inc.

919 Jesup Blair Drive, Silver Spring, Md.
Phone: JUniper 5-8300
President.....A. S. Clarke
Director of Sls.....J. F. Whitehead
Radio & TV Sls.....A. D. Babbitt

PRODUCTS: TR-1 TV Rebroadcast receiver, field intensity meters, phase monitors, video and audio jacks, plugs, jack panels.

Neumade Products Corp.

250 W. 57th St., New York 19, N. Y.
Phone: JUdson 6-5810
President.....Mrs. Oscar F. Neu
Exec., V.P.....Lee E. Jones

PRODUCTS: Film cabinets and racks, slide cabinets, editing equipment, film cleaners, projection tables, synchronizers, film timers, flanges, editing tables.

O'Brien Electric Corp.

6514 Santa Monica Blvd., Hollywood 38, Cal.
Phone: HOllywood 4-1117
President .....Frank O'Brien
Vice Pres.....Leona Smith
Sec'y.-Treas. .....Wallace Scales
Chief Engr.....Curt Wynn
Sales Mgr.....John Greene

PRODUCTS: Broadcast switchers, audio facilities, custom cabinets & consoles, overhead microphone hoists, disappearing microphone stands.

Olesen Rental Co.

1535 Ivar Ave., Hollywood, Calif.
Phone: HOllywood 5-5194
President.....Stewart S. Romans

PRODUCTS: TV lighting equipment, booms.

Gunnar A. Olsen Corp.

225 Broadway, New York 7, N. Y.
Phone: BArclay 7-8390
President.....Gunnar A. Olsen
Vice President.....Gunnar Olsen

PRODUCTS: Tower Antenna systems installations & maintenance.

ORRadio Industries, Inc.

Shamrock Circle, Opelika, Ala.
Phone: SHerwood 5-5771
President.....J. Herbert Orr
General Manager.....John M. Leslie, Jr.
Sales, Adv. Mgr.....Nat Welch

PRODUCTS: Recording tapes, various lengths.

Pacific Mercury Television Mfg. Corp.

8345 Hayvenhurst Ave., Sepulveda, Calif.
Phone: EMpire 2-3131
President.....Joe Benaron
V.P., Engr. Dir.....S. Cutler
Administration Dir.....A. L. Scharff
TV Sales Manager.....George DeRado
Manufacturing Dir.....T. McAuliffe
Purchasing Director.....D. Stein
Ch. TV Engineer.....Sava Jacobson
Indus. Relations Dir.....George Brudney
Controller.....H. Johnson

PRODUCTS: Thomas stereophonic high fidelity sound system receiver. (TV) Silvertone receivers & console-phonograph combinations.

Page Communications Engineers, Inc.

710-A Fourteenth St., N.W., Wash. 5, D. C.

PRODUCTS: Design, construction, testing and operation of scatter and other advanced radio communications systems.

Parkersburg Rig and Reel Co.

(Div. of Parkersburg-Aetna Corp.)
620 Depot St., Parkersburg, W. Va.
Phone: HUdson 5-4521
N. Y. Phone: DIgby 4-5515
President.....B. P. McDonough
V.P., Sales Mgr.....J. W. Robbins
Secy., Treas.....H. N. Wilson

PRODUCTS: (AM-FM) Radio transmission towers; micro wave towers. (TV) Towers.

Pembrex Theatre Supply Corp.

1969 S. Vermont Ave., Los Angeles, Calif.
Phone: REpublic 1-3111
President .....Louis Wutke

PRODUCTS: "Pemarc" and "Telinc" projectors, and accessories.

The Pentron Corp.

777 South Tripp Ave., Chicago 24, Ill.
Phone: SAcramento 2-3201
President.....Irving Rossman
Chief Engineer.....Bernard Sahlins

PRODUCTS: Stereo recorders, stereo playmonaural tape recorders, dual preamplifiers, preamplifiers, microphone mixers, speaker/amplifiers, tape decks (stereo & monaural).

Phelps Dodge Copper Products

300 Park Ave., New York 22, N. Y.
Phone: PLaza 1-3200
President.....H. T. Brinton
Sales Manager.....F. W. Lemly

PRODUCTS: Styroflex®, Spirafil, Foamflex coaxial cable.

Philco Corp.

Tioga and "C" Sts., Philadelphia 34, Pa.
Phone: NEbraska 4-5100
Corporate Division
President.....James Skinner, Jr.

V.P., Oper.....Joseph H. Gillies
Exec. V.P., Res. & Eng.....Leslie J. Woods
Vice President.....Harold B. Butler
V.P., Res. & Eng.....Leslie J. Woods
V.P., Research.....David B. Smith
General Counsel.....Philip Dechert
Treasurer .....William R. Wilson
Assistant Treasurer.....M. G. Paul, Jr.
Gen. Credit Mgr.....William J. Jiles
Secretary.....Charles F. Steinruck, Jr.
Dir. of Pub. Rel.....Robert M. Jones

Consumer Products Division

V.P., Gen. Mgr.....Larry F. Hardy
V.P., Marketing.....Henry E. Bowes
V.P., Auto Radio.....Lionel M. Searle
Gen. Mgr.-Merch.....James J. Shallow
Gen. Mgr.-Spec. Mkt. Planning..John L. Utz
V.P., Prod. Dev. & Planning—
Electronics.....Armin E. Allen
V.P., Electronics Oper.....E. S. Brotzman
V.P., Engr.-Electronics
Oper.....Palmer M. Craig
V.P., Prod. Dev. & Planning-
Appliances.....Harold W. Schaefer
V.P., Appliance Oper..William A. McCracken
Engr. Mgr.-Appl. Oper.....Frank Edwards
V.P., Purchasing.....Wilson H. Oelkers
V.P., Asst. to V.P. &
Gen Mgr.....Oscar O. Schreiber

(*Lansdale Tube Co. Div.*)
Church Road, Lansdale, Pa.
Phone: ULysses 5-4681
N. Y. Phone: STilwell 6-8400

Vice-Pres., Gen. Mgr.....W. J. Peltz
Gen. Sales Mgr.....C. H. Warshaw
Operations Mgr.....Richard S. Mandelkorn
Distributor Sls. Mgr.....J. E. O'Hanlon

PRODUCTS: AM and AM-FM radios, console, table, portable and combination TV receivers, Hi-Fidelity phonograph.

Philmore Manufacturing Co., Inc.

30-01 Jamaica Ave., Richmond Hill 18, N. Y.
Phone: HIckory 1-5000

President.....M. L. Granat
Vice-President.....Gary Granat
Chief Engineer .....Wm. Lipson
Treasurer .....Murray Granat
Sec'y.-Sls. Mgr.....Jerry Granat
Office Mgr.....Milton Greenker

PRODUCTS: Transistor portable radio kits, 3 tube, 2 band AC/DC radio kits, crystal set kits and sets, electronic kits of all kinds for hobby and school use.

Pilot Radio Corp.

37-06 36th St., Long Island City 1, N. Y.
Phone: STillwell 4-5454

President .....Isidor Goldberg
Exec. Vice-President.....J. N. Benjamin
Secretary-Treasurer.....I. W. Wyckoff
V.P. Sales Manager.....L. M. Sandwick
Purchasing Agent.....Paul Lefko
Field Sales Manager.....Don Ross
Adv. Sls. Prom. Mgr.....Ira L. Joachim
Chief Engineer.....Richard Shottenfeld

PRODUCTS: Tuners-stereo: FM-AM, Hi-Fi FM-AM; Hi-Fi amplifiers, preamplifiers, speaker systems, portable stereo phonographs; stereophonic console phonographs, radio-phonographs, & components: amplifiers, preamplifiers, tuners, control-amplifiers.

Pioneer Electronics Corp.

2235 S. Carmelina, Los Angeles, Calif.
Phone: BRadshaw 2-8053

President.....L. M. Perrish
V.P., Gen. Sales Mgr.....Z. Goodman

PRODUCTS: Manufacturers of TV picture tubes.

Polarad Electronics Corp.

43-20 34th St., Long Island City, N. Y.
Phone: EXeter 2-4500

President.....Dr. D. L. Jaffe
Exec. V.P.....P. H. Odessey
Sls. Mgr.....A. A. Goldberg

PRODUCTS: Monitors, color and black and white; wave form monitors, TV monoscope signal sources, composite sync generators, color bar generators, color slide scanners, color **cinecons**, TV distribution amplifiers.

Precision Apparatus Company

70-31 84th St., Glendale 27, N. Y.
Phone: DAvenport 6-3982

Execs.....J. Kirshbaum, G. Goldberger

PRODUCTS: Radio oscilloscopes; tube, circuit & transistor testers. TV wide-band oscilloscopes, color bar generators, sine-square waves.

Presto Recording Corp.

P. O. Box 500, Paramus, N. J.
Phone: DIamond 3-5700

Sales Manager.....Thomas L. Aye

PRODUCTS: Stereo-disc recorder, tape recorders, transcription turntables; tape playback machines, blank recording discs.

Prodelin Inc.

307 Bergen Ave., Kearny, N. J.
Phone: KEarny 2-8600

Pres., Gen. Mgr.....L. A. Bondon
Sales Manager.....A. Haselman

PRODUCTS: Coaxial transmission line, antennas for microwave telemetering devices.

Pro-Tex Reel Band Co.

2108 Payne Ave., Cleveland 14, Ohio
Phone: PRospect 1-6574

Owner.....T. Kulka

PRODUCTS: Film reel protective bands, fastening clips.

Racine Tower Construction Co.

47 Center St., Brandon, Vt.
Phone: 85

President .....Emile Racine
Gen. Mgr.....Edgar S. Crosby
Sec-Treas.....Philip C. LaPorte

SERVICE: Tower erection—microwave installation.

Radex Corporation

2076 Elston Ave., Chicago 14, Ill.
Phone: ARmitage 6-6900

President.....R. Cook

PRODUCTS: Radio test eqpt.

Radiant Mfg. Corp.

8220 N. Austin, Morton Grove, Ill.
Phone: CRawford 7-6300

President.....H. E. Eller
Sales Vice-Pres.....Herschel Feldman

PRODUCTS: Projection screens.

Radio Construction Co., Inc.

550 Grant St., Pittsburgh, Pa.
Phone: COurt 1-1712

PRODUCTS: Tower erection.

Radio Corporation of America

Executive Offices: 30 Rockefeller Plaza
New York 20, N. Y.
Phone: COlumbus 5-5900

Ch. of the Board.....David Sarnoff
President.....John L. Burns
Exec. V.P., Asst. to Pres.....Robt. A. Seidel
Ch. Exec. Comm. of Bd...Frank M. Folsom
Sr. Exec. Vice-Pres.....E. W. Engstrom

Industrial Electronic Products

Exec. V.P., Gen. Mgr.....T. A. Smith
Pres., RCA Comm., Gen. Mgr., Telecomm. Div. .....T. H. Mitchell
Mgr., Ind. Elec. Marketing Dept. .....A. R. Hopkins
Chief Engineer.....G. H. Brown
Mgr., Prod. Dept.....H. R. Swartz
Mgr. Personnel.....W. R. Fitzpatrick
Controller.....J. J. Graham
Mgr., Bcst. & TV Equip. Dept...E. C. Tracy
Mgr., Comm. Prod. Dept.....C. M. Lewis
Mgr., Thea. & Ind. Prod. Dept..H. M. Emlein
Mgr., Bizmac Marketing.....L. F. Jones
Group Exec. V.P.....W. W. Watts

RCA Electron Tube Division

415 S. 5th St., Harrison, N. J.

V.P., Gen. Mgr.....Douglas Y. Smith
Mgr., Admin.....W. H. Painter
Controller.....M. Kalen
Mgr., Enter. Tube Prod.....J. B. Farese
Chief Engineer.....G. R. Shaw
Purch. Agent.....T. J. Scanlon
Mgr., Personnel.....L. A. Kameen
Gen. Comm. Mgr.....L. S. Thees
Mgr., Dist. Products.....L. F. Holleran
Mgr., Ind. Tube Prod.....C. E. Burnett
Mgr., Kinescope Oper.....H. R. Seelen
Mgr., Adv. & Sls. Prom....Edward J. Carney
Mgr., Mkt. Plng., Kine.....C. W. Taylor
Mgr., Merchandising.....H. F. Bersche
Mgr., Market Planning, Rcvg. Tubes .....G. J. Janoff
Mgr., Admin. & Controls....G. C. Brewster
Mgr., Marketing-Enter. Tube Prod. Dept. .....M. J. Carroll
Mgr., Mfg. Rcvg. Tube Oper...H. A. DeMooy
Mgr. Ind. Tube Production.....E. M. Wood
Mgr., Merch. Coordination....G. G. Griffin
Mgr., Merch. Parts & Equip.....J. J. Kearney
Mgr., Ind. Sls.....J. F. Cooper
Mgr., Marketing, Ind. Tube Prod. .....G. W. Duckworth
Mgr., Contract Admin.....J. T. Wilson
Mgr., S's. Eng., Dist. Sls.....H. C. Vance
Mgr., Field Sls., Dist. Prod.....K. B. Shaffer
Mgr., Dist. Sls.....D. M. Branigan
Adm., Market Planning, Microwaves .....V. C. Houk
Adm., Comm. Coordination..H. S. Gwynne

RCA Semiconductor and Materials Division

Somerville, N. J.

V.P., Gen. Mgr.....Dr. A. M. Glover
Mgr., Mktg. Dept.....F. F Neuner
Mgr, Sls. Dept.....T. R. Hays
Mgr., Semiconductor Engr...D. H. Wamsley
Mgr., Prod. Dept.....R. E. Koehler
Mgr., Modules Engr.....F. E. Vinal
Mgr., Personnel.....C. E. Sharp
Controller.....F. R. Buchanan

Consumer Products

Grp. Exec. V.P.....Charles M. Odorizzi
Exec. V.P.....P. J. Casella

RCA Victor Television Division

Cherry Hill, Camden 8, N. J.

V.P., Gen. Mgr.....J. M. Toney
Purch. Agent.....J. B. Davidson
Gen. Sales Mgr.....J. P. Bannon
Chief Engineer.....D. D. Cole
Gen. Plant Mgr.....W. E. Albright
Mgr. of Merch.....A. B. Mills
Controller.....F. R. Demmerly
Adv. & Sales Prom. Mgr.....J. M. Williams
Mgr., Prod. Develop.....H. M. Rundle
Mgr., Personnel.....P. R. Slaninka

RCA Victor Radio and "Victrola" Division

Cherry Hill, Camden 8, N. J.

V.P., Gen Mgr.....R. W. Saxon
Gen. Sales Mgr.....Louis J. Collins
Controller.....O. D. Center
Chief Engineer.....J. L. Franke
Mgr., Prod. Dept.....Thomas S. Weeks
Mgr., Merchandising.....A. R. Baggs
Purch. Agent.....W. S. Strout

RCA Victor Distributing Corp.

President.....W. M. Norton
V.P. Oper. Control & Sec.-Treas...J. A. Curl
V.P. Los Angeles Branch.....H. C. Chapman
V.P. Detroit Branch.....N. A. Corbett
V.P. Chicago Branch.....C. A. Malin
V.P. Buffalo Branch.....E. L. Dodelin
V.P. Kansas City Branch.....E. E. Hart
V.P. Davenport Branch...L. A. Baumgartner
Mgr. Wichita Branch.....G. H. Bahl

RCA Victor Record Division

V.P., Gen. Mgr.....C. R. Marek
V.P., Record Oper. Dept.....Jas. Davis
Mgr, Comm. S'ls. & Merch. Dept.J. Y. Burgess
V.P., Comm. Records Creation Dept.....W. W. Bullock
Mgr., Adv., Pub., Prom.....W. I. Alexander
Mgr., Popular, Artist, Repertoire.S. H. Sholes

PRODUCTS: Television receivers: table and console models; console color TV re-

ceivers; HiFi phonographs and Hi-Fi phonograph AM-FM radio combinations; radio receivers: AM, AM-FM, table models; AM clock radios; "Victrola" phonographs and records; AM, FM and TV transmitting equipment; broadcast station studio equipment; antennas; mobile radio communications equipment; industrial television equipment; microphones; microwave equipment; test and measuring equipment; Antenaplex antenna systems; communications equipment; electron tubes: receiving, power, cathode-ray and special types; TV studio camera equipment; film, disc and tape recording equipment; BIZMAC computers; 16 mm. projectors; electron microscopes; theatre television equipment; marine radio equipment; aviation, communication, radar and other special apparatus for the Armed Forces.

Radio Engineering Laboratories, Inc.

29-01 Borden Ave., Long Island City 1, N. Y.
Phone: STillwell 6-2100

Board Chairman.....C. R. Runyon, Jr.
President.....A. C. DeAngelis
V.P. & Sales Mgr.....F. A. Gunther
V.P. & Research Dir.....J. R. Day
Vice President.....Joseph Behr
Chief Engineer.....Joseph E. Tennis
Treasurer.....James A. Cronin
Sec.....C. R. Runyon, III.
Ind. Rel. Mgr.....James J. Kelly
Purchasing Agent.....W. J. Dunne

PRODUCTS: AM-FM and TV aural — Studio to transmitter links and antennas. FM—Microwave; radar systems; FM and relay broadcast transmitters point to point multiplex radio relay, 50-2000 mc; Yagi, corner reflector and paraboloid antennas, 50-2000 mc; FM tuner, 88-108 mc; military equipment.

Radio Receptor Co., Inc.

(*Subsid. of Gen. Instrument Corp.*)
240 Wythe Ave., Brooklyn 11, N. Y.
Phone: EVergreen 8-6000

President.....Monte Cohen
V.P..... .....Ralph Mendel
Treasurer.....Al Konecny, Jr.

PRODUCTS: Industrial TV systems.

Rangertone, Inc.

73 Winthrop St., Newark 4, N. J.
Phone: HUmboldt 5-2550

Pres., Treas.....R. H. Ranger
V.P., Chg. Eng.....C. C. Legreid
Secretary .....Harold Gallina

PRODUCTS: (AM-FM) Magnetic tape recorders, studio type stereophonic recorders. (TV) Synchronized magnetic tape recorders for TV films; tape dubbers & editing eqpt.

Rauland Corp.

(*Subsidiary of Zenith Radio Corp.*)
4245 N. Knox Ave., Chicago, Ill.
Phone: MUlberry 5-5000

President.....E. N. Rauland

Raven Screen Corp.

124 E. 124th St., New York, N. Y.
Phone: LEhigh 4-8408

Sec'y.-Treas.....Ernest D. Reif
Manager .....Fred Rose
Engineer .....Werner Hermann

PRODUCTS: Motion picture screens, rear projection screens for TV studios, front projection screens for auditoriums, etc.; all types of screens for every purpose.

Raytheon Manufacturing Co.

100 River St., Waltham 54, Mass.
Phone: Twin Brook 3-5860

Manager.....Joseph J. Sedik

PRODUCTS: Radios — AC-DC and clock radios; tubeless radios (transistor); TV sets (monochrome, color); tape recorders.

Reeves Soundcraft Corp.

Great Pasture Rd., Danbury, Conn.
Phone: PIoneer 3-7601
N. Y. Phone: PLaza 9-2644

President .....Hazard Reeves
Exec. Vice Pres.....Frank B. Rogers, Jr.
Vice Pres.....Wm. H. Deacy
Sales.....George Bassett
Adv. Mgr.....Thomas Dempsey

PRODUCTS: Blank recording discs, magnetic recording tape, for audio and video recording, full width magnetic recording film, striped magnetic film, and raw stock styli.

Rek-O-Kut Company, Inc.

38-19 108th St., Corona 68, N. Y.
Phone: DEfender 5-3500

Pres. .....George Silber
Exec. Vice Pres.....R. R. Sherwood
Dir. of Sls.....Avery Yudin
Dir. of Adv.....Clifford Shearer

PRODUCTS: Instantaneous Recording Equipment, Transcription Turntables, Rhythmaster, a continuous variable speed phonograph and portable PA system; Challenger & Imperial disc recorder; Rondine turntable series and Recitalists portable PA system & Rondine Tone arms.

Resdel Engineering Corp.

330 S. Fair Oaks Ave., Pasadena, Calif.
Phone: RYan 1-7689

Pres., Gen Mgr.....H. K. Abajian

PRODUCTS: Electronic measuring equipment.

Resitron Laboratories, Inc.

2908 Nebraska Ave., Santa Monica, Calif.
Phone: EXbrook 3-5217

President.....V. E. DeLucia

PRODUCTS: Camera tubes for TV bcstg. Vidicon tubes for following purposes—Ultra Violet Microscopy, Infra Red, Radiation Vidicons for use in Atomic Piles, Sub-Mini-

ature Vidicons (RL 6912) for use in small portable cameras. Closed circuit TV equipment employing the miniature tube RL-6912.

Rissi Electronic Supply Co.

14405 Wyoming Ave., Detroit 38, Mich.
Phone: TExas 4-8420
Manager.....V. Wilton

Radio Electronic Supply Co.
505 Jefferson SE, Grand Rapids 3, Mich.
Phone: GLendale 9-4611
Manager.....N. MacPhail

PRODUCTS: Tubes, magnecorders, audio tape & discs, maintenance supplies. Electrovoice microphones.

Roberts Electronics, Inc.

1028 N. La Brea Ave., Hollywood 38, Calif.
Phone: HO 2-2353
President .....Robert Craig
Vice-Pres.....Robert G. Metzner
Sales Mgr.....Frederick A. Lyman

PRODUCTS: Stereophonic tape recorder & matching stereo recording amplifier; portable semi-professional recorder with hysteresis synchronous motor, VU meter, half track & full track erase head.

Robinson Recording Labs.

35 S. Ninth St., Philadelphia 7, Pa.
Phone: WAlnut 2-6800
Owner.....W. Robinson

PRODUCT: Radio precision turntable.

Rohn Manufacturing Company

116 Limestone, Bellevue, Peoria 5, Ill.
Phone: 4-9156
Sales Manager.....R. A. Kleine

PRODUCTS: Radio-TV towers, accessories, masts.

Howard W. Sams & Co., Inc.

2201 E. 46th St., Indianapolis 5, Ind.
Phone: CLifford 1-4531

PRODUCTS: Special products and special services. Product testing, engineering analysis, quality control test programs, comparative evaluation.

Schafer Custom Engineering

235 S. Third St., Burbank, Calif.
Phone: TH 5-3561
President.....Paul C. Schafer
Chief Eng.....William N. Amidon
P. A.....Mary Bergman

PRODUCTS: Automatic programming & logging remote control.

Self Winding Clock Co., Inc.

75 Varick St., New York 13, N. Y.
Phone: CAnal 6-6800
Sales Manager.....Harvey S. Wellman

PRODUCTS: Sweep seconds, dry-cell self-powered, hourly corrected clocks: receive automatic synchronizing pulses from Western Union Naval Observatory Time Service; also manual sync. by control kit.

Semco Electronics Co.

8409 S. Hoover St., Los Angeles, Calif.
Phone: PLeasant 2-7657
Owner .....G. Korkos

PRODUCTS: Semco remote control TV sets and remote controls.

Sentinel Radio Co.

(Div. of Magnavox Co.)
2131 Bueter Rd., Ft. Wayne, Ind.
Phone: EAstbrook 9721
President .....Frank Freidmann
V.P., Gen. Mgr.....Leonard F. Cramer
Nat. Sales Mgr.....Verne Roberts

PRODUCTS: Radio receivers.

Setchell-Carlson, Inc.

New Brighton, St. Paul 12, Minn.
Phone: MElrose 3-3131
President.....B. T. Setchell
V.P. & Off. Mgr.....A. P. Chermak
Sales Admns.....Cal Karnstedt, R. G. Chermak, D. E. Bursell
Adv. Mgr.....W. C. McKnight
Elect. Engrs.....Fred Melius, Chas. Gates

PRODUCTS: (AM-FM) Monophonic & stereophonic record players & radio combinations. (TV) Unit-ized TV, incl. with monophonic & stereophonic radio & record player combinations; TV monitors.

Shallcross Manufacturing Company

Preston St., Smithfield, N. C.
Phone: WOodlawn 5-2341

PRODUCTS: Switches, attenuators, resistors, delay lines.

Shields Studio

5537 Suburban Tracks, St. Louis, Mo.
Phone: FOrrest 7-2535
Owner .....Tom Shields

PRODUCTS: St. Louis "Stagette", TV drops, multiple drop hanger, TV green repp drapes, draperies, tracks, rigging, "profile cut outs", TV settings.

Sierra Electronic Corp.

3885 Bohannon Dr., Menlo Pk., Cal.
Phone: DAvenport 6-2060
Sales Manager.....C. Walter

PRODUCTS: Amplifiers, test eqpt. & TV transmitters.

Eugene Singer Electronics Co.

(Closed Circuit TV Div.)
5397 Poplar Blvd., Los Angeles 32, Calif.
Phone: CApitol 5-5705
N. Y. Phone: WIsconsin 7-0768
President .....Eugene Singer

PRODUCTS: Singer Prizomatic TV Projectors. Equipment for closed-circuit meetings.

Skiatron Electronics & TV Corp.

180 Varick St. New York 14 N. Y.
Phone: WAtkins 4-7060
President .....Arthur Levey
Secretary-Treas.....Frank V. Quigley
Dir. of Subscribervision.....W. J. Shanahan

Services Offered: Electronic equipment, Subscriber-Vision research & development TV and electronics.

Small Motors, Inc.
2076 Elston Ave., Chicago 14, Ill
Phone: ARmitage 6-6900
Sales Manager.....R. R. Cook
PRODUCTS: Radio dynamotors, blowers, fractional hp motors.

Sonora Electronics, Inc.
325 N. Hoyne Ave., Chicago 12, Ill.
Phone: SEeley 8-3900
President.....Earl W. Muntz
Vice President.....Frank Atlas
Chief Engineer.....Ray Kuntzman
PRODUCTS: (AM-FM) Stereo. (TV) TV & Electronic organs.

Sonotone Corp.
Box 200, Elmsford, N. Y.
Phone: LYric 2-6400
Pres., Gen. Mgr.....Irving I. Schachtel
Sls. Mgr., Electronic Applications.....Robt. L. Lewis
PRODUCTS: Vacuum tubes, amplifiers, phonograph cartridges, magnetic tape heads, ceramic microphones, nickel cadmium batteries, speakers.

S.O.S. Cinema Supply Corp.
602 W. 52nd St., New York, N. Y.
Phone: PLaza 7-0440
6331 Hollywood Blvd., Hollywood 28, Calif.
Phone: HOllywood 7-2124
President, Gen. Mgr.....J. A. Tanney
Vice-Pres., Sales Mgr.....Oscar Lightstone
Vice-Pres.....Dominic Capano
Sales Prom. Mgr.....Mitchell A. Radin
PRODUCTS: Sale & rentals on motion picture cameras, editing, lighting & sound eqpt. Custom built eqpt. designed & engineered. Rear projection eqpt. also available.

South River Metal Prod. Co.
377-9 Turnpike, S. River, N. J.
Phone: CLifford 4-5252
Sales Manager.....M. L. Roth
PRODUCTS: Aluminum ground & guying wire; FM & TV antenna mountings.

Spencer-Kennedy Laboratories, Inc.
1320 Soldiers Field Rd., Boston 35, Mass.
Phone: ALgonquin 4-5400
Chairman.....George W. W. Brewster
President & Treas.....Donald Spencer
Sales Manager.....W. K. Headley
PRODUCTS: Community antenna and industrial TV systems.

Stainless, Inc.
Third St., North Wales, Pa.
Phone: OXbow 9-4871
President.....Walter L. Guzewicz
Vice-President.....Henry J. Guzewicz
Sales.....John F. Guzewicz, John S. Fisher
PRODUCTS: Self-supporting guyed and micro wave towers; antenna masts; FM self-supporting and guyed towers.

Stancil-Hoffman Corporation
921 N. Highland Ave., Hollywood 38, Calif.
Phone: HOllywood 4-7461
President.....William V. Stancil
PRODUCTS: Magnetic recorder/reproducer for tape, Model R5. Also, magnetic tape—Duplicator for high-speed tape copies. Model R5TD—Magnetic recorder/reproducer for 16mm., 17.5mm., and 35mm. film. Models S6 & S7—Magnetic recorder reproducer for tape; self-contained battery-operated Model M8—Magnetic recorder/reproducer up to 15 tracks for communications recording, Model CRM15.

Standard Electronics Division
Radio Engineering Labs, Inc.
29-01 Borden Ave., Long Island City 1, N. Y.
Phone: STillwell 6-2100
Vice President.....William H. Zillger
Mgr. TV Engr.....H. R. Smith
Mgr. Customers Ser.....W. H. Rappolt

District Sales Engineering Managers
District Sls. Eng. Mgr.....J. T. Campbell
1026 17th St., N.W., Wash 6, D. C.
Phone: REpublic 7-2246
Dist. Sls. Eng. Mgr.....L. E. Pett
432 So. Curson, Los Angeles 36, Calif.
Phone: Webster 1-4382
Dist. Sls. Eng. Mgr.....R. C. Hutchins
611 Kahl Bldg., Davenport, Iowa
Phone: DAvenport 2-4040
Dist. Sales Eng. Mgr.....H. D. Peckham
288 Creekside Dr., Palo Alto, Cal.
Phone: YOrkshire 8-1281
PRODUCTS: (AM-FM) FM transmitters & modulators. Serrasoids. AM transmitters. (TV) Transmitters, control panels, harmonic filters, color correction eqpt., side band filters, dummy loads (complete sta. pkges). TV Transmitters (VHF) Channels 2 to 13, 500 Watt—10 Kw.—25 Kw.—50 Kw. TV Amplifiers (same as above).

Stephens Trusonic Inc.
8538 Warner Dr., Culver City, Calif.
Phone: TExas 0-6671
President.....Bert Berlant
PRODUCTS: Amplifiers, cabinets, condenser microphones.

Stereovision, Inc.
500 Fifth Ave., New York, N. Y.
Phone: COlumbus 5-5402
President.....Fred Pittera
V.P. & Tech. Dir.....Dr. Carroll H. Berill
Secy.-Treas.....Solfred Maizus
Art Director.....Seymour Maizus
Public Relations.....Bosh Stack
Gen. Counsels.....S. D. Reidel, J. W. M. Rutenberg
PRODUCTS: 3D-TV films for compatible reproduction. Optical devices, stereo lenses.

Strong Electric Corp.
87 City Park Ave., Toledo, Ohio
Phone: CHerry 8-3741

President.....Arthur J. Hatch
Vice Pres.....Harold E. Brown
Asst. Sec'y.-Treas.....Lee T. Nelson

PRODUCTS: Incandescent and arc spotlights; trouperette incandescent spotlight; trouper and super trouper high intensity arc spotlights; universal arc slide projector for background.

Studio Television Products Sales Corporation

342 W. 40th St., New York 18, N. Y.
Phone: OXford 5-2199

Manager.....James B. Tharpe

PRODUCTS: Camera dollies: crank-operated; clamp-operated; & pneumatic-balance.

Swager Tower Company

R. R. No. 2, Fremont, Indiana
Phone: 4625

Exec.....W. E. Swager

PRODUCTS: Radio & TV broadcast towers.

Sylvania Electric Products, Inc.

1740 Broadway, New York, N. Y.
Phone: JUdson 6-2424

Board Chairman.....Don G. Mitchell
President.....Robert E. Lewis
Sr. V.P.....Matthew D. Burns
V.P. Tech. Plng.....Bennett S. Ellefson
V.P., Ind. Rel.....Cole H. Pilcher
Sr. V.P., Marketing.....B. K. Wickstrum
V.P., Pub. Rel.....George W. Griffin, Jr.
V.P. Elec. Tube Sls.....Donald W. Gunn

PRODUCTS: Tubes, radio & TV.

Sarkes Tarzian Inc.

(*Broadcast Equipment Div.*)
E. Hillside Dr., Bloomington, Ind.
Phone: 7251

President .....Sarkes Tarzian
Comm. Manager.....Dan Meadows

PRODUCTS: TV transmitters.

Technical Appliance Corporation

1 Taco St., Sherburne, New York
Phone: 7-2211

Exec. V.P.....T. Lundahl

PRODUCTS: Antennas, installation supplies.

Technicraft Laboratories, Inc.

Thomaston-Waterbury Rd., Thomaston, Conn.
Phone: ATlas 3-4315

Pres., Gen. Mgr.....Francis T. Eddy
V.P., Tech. Dir.....Alton R. Anderson
Sales Mgr.....Robert F. Carleton
Mgr. of Mfg.....James R. Nye

PRODUCTS: Rectangular, ridge and circular, rigid and flexible waveguides and waveguide components, test equipment and systems.

Tech-Master Corp.

75 Front St., Brooklyn, N. Y.
Phone: ULster 5-3535

President .....L. Lazoff
Gen. Mgr.....R. Lazoff
Sales Manager.....C. H. David

PRODUCTS: Wired & kits TV custom chassis, tuners, amplifiers, pre-amps, radios.

Telechrome Mfg. Corp.

28 Ranick Dr., Amityville, N. Y.
Phone: LIncoln 1-3600

President.....J. R. Popkin-Clurman
Exec. V.P.....S. Dubin
Vice-Pres., Sales.....H. C. Riker
Chief Engineer.....W. Kaufman
Comptroller .....B. Dabowski
Prod. Mgr.....D. Dirnham
Government Sales.....D. Dudley

Western Engineering Div.
13635 Victory Blvd., Van Nuys, Calif.
Phone: ST 2-7479

Director .....S. Krinsky

Mid-West Engineering Div.
106 W. St. Charles Rd., Lombard, Ill.
Phone: MAyfair 7-6026

Director.....D. Chapman

PRODUCTS: Color & monochrome best. & test equipment; studio equipment. (TV); video trans. equip.; monitoring equip.; oscilloscope cameras, "Trinescope" Color TV Kine-Recording monitor.

Telectro Industries Corporation

35-16 37th St., Long Island City 1, N. Y.
Phone: YEllowstone 2-8600

President.....H. Sussman

PRODUCTS: Radio magnetic tape recording eqpt.

TelePrompTer Corporation

311 W. 43rd St., N. Y. 36, N. Y.
Phone: JUdson 2-3800

Chairman, Pres.....Irving B. Kahn
V.P. Engineering.....Hubert J. Schlafly, Jr.
V.P. Administration.....William Sargent
Grp. Comm. Dir.....Robt. M. Rosencrans
Adv., Pub. Rel. Dir.....Alfred N. Greenberg
Sales Mgr. Equipment.....J. Blair
TV, Film Serv. Mgr.....Don Redell
Acc. Execs.....Bart Swift, Hubert Wilke.
Wm. Marsh, Chas. Barris

Branch Offices
357 N. LaBrea, Los Angeles, Calif.
Phone: WEbster 6-6195

V.P. West Coast.....Fred Barton
Manager.....George Kane
177 N. State St., Chicago, Ill.
Phone: FRanklin 2-8826
Manager.....Ted Boisumeau
1737 DeSales St., NW, Washington, D. C.
Phone: MEtropolitan 8-3178
Manager .....Robert Doyle
447 Jarvis St., Toronto, Canada
Phone: WAlnut 2-2130
Pres., TelePrompTer of Canada .....Spence Caldwell

PRODUCTS: TelePrompTer and accesso-es, cueing equipment for film, live TV, V stations, public speaking; TelePro 6000 ar screen remote controlled projection; eleMation for automatic cueing; lights; eleStage portable stage structures; custom uilt sound systems; the Presidential Lec-rn; large screen cl. circ. TV.

Telequip Radio Co.

2559 W. 21st St., Chicago, Ill.
Phone: BIshop 7-3841

esident.....E. E. Arkin

PRODUCTS: Private label TV sets.

Tele-Ray Tube Co., Inc.

984 Saw Mill River Rd., Yonkers, N. Y.
Phone: 5-8950

hairman.....S. W. Muldowny

PRODUCTS: Tubes.

Tele-Tone Company of America

1668 Webster Ave., New York 57, N. Y.
Phone: CY 9-1900

esident.....I. Rothman
ice President.....M. Perlmutter

PRODUCTS: Radios & phonographs.

Telescript-CSP Inc.

155 W. 72nd St., New York 23, N. Y.
Phone: SUsquehanna 7-8111

esident.....Robert P. Swanson
P. Sales.....Curtis R. Howard
P. Engineering.....Peter Jackson

PRODUCTS: TV studio prompting eqpt. accessories.

Television Associates of Indiana, Inc.

Barker Ave., Lakeland, Michigan City, Ind.
Phone: TRiangle 4-7207

esident.....W. C. Eddy

PRODUCTS: Custom built remote con-olled studio lighting equipment; Micro-ave relay equipment.

Television Equipment Co.

161 E. Grand Ave., Chicago 11, Ill.
Phone: MIchigan 2-2281

P., Exec. in Chg. TV.....Jack Behrend

PRODUCTS: Speedi-Q punches; "TEC" m cleaner.

Television Specialty Co., Inc.

350 West 31st St., New York 1, N. Y.
Phone: LOngacre 4-2334

esident.....K. A. Jenkins
c'y Treas.....L. Jenkins
hief Engineer.....Robert Grant
dvertising Manager.....Stephen D. James
Latin American Representative
G. A. Vasseur
Calle 9 No. 251, Vedado, Havana, Cuba
Canadian Representative
447 Jarvis St., Toronto

PRODUCTS: Rear projection screens, adio lights and lighting equipment, film production and kine-recording equipment, dollies, tripods, mike-booms, film processing equipment, and television special effects, "TSC 4000" rear screen projector; "TSC 67" rear projection screen, rear projection slides, camera modifications.

Television Transmission Co.

301 Peru St., Peru, Ill.
Phone: 1106

Vice-President.....Earle S. Nelson, Sr.
V.P., Mgr.....Earle S. Nelson, Jr.
Chief Engineer.....J. A. Biggs

PRODUCTS: Community antenna systems and industrial TV components.

Television Utilities Corp.

112-33 Colonial Ave., Corona 68, N. Y.
Phone: TW 8-1000

President.....A. E. Siegel
V.P., Ch. Engr.....C. H. Odom
V.P., Sls. Engr.....Miles Breger
Design Engineer.....Ken Worthington
Production Engineer.....Ivan Gottlieb

PRODUCTS: Scan-A-Graph visual communications systems, camera-less transmission of video information to unlimited locations; best. sta. & closed circ. TV video monitors; Pulse Cross Monitors; SYNC generators; line & video amplifiers; Kine recording eqpt.; Flying Spot scanners.

Television Zoomar Corp.

500 Fifth Ave., New York, N. Y.
Phone: BRyant 9-5835

President.....Jack A. Pegler
Treasurer.....Dr. Frank G. Back
Sales Manager.....Bill Pegler

PRODUCTS: Lenses — Super Universal Zoomar & Super Studio Zoomar.

Tel-Instrument Electronics Corp.

728 Garden St., Carlstadt, N. J.
Phone: WEbster 9-1600

President.....J. Roemisch
V.P., Sales Mgr.....E. W. Brinkerhoff
Chief Eng.....D. L. Schacher

PRODUCTS: Test equipment for TV, studio equipment for monochrome & color.

TNT Tele-Sessions, Inc. & Theatre Network Television, Inc.

575 Madison Ave., N. Y. 22, N. Y.
Phone: MU 8-3220

President.....Nathan L. Halpern
Dir. of Pgms.....Marc Daniels
Dir. of Oper.....Edward F. Addiss, Jr.
Eastern Sales Mgr.....J. B. O'Connor

Branch Offices

612 N. Michigan Ave., Chicago 11, Ill.
W. Div. Mgr.....Gordon N. Morford
412 Fisher Bldg., Detroit 2, Mich.
Central Div. Mgr.....John L. Beers
5859 Melrose Ave., Los Angeles 28, Cal.
Pac. Coast Div. Mgr.....Douglas George

PRODUCTS: Closed-circuit TV for business, industry, and paid box office admissions.

Thompson Products Inc.

2196 Clarkwood Rd., Cleveland, Ohio
Phone: HEnderson 16765
(Electronics Division)

Manager.....J. W. Davidson
Sales Mgr.....F. J. Weihmiller

PRODUCTS: TV transmitter switches, distributed through Andrew Corp., Chicago.

Tower Construction Co.

2700 Hawkeye Drive, Sioux City, Iowa
Phone: 5-7653
N. Y. Phone: ILlinois 9-8024

Owner.....M. M. Lasensky

PRODUCTS: Microwave towers, passive reflectors, microwave bldgs. & tower erections.

Tower Sales & Erecting Company

6100 N.E. Columbia Blvd., Portland 18, Ore.
Phone: ATlantic 7-7303

Exec.....C. Fisher

PRODUCTS: Towers, lighting, erecting, painting & ground systems.

Trav-Ler Radio Corp.

571 W. Jackson Blvd., Chicago, Ill.
Phone: HArrison 7-9151

President.....Joe Friedman
Asst. To President.....Harold J. Schulman
Gen. Sales Mgr.....Ed G. May
Adv. Mgr.....Bob Cohen
Vice-Pres., Mfg.....Ellis Friedman

PRODUCTS: Radio, TV, Phonograph, Hi-Fi.

Transitron, Inc.

186 Granite St., Manchester, N. H.
Phone: NAtional 5-9701

President.....S. K. Lackoff
Vice-Pres., Eng.....R. H. Baer

PRODUCTS: Electronic test equipment, communications equipment, Hi-Fi equipment, components test equipment.

Trans-Lux Corporation

625 Madison Ave., New York 22, N. Y.
Phone: PL 1-3110

President.....P. E. Furber
Vice President.....A. Giles
Sales Dir.....B. Roth

PRODUCTS: Background scenes by Trans-Lux: rear view slide projectors; translucent screens; & aluminum screen frames.

John D. Trilsch, Inc.

Box 14201, Houston 21, Texas
Phone: REpublic 4-2545

President.....John D. Trilsch
Vice President.....George M. Patrick
Secretary.....R. M. Thornton, Jr.

PRODUCTS: Radio, microwave and television towers.

Truscon Steel Division

Republic Steel Corp.
1315 Albert St., Youngstown 1, Ohio
Phone: RIverside 6-7211

Gen. Mgr., Sales.....C. B. McGehee
Mgr., Sls. Tower Prod.....J. D. Kirkwood

PRODUCTS: Radio towers for AM & FM, TV and micro wave, copper mesh ground screen.

Tung-Sol Electric Inc.

95 Eighth Ave., Newark 4, N. J.
Phone: HUmboldt 2-4200

Chairman.....H. W. Harper
President.....Louis Rieben
Exec. Vice-Pres.....Milton R. Schulte
Vice-Pres., Sales.....G. W. Keown
Gen. Sales Mgr.....J. D. Van der Veer

PRODUCTS: Tubes and lamps.

The Turner Company

909 17th St., N.E., Cedar Rapids, Iowa
Phone: EMpire 3-8144

Sales Manager.....Thomas Moss

PRODUCTS: Stands, microphones.

Union Switch & Signal Div.

(*Westinghouse Air Brake Co.*)
1789-1807 Braddock Ave., Pittsburgh, Pa.
Phone: CHurchill 2-5000

Vice-Pres., Gen. Mgr.....A. M. Wiggins
Gen. Apparatus Mgr.....Paul K. Eckhardt

PRODUCTS: Low frequency control and communication for TV tower elevators, audio tone remote control systems, transistorized telephones.

United States Tower Company

Union Trust Bldg., Petersburg, Va.
Phone: REgent 2-9350

Owner.....J. J. Hoke

PRODUCTS: Self-supporting & guy-type towers. TV towers.

United Transformer Corporation

150 Varick St., New York 13, N. Y.
Phone: ALgonquin 5-3500

Sales Manager.....H. Russell

PRODUCTS: Radio transformers, filters, equalizers, high Q coils.

U. S. Recording Company

1121 Vermont Ave., N.W. Washington 5, D. C.
Phone: LIncoln 3-2705

Sales Manager.....F. A. Wilkins

PRODUCTS: Manufacturers and distributors of audio, sound and hi-fidelity equipment. Manufacturer Panacoustic transcription equipment, audio consoles and custom equipment. Distribute, Magnecord, Bogen, Pultec Presto equipment, microphones and loudspeakers. Specializing in engineering manufacturing and assembling custom equip-

ent for radio Broadcast stations. Complete udio and Technical plant for Sound Re-rding—both tape and disc.

Utility Tower Company

3140 N.W. 38th, Oklahoma City, Okla.
Phone: WI 3-5578

wner.....C. E. Nelson
anager.....V. G. Duvall

Branch Office

Paducah Rd., Mayfield, Ky.
Phone: Mayfield 1084

ıst. Div. Mgr.....Nathan Sholar

PRODUCTS: Towers, associated hardware, ghting eqpt., & base insulators.

Vacuum Tube Products Co., Inc.

2020 Short St., Oceanside, Calif.
Phone: SAratoga 2-7648
N. Y. Phone: HUnter 2-9320

esident.....H. W. Ulmer
ce Pres.....James J. Sutherland
ırch. Agent.....L. J. Huking

PRODUCTS: Special cathode ray tubes, enon Thyratrons, high vacuum rectifiers, cuum gauges and controls.

Vallen Inc.

225 Bluff St., Akron, Ohio
Phone: BLackstone 3-4933

esident.....E. J. Vallen

PRODUCTS: Vallen panorama track, all-el and aluminum tracks, electric curtain ntrols.

Victor Animatograph Corp.

(*Division of Kalart*)
Plainville, Ohio
Phone: SHerwood 7-1663
N. Y. Phone: JU 2-5170

esident .....Hy Schwartz
ce-President.....Horace O. Jones
easurer.....Morris Schwartz

cture proj., Soundview 35mm. filmstrip and and slide projectors.

Visual Electronics Corp.

342 W. 40th St., New York 18, N. Y.
Phone: LOngacre 4-0518

esident.....James B. Tharpe
ce-President.....John P. Gallagher
cretary .....Herbert Bloomberg
port Sales Mgr.....Bert Kupperman
gr., Closed Cir. Oper.....M. A. Mayers
ief Eng.....F. Cecil Grace
placement Pts. Supply
Mgr.....Mrs. Jess Rafsky

PRODUCTS: All TV best. tech. eqpt. & pplies; nat'l & foreign distribution. Mfg. & str. of Orth Savers.

Westbury Electronics, Inc.

300 Shames Drive, Westbury, N. Y.
Phone: EDgewood 4-8300

President.....H. B. Abajian
Production Manager.....H. C. Cochrane
Gen. Sales Mgr.....Harry R. Clark
Research Director.....Frank Wallack
Purch. Agent.....William J. McBride
Chief Eng.....Edward Caldicott

PRODUCTS: (TV) Line amplifiers, high band low band vacuum tube & transistorized, bridging amplifiers, broad band amplifiers, RF (vacuum tube & transistorized) chain amplifiers, substitution oscillator, power line filters, line splitters, attenuator pads, equalizer attenuator, variable attenuator, preamplifiers, converters, regulated power supply, matching transformers, antenna matching transformers, mixing networks, line equalizers, low & high band traps, pressure taps. (AM-FM) Miniature transistorized AM radio receiver.

Westinghouse Electric Corp.

(*Television-Radio Division*)
Route 27 & Vineyard Rd., Box 71, Metuchen, N. J.
Phone: LIberty 8-5000

Vice-Pres. .....Chris Witting
Gen. Mgr.....E. J. Kelly
Asst. Gen. Mgr.....G. C. Larson
Works Mgr.....R. A. Schieber
Gen. Sales Mgr.....T. B. Kalbfus
Sales Mgr., TV.....R. M. Fichter
Sales Mgr., Radio.....C. J. Urban
Sales Mgr., Hi-Fi.....R. H. G. Mathews
Service Mgr.....K. H. Brown
Division Mgrs.....L. S. McCloud, Cleveland; J. G. Adams, Atlanta; C. R. Beatty, St. Louis; J. P. Adams, San Francisco; Gordon MacDonald, Chicago.
Adv. & Sales Prom. Mgr.....R. W. Johnson
Eng. Mgr.....N. S. Kornetz
Purchasing Agent.....L. W. Tomlinson

PRODUCTS: Television Receivers, AM Radio Receivers, AM/FM Radio Receivers, High Fidelity Instruments.

Weston Instruments

(*Div. of Daystrom, Inc.*)
614 Frelinghuysen Avenue, Newark 12, N. J.
Phone: BIgelow 3-4700

V.P. Chg. Sales.....W. H. Steinkamp

Branch Offices

66 Central St., Wellesley 81, Boston, Mass.
Phone: CEdar 5-4300

130 W. Chippewa St., Buffalo 2, N. Y.
Phone: MOhawk 5243

205 W. Wacker Dr., Chicago 6, Ill.
Phone: FR 2-4656

7613 Reading Rd., Cincinnati 37, Ohio
Phone: VAlley 1-9105

3951 Lee Rd., Cleveland 28, Ohio
Phone: SKyline 2-3030

11 W. Monument Ave., Dayton 2, Ohio
Phone: BAldwin 2-8164

16607 Jas. Couzens Hwy., Detroit 21, Mich.
Phone: DIamond 1-2121

1511 N. Front St., Harrisburg, Pa.
Phone: CEdar 8-4276

2917 Sanderson Rd., Knoxville, Tenn.
Phone: KNoxville 5-5632

2001 S. Grand Ave., Los Angeles 7, Cal.
Phone: RIchmond 9-2361

617 N. 2nd St., Milwaukee 3, Wis.
Phone: BRoadway 2-1538

Rt. 22 & Caldwell Ave., Union, Newark, N. J.
Phone: MUrdock 8-2020

50 Church St., New York 7, N. Y.
Phone: WOrth 4-3510

101 N. 33rd St., Philadelphia 4, Pa.
Phone: BAring 2-6458

4455 Miramar Rd., LaJolla, Cal.
Phone: GLencourt 4-0421

147 10th St., San Francisco 3, Cal.
Phone: UNderhill 3-4250

Pa. Bldg., 425 13th St., NW, Washington 4, D. C.

PRODUCTS: Electrical Indicating Instruments, Sensitive Relays and Associated Devices, Service and Tube Testing Equipment, Electrical Speed and Temperature Indicating Equipment, Photoelectric Devices and Photographic Exposure Meters, Weston Industrial and Laboratory Thermometers, Weston Aircraft Instruments.

Wheeler Laboratories, Inc.

122 Cutter Mill Rd., Great Neck, N. Y.
Phone: HUnter 2-7876

President.....Harold A. Wheeler
V.P. Ch. Engr.....David Dettinger
Secy., Asst. Ch. Engr.....Frank H. Williams
Antenna Lab (Smithtown)
Engr. in Chg.....Ned A. Spencer

PRODUCTS: Engineering services—Consulting, research, development, design, models; specializing in microwave components, antennas, test eqpt.

White Diesel Engine Division

(*White Motor Company*)

1401 Sheridan Ave., Springfield, Ohio

PRODUCTS: Diesels, gas engines. Engine-generator sets, trailer-mounted mobile generating plants.

Wickes Engineering & Construction Co.

12th St. & Ferry Ave., Camden, N. J.
Phone: WOodlawn 4-4912

President.....R. G. Wickes

PRODUCTS: Color Coder (Encoder); Interlace Signal Generator; Color Bar Generator, Convergence Dot Generator, Multi-Burst Generator, Amplitude Linearity Tester, Video Distribution Amplifier, Pulse Distribution Amplifier, Vector Display Equipment, Envelope Delay Tracer, Phase Correction Network—HF, Fixed, Crossover Filter—Portable or rack mounting.

Wind Turbine Co.

E. Market St., West Chester, Pa.
Phone: OWen 6-3110

President.....Robert W. Weeks

PRODUCTS: AM vertical radiators, FM receiving antennas, towers for support of FM transmitting antennas, incl. installation. (TV) Transmitting antenna supporting towers, incl. installation.

Wollensak Optical Co.

850 Hudson Ave., Rochester 21, N. Y.
Phone: COngress 6-1000

President.....E. A. Springer
Vice-President.....A. A. Wollensak

PRODUCTS: TV & motion picture camera lenses.

Zane Construction Co., Inc.

18 Northfield Ave., West Orange, N. J.
Phone: ORange 3-2576

President.....H. Bernard Zane

PRODUCTS: Tower erection and maintenance.

Zenith Radio Corp.

6001 W. Dickens Ave., Chicago 39, Ill.
Phone: Berkshire 7-7500
N. Y. Phone: PLaza 1-3700

Pres. and Gen. Mgr.....E. F. McDonald, Jr.
Exec. V-P.....Hugh Robertson
V-P and Dir. of Sales..Leonard C. Truesdell
V-P in Chg. of Eng.....G. E. Gustafson
V-P in Chg. of Prod.....Donald MacGregor
V-P Advertising.....Erik Isgrig
V.P. in Chg. Indust. Rel.....J. M. Ferren
V-P & Gen. Counsel.....J. S. Wright
V-P Distribution.....C. J. Hunt
V-P and Treas.....S. Kaplan
V-P in Chg. of Purchases.....J. E. Anderson
V-P in Chg. of Res.....Dr. Alexander Ellett
V-P, Patents.....Francis W. Crotty
V-P, Export.....John A. Miguel, Jr.
Secty. and Asst. V-P.....Karl E. Hassel
Asst. V-P.....J. E. Brown
Asst. Treas and Asst. Secty.....J. Kuhajek
Asst. Secty.....H. M. Chesser
Indust. Rel. Dir.....J. M. Ferren
Public Relations Director.....Ted Leitzell

PRODUCTS: RADIOS—Table: AM, AM-FM; Radio-Phono Combination: AM table, AM, AM-FM console; Portables: Transistor battery only, battery AC-DC.

TELEVISION: Table and console, also AM-FM radio-phonograph combination. Hi-Fi record players; hearing aids.

AGENTS AND MANAGERS

Talent Representatives Active in Radio-TV in New York, Los Angeles and Chicago

☆ ***NEW YORK*** ☆

ated Artists Representatives
7 Madison Ave.....PLaza 5-3990

nder, Willard, Inc.
5 Park Ave. (22).....PLaza 1-7070

ll, James S.
0 Madison Ave.....PLaza 3-7840

n, Buddy
East 45th St.....MUrray Hill 7-8351

r, V. S. Advertising Service
1 Fifth Ave.....MUrray Hill 2-0777

e, Goldsmith & Arthur, Inc.
2 Fifth Ave.....MUrray Hill 2-6244

s, Ted
4 East 57th St.....PLaza 9-1344

n, Henry C.
E. 55th St.....PLaza 9-7474

n, Louis W.
W. 24th St.....WAtkins 9-0670

s, Ted
) Fifth Ave. (36).....CHickering 4-5036

bia Artists Management, Inc.
West 57th St.....CIrcle 7-6900

lidated Concerts
Rockefeller Plaza.....COlumbus 5-3580

r, Frank, Associates
E. 54th St.....PLaza 1-0725

ot, Roy, Consultants, Inc.
5 Fifth Ave.....MUrray Hill 7-6865

an Associates, Ltd.
01 Broadway .....LAckawanna 4-3544

us Artists Corp. of N. Y.
) Fifth Ave.....CIrcle 7-6200

an Fialkoff Agency
0 Broadway .....JUdson 2-4037

, Lutz, Heller & Loeb
) W. 57th St.....CIrcle 5-7998

k, Dale
West 48th St.....CIrcle 6-8985

al Artists Corp.
) Fifth Ave.....CIrcle 7-7543

Gibbs, John E., & Co.
12 West 55th St. (19).....PLaza 7-5959

Glaser, Joe, Inc.
110 West 55th St.....CIrcle 5-9071

Goodman, Martin
36 Central Park South.....PLaza 1-3555

Greshler, Abner J.
1270 Sixth Ave.....CIrcle 7-3025

Hahlo, Sylvia
24 W. 55th St.....CIrcle 6-2165

Harris, Fred
1270 Sixth Ave.....CIrcle 7-3025

Hartford Agency
18 E. 48th St.....PLaza 3-6500

Hurok Attractions, Inc.
730 Fifth Ave. (19).....CIrcle 5-0500

King, Archer
745 Fifth Ave. (22).....ELdorado 5-6313

Leddy, Mark J.
48 West 48th St.....JUdson 6-2760

Leipzig, Syd
237 Madison Ave.....MUrray Hill 6-0300

Lewis, Lester, Associates
11 E. 48th St.....PLaza 3-5082

Lyons, Grace
15 E. 48th St. (17).....PLaza 8-1960

Management Corp. of America
598 Madison Ave.....PLaza 9-7500

William McCaffrey Agency
501 Madison Ave.....ELdorado 5-1076

Morris, William Agency, Inc.
1740 Broadway.....JUdson 6-5100

Morrow, Marjorie
1501 Broadway .....CHickering 4-0644

Moses, John H.
730 Fifth Ave.....CIrcle 6-2677

Music Corp. of America
598 Madison Ave.....PLaza 9-7500

National Artists Corp.
711 Fifth Ave.....PLaza 9-6000

National Radio & Theatrical Bureau
1650 Broadway .....JUdson 6-3550

North, Meyer B.
1564 Broadway.....PLaza 7-3445

O'Connor, John
1697 Broadway .....CIrcle 5-4920

Peed, Earl S.
527 Madison Ave. (22) .....PLaza 1-0030

Richard, Max
1776 Broadway .....PLaza 7-6414

Ross, Kal
15 E. 48th St. (Suite 801)....PLaza 1-2156

Schwartz-Luskin Theatrical Agency
15 E. 48th St.....PLaza 3-1529

Shaw Artists Corp.
565 Fifth Ave.....OXford 7-7744

Shurr, Louis
1501 Broadway .....CHickering 4-8240

Storer, Douglas F.
1270 Ave. of Americas.....CIrcle 7-6325

Talad Corp.
730 Fifth Ave.....COlumbus 5-3530

Tranum, Charles B.
60 E. 58th St.....PLaza 1-3880

Witt, Peter, Assoc.
37 West 57th St.....PLaza 9-7966

☆ *LOS ANGELES* ☆

Alexander, Alec, Agency
208 S. Beverly Dr., B. H....CRestview 1-6101

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Radnor, Pa.
Phone: MUrray Hill 8-7400

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Publisher.....James T. Quirk
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Advertising Director.....Michael J. O'Neill
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U. S. RADIO

50 W. 57th St., New York 19, N. Y.
Phone: CIrcle 5-2170

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Managing Editor .....Jonah Gilitz
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Asst. Editors.....Michael G. Silver, Patty Kirsch (Washington) Patricia Moran
Prod., Sls. Serv. Mgr.....Jean L. Engel
Secy. to Publisher.....Sara R. Silon
Western Mgr.....Shell Alpert

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154 West 46th St., New York 36, N. Y.
Phone: LUxemburg 2-2700

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Editor (Daily Variety).....Tom Pryor
612 N. Michigan Ave., Chicago 11, Ill.
Manager .....Don Wilson
1202 National Press Bldg.,
Washington 4, D. C.

Bureau Head.....Les Carpenter
8 St. Martin's Pl., Trafalgar Square, W-C-2, London, England
Bureau Head.....Harold Myers

INDUSTRY ORGANIZATIONS

Personnel—Addresses—Unions

Guilds—Associations—Radio-TV Groups

ACTORS EQUITY ASSOCIATION

226 W. 47 St., New York 36, N. Y.
PLaza 7-7660

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xec. Sec. ..... Angus Duncan
ounsel ..... Herman E. Cooper

BRANCH OFFICES

612 N. Michigan Ave., Chicago 11, Ill.
6636 Hollywood Blvd., Los Angeles 28, Calif.
230 Jones St., San Francisco 2, Calif.
519 Jarvis St., Toronto, Ont.

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25 West 45th Street, New York 36, N. Y.
JUdson 2-1520

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203 N. Wabash Ave., Chicago 1, Ill. RAndolph 6-1753. L. S. Schwartz, midwest representative.

9100 Sunset Blvd., Los Angeles 46, Cal., CRestview 4-8039.
Robert Grey, West Coast Representative.

425 Bush Street, San Francisco 8, Cal. GA 1-6868. Charles W. Collier, (AAW).

FUNCTIONS

A non-profit organization representing all phases of advertising and dedicated to the uses of advertising in the public service.

ADVERTISING FEDERATION OF AMERICA

250 W. 57th St., New York 19, N. Y.
CIrcle 6-2431

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BRANCH OFFICE

1320 G. St., N. W., Washington 5, D. C. Phone: EXecutive 3-4268. Washington Rep., William P. Tidwell.

FUNCTIONS

An organization of advertising clubs, national advertising groups and companies interested in advertising:

To help make advertising increasingly more effective.

To raise continually higher standards of advertising practice.

To promote better public understanding of advertising.

To promote cooperative effort in advertising.

To encourage improvement in advertising education.

ADVERTISING RESEARCH FOUNDATION, INC.

3 East 54th St., New York 22, N. Y.
PLaza 1-5656

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FUNCTIONS

To further scientific practices in advertising and to promote greater effectiveness in advertising and marketing through impartial and objective research.

AMERICAN ASSOCIATION OF ADVERTISING AGENCIES

420 Lexington Ave., New York 17, N. Y.
LExington 2-7980

OFFICERS

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WESTERN REGION OFFICE

235 Montgomery St., San Francisco 4, Cal. Phone: YUkon 6-2200. John L. Del Mar.

AMERICAN COMMUNICATIONS ASSOCIATION

5 Beekman St., New York 38, N. Y.
COrtlandt 7-1374

OFFICERS

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BRANCH OFFICES

Eastern Branch, 1737 Chestnut Street, Phila. 3, Pa. Phone: LO 4-1251. Mort Borrow, Chairman.

Atlantic Branch, 5 Beekman St., N. Y. C. 38, N. Y. Phone: CO 7-1734. W. Bender, Chairman.

FUNCTIONS

Independent Union, Broadcast Department devoted to organization of all employees in the Radio Broadcasting Industry, excepting Musicians and Actors.

AMERICAN FEDERATION OF MUSICIANS

425 Park Ave., New York 22, N. Y.
PLaza 8-0600

OFFICERS

President.....Herman D. Kenin
Vice-Pres.....C. L. Bagley
Secretary.....Leo Cluesmann
Treasurer.....George V. Clancy

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Wm. J. Harris, Stanley Ballard, Lee Repp, Walter M. Murdoch, E. E. Stokes.

BRANCH OFFICES

220 Mt. Pleasant Ave., Newark 4, N. J. Phone HUmboldt 4-6600. Leo Cluesmann, Secy.; Geo. V. Clancy, Treas.

AMERICAN FEDERATION OF TELEVISION & RADIO ARTISTS (AFTRA)

15 West 44th Street, New York 36, N. Y.
MUrray Hill 7-1810

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5th Vice-Pres.....Hal W. Newell
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BRANCH OFFICES

6331 Hollywood Blvd., Hollywood 28, Calif. HOllywood 4-5125. Claude L. McCue, Western Regional Director.

102 E. Hubbard St., Chicago 11, Ill. WHitehall 3-1344. Raymond A. Jones, Central Regional Director.

FUNCTIONS

Union affiliated with A. F. of L., representing radio and TV performers (actors, singers, announcers), for collective bargaining purposes.

AMERICAN GUILD OF AUTHORS AND COMPOSERS

158 W. 55th St., New York 19, N. Y.
CIrcle 6-2536

OFFICERS

President.....Burton Lane
Vice-President.....Milton Drake
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Treasurer.....Leonard Whitcup
Secretary.....Jack Lawrence
W. Coast Comm. Chmn.....Sammy Cahn
Co-Chairman.....Donald Kahn
Executive Director.....Miriam Stern
Copyright Department.....Margaret Thiele
Counsel.....John Schulman

COUNCIL

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BRANCH OFFICE

6272 Sunset Blvd., Hollywood 28, Calif.
HOllywood 2-1108

FUNCTIONS

The objects of this Association are and shall be: To cultivate and establish harmony and unity of action and understanding among the members of the Association, and between them and corporations, firms or individuals with whom they have or may have business dealings, and to promote the equitable adjustment of all matters relating to the professional work of the members.

AMERICAN GUILD OF MUSICAL ARTISTS

1841 Broadway, New York 23, N. Y.
COlumbus 5-3687-8-9

NATIONAL OFFICERS

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President.....John Brownlee
1st Vice-President.....Jascha Heifetz
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3rd Vice-President.....Betty Stone
4th Vice-President.....Regina Resnik
5th Vice-President.....Tilda Morse
Treasurer.....Abba Bogin
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6636 Hollywood Blvd., Hollywood, Cal. Phone: HO 2-2334. Lee Harris, Rep.

215 S. Broad St., Philadelphia, Pa. Phone: KI 5-4310. Edward Davis, Rep.

1 N. LaSalle St., Chicago, Ill. Phone: FI 6-6677. Sanford Wolff, Rep.

704 Bellevue N., Seattle 2, Wash., Phone: CA 0438, George Peckham, Rep.

421 Phelan Bldg., 760 Market St., San Francisco, Cal. Phone: EX 2-6990. Bruce Poyer, Rep.

8821 Nelson St., New Orleans, La. Phone: UN 1-9183. Norman Treigle, Rep.

519 Jarvis St., Toronto 5, Ont., Canada. Phone: WA 4-6532. Larry H. McCance, Rep.

FUNCTIONS

A labor organization having jurisdiction in the fields opera, concert, ballet and dance; a branch of the ssociated Actors and Artists of America. Its scope nationwide, covering the United States and Canada, d its activities consist of protecting the interests d working conditions of its members in the above elds as well as the furthering and expansion of opera, ncert and ballet institutions and performances roughout the United States and Canada.

MERICAN GUILD OF VARIETY ARTISTS (AGVA)

110 West 57th St., New York, N. Y.
Phone: Circle 6-7130

OFFICERS

esident ..... Penny Singleton
t Vice-Pres. ..... Rajah Raboid
d Vice-Pres. ..... Johnny Woods
d Vice-Pres. ..... Frank Ross
easurer ..... Joe Smith
ecording Secy ..... Sally Winthrop
t'l. Admin. Secy. ..... Jackie Bright

BRANCH OFFICES

0 W. 57th St., N. Y. 19, N. Y.;Phone: CI 6-7130
stern Regional Director ..... Lou Smolev
W. Randolph St., Chicago, Ill.; Phone: CEntral 6-5561
d-West Regional Director ..... Ernie Fast
13 Hollywood Blvd., Hollywood 28, Calif.; Phone: HOllywood 4-8281
estern Regional Director ..... Irvin Mazzei

FUNCTIONS

A branch of the Associated Actors and Artists of merica (AFL-CIO); AGVA is the labor union for rformers in the Variety Field of the entertainment dustry.

MERICAN MARKETING ASSOCIATION

27 East Monroe St., Chicago 3, Ill.
CEntral 6-8306

OFFICERS

esident ..... Wendell R. Smith
P.'s ..... Harper W. Boyd, Jr., Robt. T. Browne, Donald R. Longman, Jack C. Griffin
cretary ..... Schuyler F. Otteson
easurer ..... John P. Bennett
ec. Dir. ..... William C. Gordon, Jr.

BRANCH OFFICES

44 Chapters in the U.S. & Canada

FUNCTIONS

A professional society for the advancement of sci-nce in marketing. Membership open to all persons ctively engaged in the field of marketing.

MERICAN NEWSPAPER PUBLISHERS ASSOCIATION

750 3rd Ave., New York, N. Y.
YUkon 6-8200

OFFICERS

esident ..... D. Tonnant Bryan
ice-President ..... Mark Ferree
ecretary ..... Walter J. Blackburn
easurer ..... J. Hale Steinman
eneral Manager ..... Cranston Williams

BRANCH OFFICE

360 N. Michigan Ave., Chicago 1, Ill. Phone: ranklin 2-3746; George N. Dale, Chairman.

FUNCTIONS

To foster and protect the business and business terests of daily newspapers.

AMERICAN SOCIETY OF COMPOSERS, AUTHORS AND PUBLISHERS (ASCAP)

575 Madison Ave., New York 22, N. Y.
MUrray Hill 8-8800

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Vice-President ..... Otto A. Harbach
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BRANCH OFFICES

In all principal cities throughout the United States.

FUNCTIONS

ASCAP is a performing right society through which commercial users of music obtain clearance of the right to perform publicly for profit the copyrighted works of its members.

AMERICAN WOMEN IN RADIO AND TELEVISION, INC.

501 Madison Ave., New York 22, N. Y.
ELdorado 5-7281

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River Forest, Illinois

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Secy., Treas. ..... Martha Rupprecht
CBS-TV, New York, N. Y.

DIRECTORS-AT-LARGE

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CHAPTERS

Central: Chicago, Ill.; Hoosier, Indianapolis area, Ind.; Wichita, Kans.; Detroit, Mich.; Minnesota, Minn.; Kansas City & St. Louis, Mo.; Omaha, Neb. & Cornhusker (Nebr. outside of greater Omaha) Nebr.; Heart of America, Neb., Kans., Mo., N. D., S. D., Ia.; Akron, Portage Trail, Ohio; Ohio, Ohio; Cleveland, Western Reserve, Ohio; (provisional) Hi-O, Ohio.

Eastern: Washington, D. C.; Maryland; New England, Me., N. H., Vt., R. I., Mass., Conn.; Northern New Jersey; Central New York, New York City, NYS Capital District, Western New York, all N. Y.; Philadelphia & Pittsburgh-Gateway, Pa.

Southern: Birmingham—Heart of Dixie, Ala.; Florida & Gold Coast (Orlando south to Miami) Florida; Atlanta & Chattahoochee Valley (Columbus area) Ga.; New Orleans, La.; Piedmont, S. C.; Mobile, Ala.; North Carolina, N. C.

Southwestern: Oklahoma-Sooner, Okla.; Houston, Texas State, Texas.

Western: California, Fresno, Sacramento, San Francisco Bay area, Cal.

FUNCTIONS

Year-round medium of exchange for women in broadcasting & allied fields, with individual chapter meetings held regularly, area conferences during the year, and annual nat'l four-day convention serving members as "refresher course" in all industry segments.

ART DIRECTORS CLUB

115 East 40th Street, New York 16, N. Y.
Phone: MUrray Hill 5-4340

OFFICERS

President ..... Garrett P. Orr
1st Vice-Pres. ..... Bert W. Littmann
2nd Vice-Pres. ..... Robert Gage
Secretary ..... William Duffy
Treasurer ..... Mahlon A. Cline

BRANCH OFFICES

31 natl. society clubs throughout U. S.

FUNCTIONS

Exhibitions, scholarship course, publishing adv. art books, research, conference.

ARTISTS' REPRESENTATIVES ASSOCIATION, INC.

1270 Ave. of the Americas, New York 20, N. Y.
Circle 6-1379

OFFICERS

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BRANCH OFFICES

203 N. Wabash Ave., Chicago, Ill.
754 Century Bldg., Pittsburgh, Pa.
116 New Montgomery, San Francisco, Calif.
301 Fox Bldg., Detroit, Mich.

FUNCTIONS

The promoting of high ethical standards in the conduct of the business of artists' representatives and the fostering of better understanding among the people engaged in such business and the amusement field generally. To protect the agents.

ASSOCIATION FOR PROFESSIONAL BROADCASTING EDUCATION

1771 N Street, N. W., Washington 6, D. C.
Phone: DE 2-9300

OFFICERS

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Secy.-Treas. ..... Richard M. Brown
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Sydney Head, Ward Quaal, Lee Ruwitch, W. C. Swartley, Bruce Linton, Kenneth Harwood
Exec. Secretary ..... Fred Garrigus
Prom., Pub. Head ..... Leo Martin

FUNCTIONS

The purpose of the Association is to promote better understanding between broadcasters and schools which offer pre-professional training in the broadcast media.

ASSOCIATED MUSIC PUBLISHERS, INC.

589 Fifth Ave., New York 17, N. Y.
1 West 47th St., New York 36, N. Y.
PL 9-8470

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Benjamin V. Grasso, Karl F. Bauer, Leonard Feist
Secretary ..... Robert J. Burton

FUNCTIONS

Publisher and distributor of serious music in the United States and representative of many principal serious music catalogs of Europe.

ASSOC. OF CANADIAN ADVERTISERS, INC.

701 Federal Building, 85 Richmond St., West, Toronto 1, Ontario
EMpire 3-8046

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FUNCTIONS

An organization of Canadian companies promoting long-range, scientific development of advertising and marketing.

ASSOCIATION OF MAXIMUM SERVICE TELECASTERS, INC.

1735 DeSales St., N. W., Washington 6, D. C.
Phone: DIstrict 7-5412

OFFICERS

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FUNCTIONS

MST is dedicated to insuring maximum television service to the American people. Consistent with this objective it favors efforts to expand and develop television service throughout the United States but opposes any compromise or deterioration of the technical quality or service now being provided.

ASSN. OF NATIONAL ADVERTISERS, INC.

155 E. 44th St., New York, N. Y.
Oxford 7-5950.

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FUNCTIONS

Promotes the most effective and profitable use of advertising as a tool of selling, promotes a better understanding and more effective use of advertising as a tool of management and protects the interests of national advertisers and serves their collective needs.

ASSOCIATION OF RADIO-TELEVISION NEWS ANALYSTS

24 East 39th Street, New York 16, N. Y.
OXford 7-5300

OFFICERS

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V.P. ..... John MacVane

etary .....Blair Clark
isurer .....Cesar Saerchinger
cutive Board.....Quincy Howe,
. V. Kaltenborn, Leon Pearson, Chet Huntley

FUNCTIONS

o maintain the independence and prestige of the
ession and to improve the standards of analytical
adcasting and to protect the best interests of the
ic and the industry.

E AUTHORS GUILD OF THE AUTHORS LEAGUE OF AMERICA, INC.

E. 39th St., New York 16, N. Y.
Urray Hill 9-4950

OFFICERS

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-President .....Cleveland Amory
etary .....John Vandercook
etary to the Council.....Luise M. Sillcox
bership Secretary.....Edith Mackin

FUNCTIONS

ational business organization of authors in the
ication field.

E AUTHORS LEAGUE OF AMERICA, INC.

E. 39th St., New York 16, N. Y.
Urray Hill 9-4950

OFFICERS

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-President .....Rex Stout
surer .....Arthur Schwartz
etary .....Ann Petry
utive Secretary.....Luise M. Sillcox

FUNCTIONS

e national business organization of authors and
natists.

AND NAMES FOUNDATION, INC.

7 Fifth Ave., New York 16, N. Y.
Urray Hill 5-0888

OFFICERS

n. of Bd. .....Thomas F. O'Neil
(Chmn. Bd., RKO Teleradio Pictures)
-Chmn. .....Robert E. MacNeal
(President, Curtis Publishing Co.)
-Chmn. .....Felix W. Coste
(Vice-Pres., Coca-Cola Co.)
n. Exec. Committee .....John H. Breck, Jr.
(Exec. V. P., John H. Breck, Inc.)
surer .....Robert L. Connelly
(Vice-Pres., Drexel Furniture Co.)
dent .....Henry E. Abt

FUNCTIONS

nducts a continuous year 'round educational pro-
n in all informational media, purpose of which is
mphasize to the public the benefits and services
anufacturers' brand names, brand competition and
d advertising.

E BRITISH BROADCASTING CORPORATION

0 Fifth Ave., New York 20, N. Y.
rcle 7-0656

OFFICERS

h American Rep.....Barrie Thorn
Ass't. .....G. del Strother
ram Assistant.....Lillian Lang
s Ass't.....Barbara Rosen
scription Assistant .....Marion Moss
f Engineer.....Arthur S. Toby

BRANCH OFFICES

ited Nations Office Room C-309, United Nations,
'. Plaza 4-1234, Ext. 3121. F. D. Walker, U. N.
espondent.
7 Natl. Press Bldg., Washington, D. C. Phone:
utive 3-1465. Christopher Serpel, Gerald Priest-
. Washington correspondents.

BRITISH INFORMATION SERVICES

45 Rockefeller Plaza, New York 20, N.Y.
CIrcle 6-5100

OFFICER

Director, Radio-TV Div.....Rodney C. Chalk

BRANCH OFFICES

2300 Connecticut Ave., Washington, D. C. Phone: HObart 2-1340.
720 N. Michigan Ave., Chicago 11, Ill. Phone: WHitehall 3-1480.
2516 Pacific Ave., San Francisco 15, Cal. Phone: FIllmore 6-3033.
448 S. Hill St., Los Angeles 13, Cal. Phone: MAdison 6-4411.

FUNCTIONS

Produce and distribute Radio-TV public service programs: film and tape news features.

BROADCASTING AND FILM COMMISSION, NAT'L COUNCIL OF CHURCHES

220 Fifth Ave., New York 1, N. Y.
ORegon 9-2968

OFFICERS

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Assoc. Exec. Dir. .....Wesley B. Goodman
Bus. Mgr. .....Arthur W. Rhinow
Dir., Program Oper. .....Ben E. Wilbur
Dir., of Films .....Alexander B. Ferguson
Dir., Program Prom. .....Albert R. Crews
Dir., of Special Proj. .....Arthur Austin
Dir., Best. Tng. and Enlistment .....Charles H. Schmitz
Assoc. Prod. .....Richard A. Cobb
Dir., Film Dist. .....Margaret Carter

BRANCH OFFICE

5746 Sunset Blvd., Hollywood 28, Calif.
Phone: HOllywood 4-7464. George Heimrich, Director.

BROADCAST INFORMATION BUREAU

535 Fifth Ave., New York 17, N. Y.
MUrray Hill 7-1668

Manager .....Martin Lawrence
Editor.....Julienne (Judy) Dupuy

FUNCTIONS

Publishers of TV film source books; Station & Film Who's Who and What's Where; Film Newsletter, "Facts, Figures and Film."

BROADCAST MUSIC, INC. (BMI)

589 Fifth Ave., New York 17, N. Y.
PLaza 9-1500

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FUNCTIONS

The function of BMI is to license to music users public performing rights in the music of a group of affiliated publishers, writers and organizations.

BROADCAST PIONEERS

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FUNCTIONS

"To establish a membership organization of persons who by their long years of service in the field of Radio desire to become associated for the purpose of friendship and education. The Club shall be a central house for the exchange of information and historical data about the Radio industry and shall record in form to be determined facts and data about the history of the Radio industry and its traditions for use by this and future generations. It is felt that this organization with the resultant exchange of information would make a valuable contribution to the public interest."

BROADCASTERS' PROMOTION ASS'N., INC.

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FUNCTIONS

The Association was formed for the betterment of broadcasting activity by furthering the recognition, organization and extension of promotional activity as an essential function in the broadcasting-telecasting business; by increasing the effectiveness of broadcasters' promotion personnel through contacts with one another, and with representatives of related business, through the exchange of information and ideas, and through consequent improvement of promotion methods, research principles and techniques; and by assisting broadcasters to secure competent personnel for promotion work.

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MAyfair 9464

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FUNCTIONS

A co-operative organization for the standardization and analysis of facts about radio and television.

CANADIAN ASSOCIATION OF RADIO & TELEVISION BROADCASTERS

108 Sparks St., Ottawa 4, Canada
CE 3-4035

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SALES OFFICE

200 St. Clair Avenue, West, Toronto 7, Ont. Phone: WAlnut 2-3334. C. W. Fenton, Sales Director, Radio; Karl Steeves, TV.

FUNCTIONS

The Canadian Association of Radio and Television Broadcasters is a voluntary trade organization of 148 privately owned (independent) radio broadcasting stations and 35 television stations in Canada.

CATHOLIC ACTORS GUILD OF AMERICA, INC.

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Circle 6-5566

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Chaplain ..... Rt. Rev. Msgr. Vincent J. Brosnan
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FUNCTIONS

Social and charitable organization which strives to care for the spiritual and physical needs of members of the profession, regardless of creed. In particular, every effort is made to assure members of the organization of care and attention in the case of illness, hospitalization, burial whenever the need arises.

COMPOSERS AND LYRICISTS GUILD OF AMERICA

292 Madison Ave., New York 17, N. Y.
MU 3-0966
12924 Sarah Street, North Hollywood, Calif.
PO 2-8377

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3rd Vice-President ..... Winston S. Sharples
Secretary-Treasurer ..... Jerry Livingston
Asst. Sec. Treasurer ..... Ben Ludlow
Executive Secretary ..... Elsa Clay

FUNCTIONS

CLGA was organized to represent composers (music

d/or words) in screen, radio, TV, stage recording d transcription in establishing minimum terms and proved conditions in their employment relationships.

OUNTRY & WESTERN MUSIC BROADCASTERS ASSOCIATION

730 Fifth Ave., New York 19, N. Y.
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FUNCTIONS

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HE DRAMATISTS GUILD OF THE AUTHORS LEAGUE OF AMERICA, INC.

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MUrray Hill 9-4950

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FUNCTIONS

The national business organization of dramatists.

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200 St. Clair Ave., West, Toronto 7, Ontario, Canada
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FUNCTIONS

This Association is a non-profit and cooperative orization to promote the interests of the radio-TVctronics manufacturing industry in Canada.

PISCOPAL ACTORS GUILD OF AMERICA, INC.

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MUrray Hill 5-2927

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FUNCTION

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EXecutive 3-6800

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Room 306, Pacific Bldg., San Francisco 3, Cal. Raymond J. Lloyd, Atty. in Chg.

Room 811, U. S. Court House, Seattle 4, Wash. Walter W. Harris, Atty. in Chg.

Room 413, Masonic Temple Bldg., New Orleans, La. William B. Lott, Atty. in Chg.

Room 1128, Standard Bldg., Cleveland, Ohio. Vernon E. Taylor, Atty. in Chg.

2806 Fed. Off. Bldg., 911 Walnut St., Kansas City, Mo. Floyd M. Brown, Atty. in Chg.

915 Forsyth Bldg., Atlanta 3, Ga. Edward S. Ragsdale, Atty. in Chg.

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FUNCTIONS

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FUNCTIONS

An association of film producers and members from laboratory, recording, equipment and other film services to promote high standards in technical development, service, client relationship and labor relations. Monthly meetings serve to educate and improve the industry.

FM BROADCASTERS ASSOCIATION OF SOUTHERN CALIFORNIA

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FUNCTIONS

An incorporated non-profit organization having as its object the advancement of the theory and practice of radio and electronics, including allied branches of engineering and all related arts and sciences.

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FUNCTION

Non-sectarian theatrical assistance agency.

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1785 Massachusetts Ave., N.W., Washington 6, D. C.
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FUNCTIONS

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FUNCTIONS

The object of this club shall be the promotion of social intercourse among persons, engaged professionally in the drama, music, authorship, and the fine arts, as well as friends of those professions, and the collection and preservation of objects of interest thereto, and the creation and maintenance of funds for the benefit of persons engaged professionally in the drama, music, authorship and the fine arts who shall be in need of financial aid or assistance, to be disbursed at the discretion of the Council of the Club.

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LAckawanna 4-9735

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ORegon 4-5100

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FUNCTIONS

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MUSIC PUBLISHERS' CONTACT EMPLOYEES UNION OF GREATER NEW YORK, NO. 22102, A.F.L.-C.I.O.

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FUNCTIONS

Labor Union.

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460 Park Ave., New York, N. Y.
PLaza 1-1930

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9216 Sunset Blvd., Los Angeles 46, Calif.
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FUNCTIONS

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882 Victoria Ave., Los Angeles, Cal.
WEbster 4-7830

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FUNCTIONS

To co-ordinate the interest of civic, religious, educational, business and labor organizations and individuals for the purpose of encouraging the presentation of radio and television programs of high standards.

NATIONAL ASSOCIATION OF BROADCASTERS

(For Complete Listing See NAB Section)

NATIONAL ASSOCIATION OF BROADCAST EMPLOYEES & TECHNICIANS (NABET) AFL-CIO-CLC

80 E. Jackson Blvd., Chicago 4, Ill.
WA 2-2462

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BRANCH OFFICES

48 W. 48th St., New York 36, N. Y.; 6223 Selma Ave., Hollywood 28, Calif.; 335 Hayes St., San Francisco, 373 Church St., Toronto, Ont.; 35 Court St., Buffalo; 1410 Stanley, Montreal, P. Q.

FUNCTIONS

NABET has contracts for its 5,500 members with ABC, NBC, and 92 Independent radio and TV stations and film studios in the United States and with CBC and more than 20 independent stations in Canada.

NATIONAL ASSOCIATION OF BROADCAST UNIONS AND GUILDS (NABUG)

37 W. 46th St., New York 36, N. Y.
JUdson 2-5130

OFFICERS

National Chairman..... Oliver W. Nicoll

COUNCILS

27 W. 46th St., New York 36, N. Y. Phone: Judson 2-5130. Oliver W. Nicoll, Chairman, New York Council: 341 Menomonee St., Chicago 14, Ill. Phone: MOhawk 4-3592, H. Walter Thompson, Chairman, Chicago Council: 6331 Hollywood Blvd., Hollywood 28, Calif. Phone: HIllside 5125. Claude McCue, Chairman, Hollywood Council.

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FUNCTIONS

"NABUG" is the National Association of Broadcast Unions and Guilds in the radio and television industry, organized on behalf of their respective memberships for the solution of parallel problems and the working together of the unions and guilds in those directions—cultural, legislative, economic—where their mutual interests coincide.

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

14 Gregory Hall, Urbana, Ill.
EMpire 7-6611, Ext. 3394

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Region I: E. A. Hungerford, Jr., Metropolitan Education TV Assoc. New York; Region II: Raymond D. Hurlbert, Alabama Educational TV Commission; Birmingham; Region III: James S. Miles, Purdue University, Lafayette, Ind.; Region IV: John Schwarzwalder, Twin City Area Educational TV Corp., St. Paul, Minn.; Region V: Duff Browne, Greater New Orleans Educational TV Foundation, New Orleans; Region VI: This election to take place and info will be forwarded to us.

FUNCTIONS

Representing non-commercial, educational AM, FM and TV stations, workshops and production centers owned and operated by colleges, universities, school systems, State systems, community organizations, and public-service agencies.

NATIONAL ASSN. OF PERFORMING ARTISTS

630 Fifth Ave., New York 20, N. Y.
CIrcle 7-8194

OFFICERS

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General Counsel ..... **Alfred Rice**

FUNCTIONS

To acquire for performing artists copyright protection by amending the copyright law.

NATIONAL AUDIENCE BOARD, INC.

152 East End Ave., New York 28, N. Y.
TRafalgar 9-6070

OFFICERS

President ..... Peter Goelet
Exec. Vice-Pres. ..... Bernard F. Kamins
Treasurer ..... David J. Colton
Secretary ..... Harriet H. Nicol

BRANCH OFFICES

239½ S. Beverly Dr., Beverly Hills, Calif., CRestview 1-8141, Bernard F. Kamins, Exec. V. P.; 625 Cheney St., San Francisco 12, Calif., JUniper 5-7575, Hal Light, Coordinator; 1441 W. Chase, Chicago 26, Ill., ROgers Park 4-4330, Mrs. Jos. P. Hector, Coordinator.

FUNCTIONS

To represent the public to the broadcasting industry; to crystallize public opinion in radio and television programming; to act as a liaison group between the public and the broadcasting industry.

NATIONAL BETTER BUSINESS BUREAU, INC.

405 Lexington Ave., New York 17, N. Y.
OXford 7-9494

OFFICERS

Chmm. of Bd. ..... Wallace E. Campbell
Vice-Chmn. ..... Harry M. Dunlap
President ..... Kenneth B. Willson
Exec. V. P. ..... Allan E. Backman
Secretary ..... DeWitt J. Paul
Treasurer ..... Lowell Shumway

DIRECTORS

Willcox B. Adsit, Claude Alexander, Edward J. Breck, Warren Burke, Wallace E. Campbell, Harry M. Dunlap, William A. Dyer, Jr., R. H. MacEachen, Winston L. May, Jr., Edward J. McCabe, Jr., Frank P. McGowan, Robert E. Healy, Virgil W. Milton, DeWitt J. Paul, Lowell Shumway, William E. Steers, William G. Werner, Earl N. Felio, Jules Herbuveaux, John A. Spooner, William G. Weisbrod.

FUNCTIONS

Founded in 1912 to promote "Truth-in-Advertising." Aids advertisers and media to avoid false and deceptive advertising; helps the public to obtain maximum satisfaction in its relations with business.

NATIONAL COMMUNITY TELEVISION ASSOCIATION, INC.

612 Perpetual Bldg., 1111 E St. NW, Washington 4, D. C.
Phone: ME 8-1415

OFFICERS

President ..... Lloyd A. Calhoun
Vice-Pres. ..... A. J. Malin
Secretary ..... W. Randolph Tucker
Treasurer ..... Clive Runnells, Jr.
Exec. Dir. ..... Edward P. Whitney

FUNCTIONS

Promote the development of community antenna television systems throughout the United States through techniques normally employed by national trade associations.

NAT. TELEVISION FILM COUNCIL

200 W. 57th St., New York 19, N. Y.
COlumbus 5-0756

OFFICERS

Honorary Lifetime Pres. ..... Melvin L. Gold
President ..... Robert Gross
Exec. V. P. ..... William J. Reddick
Exec. Sec'y. ..... Bernie Haber
General Sec'y. ..... Sally Perle
Treasurer ..... Lou Feldman
V. P., Production ..... Hal Seeger
V. P., Distribution ..... Sydney A. Mayers
V. P., Agencies ..... Don T. Widlund
V. P., TV Stations ..... Edward Hamilton
V. P., Membership ..... Joseph T. Dougherty

DIRECTORS

John J. Schneider, Chr.; Dr. Alfred N. Goldsmith, E. P. Genock, Waldo Mayo, Arche A. Mayers, Marshall G. Rothen, Dave O'Shea, Charles W. Carpenter, Donald Mack, Nicholas Farkas, Peter Keane.

FUNCTIONS

NTFC provides a hub for the interchange of ideas among all segments of the television film industry, with a view to mutual cooperation and help, and the general promotion and betterment of films on television.

NATIONAL VARIETY ARTISTS, INC.

232 W. 48th St., New York 36, N. Y.
COlumbus 5-0956

OFFICERS

President ..... **Louis Hardin**
1st Vice-Pres. ..... Joe Woods
2nd Vice-Pres. ..... Frank O'Connell
Secy., Treas. ..... Edna Osborne

DIRECTORS

Leah Behrmann, Bessie Clifford, Harry Freeman, Leo Mayer, Lillian McNeill, Lillian Sollisch, Lillian Weed, Lou Wills.

NEGRO ACTORS GUILD OF AMERICA, INC.

1674 Broadway, New York 19, N. Y.
CIrcle 5-4343

OFFICERS

President ..... Leigh Whipper
Vice-President ..... Edith Wilson
Executive Secretary ..... Virginia Girvin
Treasurer ..... A. Edward Walters
Recording Secretary ..... Lillian Roberts McBride
Admin. Secy. ..... Thomas W. Moseley
Chaplain ..... Dr. John H. Johnson
Counsel ..... Percy Sutton, Simon Feinstein

FUNCTIONS

Welfare organization serving people of the theatre regardless of race, color or creed.

NEWSPAPER REPORTERS ASSOCIATION OF NEW YORK CITY, INC.

Hotel Manhattan, New York, N. Y.

President ..... James C. O'Connor
1st Vice-Pres. ..... Thomas D. Zumbo
2nd Vice-Pres. ..... Anthony Alborelli
Secretary ..... John Yauchstetter
Treasurer ..... James Antone
Financial Secy. ..... Joseph Schaefer
Corresponding Secy. ..... Henry Logeman
Sergeant-at-Arms ..... Daniel MacGloan

PROFESSIONAL MUSIC MEN, INC.

1270 Sixth Ave., New York 20, N. Y.
COlumbia 5-7362

OFFICERS

Honorary President ..... Rocco Vocco
President ..... Robert Miller
Vice-President ..... Joseph Santly
Treasurer ..... Irving Tanz
Executive Director ..... **Bob Miller**
Board of Governors ..... Joe Santly, Irving Tanz, Bob Miller, Leo Diston, Mickey Garlock, Jerry Lewin, Bernie Pollack, Morris Schulman, Sam Taylor.

BRANCH OFFICES
54 W. Randolph St., Chicago, Ill.
Regional Director.....Morton Schaefer
1491 N. Vine St., Los Angeles, Calif.
Regional Director.....Lucky Wilber
36 E. 5th St., Cincinnati, O.
Regional Director.....Danny Engel
225 - 26th St., Santa Monica, Calif.
Regional Secretary.....Al Comparte

FUNCTIONS

Charitable and Benevolent Organization.

RADIO FREE EUROPE

Two Park Ave., New York 16, N. Y.
Phone: LE 2-8902

OFFICERS

Director.....Thomas H. Brown, Jr.
Ass't Dir.....John L. Dunning
N. Y. Prog. Mgr.....Jos. L. Ranft
PR Dir.....Alton Kastner
Tech. Dir.....Claude Harris
Eur. Dir. (Munich).....Erik Hazelhoff
Mng. Dir. (Lisbon).....Henry Lolliot

FUNCTIONS

Radio Free Europe, a private organization supported by contributions of the American people to Crusade for Freedom, transmits programs over 28 transmitters to Czechoslovakia, Poland, Hungary, Bulgaria and Romania. Its programs of truthful news and information about the free world and the Iron Curtain countries assist the captive people in their endeavor to establish free democratic societies, representative government, national sovereignty and full personal liberties in their lands.

RADIO ADVERTISING BUREAU INC.

460 Park Ave., New York 22, N. Y.
MUrray Hill 8-4020

OPERATING GROUP

President.....Kevin B. Sweeney
Vice-President and General Manager..John F. Hardesty
Director of Promotion.....Miles David
Asst. Secy.-Treas.....William L. Morison

GOVERNING GROUP

Chrmn. of the Board.....Kenyon Brown
KGLC, Miami, Okla.
Secretary.....William B. McGiarn
WHDH, Boston, Mass.
Treasurer.....John S. Hayes
Washington Post Bcst. Div.
Chrmn. of Executive Committee.....Allen M. Woodall
WDAK, Columbus, Ga.
Chrmn. of Finance Committee.....John S. Hayes
Washington Post Bcst. Div.

BOARD OF DIRECTORS

Hugh K. Boice, WEMP, Milwaukee, Wis.; Edward Breen, KVFD, Ft. Dodge, Iowa; Kenyon Brown, KGLC, Miami, Okla.; Richard D. Buckley, WNEW, New York, N. Y.; Charles C. Caley, WMBD, Peoria, Ill.; Henry B. Clay, KWKH, Shreveport, La.; Matthew J. Culligan, NBC, New York, N. Y.; Victor C. Diehm, WAZL, Hazelton, Pa.; George Comte, WTMJ, Wilwaukee, Wisconsin; Herbert Evans, Peoples Broadcasting Corp.; Columbus, Ohio; Frank P. Fogarty, WOW, Omaha, Neb.; Simon Goldman, WJTN, Jamestown, N. Y.; Arthur Hull Hayes, CBS, New York, N. Y.; John Hayes, WTOP, Washington, D. C.; Frank M. Headley, H-R Representatives, Inc., New York, N. Y.; Alex Keese, WFAA, Dallas, Texas; Elroy McCaw, WINS, New York, N. Y.; Donald McGannon, WBC, New York, N. Y.; William B. McGrath, WHDH, Boston, Mass.; Robert T. Mason, WMRN, Marion, Ohio; Weston C. Pullen, Jr., Time, Inc., New York, N. Y.; William E. Rine, Storer Broadcasting Co., Miami Beach, Fla.; Edward De Gray, ABC Radio, N. Y. C.; Don Searle, Farm & Home Radio, Grand Island, Neb.; Lester Smith, KJR, Seattle, Wash.; Ben Strouse, WWDC, Washington, D. C.; Kevin B. Sweeney, RAB, New York, N. Y.; Allen M. Woodall, WDAK, Columbus, Ga.; Adam J. Young, Jr., Adam J. Young, Inc., New York, N. Y.

FUNCTIONS

To sell national and regional advertisers on the concept of Radio as an advertising medium; and through media and product research to develop sales aids for the use of member stations in selling greater volumes of business at the local level.

RADIO-NEWSREEL-TELEVISION WORKING PRESS ASSOCIATION

527 Lexington Ave., New York 17, N. Y.
PLaza 1-2720

OFFICERS

President.....Julian Anthony
1st Vice-President.....Herb Schwartz
2nd Vice-President.....Gabe Pressman
Sergeant-at-Arms.....George Jordan
Secretary.....Charles Campbell
Ass't Sec'y.....Cy Avnet
Treasurer.....Richard Milbauer

BOARD OF GOVERNORS

Chairman: Nick Archer. Robert F. Donahue, Jack Fern, David Klein, Arnold Lerner, Phil Scheffler, Ed Silverman.

FUNCTION

To promote and protect the professional interests and welfare of working newsmen in radio, television and newsreels.

RADIO AND TELEVISION DIRECTORS GUILD, AFL-CIO

114 East 52nd St., New York 22, N. Y.
PLaza 9-0949

OFFICERS

President.....Michael J. Kane
1st Vice-President.....Stuart Phelps
2nd Vice-President.....Clifford Braun
3rd Vice-President.....E. Shields Dierkes
Secretary.....Tom Donovan
Treasurer.....John Dillon
Exec. Dir.....Newman H. Burnett

NATIONAL BOARD

New York: Kirk B. Alexander, Lamar Caselli, John J. Dillon, Tom Donovan, Ken Fickett, Dick Auerbach, Gray Delmar, Arthur Hanna, Fred Poller.
Hollywood: John F. Shea, Jr., Michael Kane, Stuart W. Phelps, Seymour Berns, Ron Bacon.
Cleveland: Carl Heise.
Washington: Richard Cox.
Detroit: Shields Dierkes.
Chicago: Cliff Braun.

BRANCH OFFICES

New York Local, 114 E. 52nd St., NYC 22, PLaza 9-0875. Exec. Secy., Newman H. Burnett.
Hollywood Local, 7046 Hollywood Blvd., Hollywood 28, Cal., HOllywood 2-3324. Exec. Secy., Miss Nora Padway.
Chicago Local, Box 3391, Chicago 54, Ill.
Detroit Local, 202 Stephenson Bldg., Detroit, Mich., TRinity 2-7920. Exec. Secy., David O. Tytherleigh.
Washington Local, 706 Meridian St., Falls Church, Va. President, Richard M. Cox.
Cleveland Local, 3423 W. 117th St., Cleveland 11, Ohio, Pres., Carl Heise.

FUNCTIONS

A national organization to advance, foster, promote and benefit the interests of directors, associate directors and stage managers of television, live and film, and radio programs and to protect and secure their rights in their professional activities.

RADIO AND TELEVISION EXECUTIVES SOCIETY, INC.

Hotel Biltmore, New York 17, N. Y.
Phone: MUrray Hill 9-3480

OFFICERS

President.....Donald H. McGannon
1st Vice-President.....Geraldine Zorbaugh
V. P.'s.....Don Durgin, Frank E. Pellegrin
Secretary.....Omar F. Elder, Jr.
Treasurer.....Jay Smolin
Executive Director.....Claude Barrere

BOARD OF GOVERNORS

Ted Bergmann, Robert Jay Burton, Robert J. Leder, Mary McKenna, Sam J. Slate, John C. Daly, Josef C. Dine, Ernest Lee Jahncke, Jr., Winfield R. Levi, Alfred L. Mendelsohn, David C. Moore.

FUNCTIONS

1. To create a lasting fraternity of persons professionally engaged or interested in radio and television broadcasting and its allied fields and to provide a common meeting place for all members. 2. To pro-

vide a forum for the exchange of ideas and discussions of problems affecting or concerning radio and television broadcasting or relating to its improvement or usefulness and to promote higher standards for the radio and television industry as a scientific, literary, information, entertainment, and cultural medium. 3. To provide and sponsor the dissemination of information pertaining to radio and television broadcasting which may be of mutual interest and value to members, the public and the industry. 4. To do all and everything necessary, suitable and proper for the complete accomplishment of these purposes and the attainment of the objects herein set forth within such limitations as are provided by law.

RADIO-TV CORRESPONDENTS ASSN.

U. S. Capitol, Washington, D. C.
NAational 8-3120

OFFICERS

President.....Edward P. Morgan (ABC)
Vice-President.....Julian Goodman (NBC)
Secretary.....Lewis W. Shollenberger (CBS)
Treasurer..Ann M. Corrick (Westinghouse Bcstg. Co.)
Members-at-large.....Arthur F. Barriault (NBC); Edward P. Ryan (WTOP); James A. Gertz (Mutual); Robert F. Hurleigh, MBS, member ex-officio.

FUNCTIONS

The Association is the official accrediting agency for all radio-television reporters covering the United States Congress and official Washington.

THE RADIO-TELEVISION NEWS DIRECTORS ASSOCIATION

Executive Secretary, Rob Downey, c/o WKAR, Michigan State U., Box 790, East Lansing, Mich.

OFFICERS

President .....Ralph Renick
WTVJ, Miami, Fla.
Board Chairman.....Jack Krueger
WTMJ, Milwaukee, Wis.
Treasurer.....F. O. Carver, Jr.
WSJS, Winston-Salem
V.P. for Program.....Sheldon Peterson
WTCN, Minneapolis, Minn.
V.P. for TV.....Bill Small
WHAS-TV, Louisville, Ky.
V.P. for Radio.....Nick Basso
WSAZ, Huntington, W. Va.

DIRECTORS

Jack Morris, KTUL, Tulsa, Okla.; Julian Goodman, NBC, Washington; Charles Shaw, WCAU, Philadelphia; Hugh Bremner, CFPL, London, Ontario; Bill Monroe, WDSU, New Orleans, La.; Bill Garry, WBBM, Chicago, Ill.; Dick Cheverton, WOOD-AM-TV, Grand Rapids, Mich.; Bruce B. Palmer, KWTV, Okla. City, Okla.; Jim McGaffin, WOW-AM-TV, Omaha, Neb.

REGIONAL VICE-PRESIDENTS

Dick Tobias, WCLI, Corning, N. Y.; Phil Berk, KOMU-TV, Columbia, Mo.; Dick Sanders, WJDX, WLBT-TV, Jackson, Miss.; Pat Cullen, KHQ-AM-TV, Spokane, Wash.; Bert Cannings, CFCF, Montreal, Canada.

FUNCTIONS

Professional association of broadcast journalists and those in associated fields of radio, TV journalism instruction and wire services. Monthly news bulletin. Annual convention and awards: news operation and news broadcasting.

REGIONAL ORGANIZATION IAAB'S CENTRAL AMERICAN ASSOCIATIONS

P. O. Box 1795
Panama, City, Panama

OFFICER

President .....Fernando Eleta

FUNCTIONS

Regional association of radio and TV broadcasters representing stations in the Caribbean and Central American countries to improve the standards of broadcasting techniques and business.

SCREEN ACTORS GUILD

7750 Sunset Boulevard, Hollywood 46, Calif.
HOllywood 9-7311

OFFICERS

President .....Howard Keel
1st Vice-President .....MacDonald Carey
2nd Vice-President .....James Lydon
3rd Vice-President .....Rosemary DeCamp
Recording Secretary.....Robert Keith
Treasurer .....George Chandler
National Executive Secretary.....John L. Dales

BRANCH OFFICES

551 Fifth Avenue, New York 17, N. Y. MUrray Hill 7-4623. Mrs. Florence Marston, Eastern and Midwestern Regional Director; Mr. Harold Hoffman, Executive Secretary, N. Y. Branch. 102 East Hubbard Street, Chicago 11, Ill. WHitehall 3-1344. Mr. Raymond A. Jones, Executive Secretary.

11 Beacon Street, Room 624, Boston 8, Mass. RIchmond 2-0208. Mr. Robert M. Segal, Executive Secretary.

421 Phelan Bldg., 760 Market Street, San Francisco 2, Calif. EXbrook 2-6990. Mr. Bruce Poyer, Executive Secretary.

FUNCTIONS

Union affiliated with AFL-CIO, representing all actors in television motion pictures, theatrical motion pictures, etc.

SCREEN COMPOSERS ASSOCIATION

9538 Brighton Way, Beverly Hills, Calif.
CRestview 6-3123
292 Mad. Ave., c/o Zissu & Marcus,
MU 3-0966

OFFICERS

President.....Dr. Miklos Rozsa
Vice-President.....Robert E. Dolan
Secretary .....David Buttolph
Treasurer .....George Duning

FUNCTIONS

An organization of screen, radio and TV composers, assists its members in the administration and exploitation of their performance and other rights, and advances composers' interests generally.

SCREEN DIRECTORS INTERNATIONAL GUILD

250 W. 57th St., New York 19, N. Y.
JUdson 2-5470

OFFICERS

President.....Howard T. Magwood
1st Vice-President.....Charles H. Wasserman
2nd Vice-President.....Joseph R. Kohn
Secretary .....Jack Glenn
Treasurer.....Jean H. Lenauer
Executive Secretary.....George L. George
General Counsel.....Erwin Feldman

EXECUTIVE BOARD

Paul Falkenberg, Philip S. Goodman, Ben Gradus, Leo Hurwitz, Joseph Lerner, Henwar Rodakiewicz, Leo Seltzer, Robert K. Sharpe, Robt. Anderson, Sidney Meyers, Willard Van Dyke.

ALTERNATES

Bert Lawrence, Wm. Buckley, Albert De Caprio, Don Hershey, Lewis Jacobs.

FUNCTION

Labor organization.

SESAC INC.

The Coliseum Tower, 10 Columbus Circle, New York 19, N. Y.
JUdson 6-3450

OFFICERS

President .....Paul Heinecke
Treasurer.....R. C. Heinecke
Asst. to President.....E. S. Prager
Production Manager.....Robert S. Stone
Director Station Relations.....W. F. Myers
Publicity, Promotion.....Alice Heinecke

FUNCTIONS

Licensing the use of an extensive copyrighted music repertory; producers of transcribed library service, including catalog of over 8500 bridges, moods and themes, an alphabetical and classified index, and script service; syndicated transcribed programs.

SOCIETY OF MOTION PICTURE AND TELEVISION ENGINEERS

55 West 42nd Street, New York 36, N. Y.
LOngacre 5-0172

OFFICERS

President .....Norwood L. Simmons

ıst President.....Barton Kreuzer
ecutive Vice-President.....John W. Servies
gineering Vice-President.....Axel G. Jensen
itorial Vice-President.....Glenn E. Matthews
nancial Vice-President.....G. Carleton Hunt
onvention Vice-President.....Reid H. Ray
ctions Vice-President.....Ethan M. Stitle
easurer.....Sidney P. Solow
ecretary.....Wilton R. Holm
rm. New York Section.....Robert C. Reineck
rm. Rochester Section.....R. E. Putman
rm. Washington, D. C. Section.....James A. Moses
rm. Atlanta Section.....B. M. Linton
rm. Chicago Section.....Jerome C. Diebold
rm. Dallas-Ft. Worth Section.....E. J. Pettist
rm. Hollywood Section.....Robert G. Hufford
rm. San Francisco Section.....W. A. Palmer
rm. Canadian Section.....Roger J. Beaudry
rm. Nashville Section.....Wm. R. McCown
ecutive Secretary.....Charles S. Stadter
ıb. Rel. Director.....Barbara D. Skeeter

FUNCTIONS

Advancement in theory and practice of engineering motion pictures, television, and the allied arts and iences; standardization of equipment and practices; idance of students; dissemination of scientific owledge.

PORTS BROADCASTERS ASSOCIATION

Box 223, Radio City Station, New York 19, N. Y.

OFFICERS

esident.....Guy LeBow
t Vice-President.....Mel Allen
d Vice-President.....Charles Morey
ecretary.....Frank Litsky
easurer.....Joe Gallagher

FUNCTIONS

To promote fellowship and higher professional ndards among members of the radio and television ortscasting industry. Annual dinner and semi-monthly ncheon meetings.

TATION REPRESENTATIVES ASSOCIATION, INC.

366 Madison Ave., New York 17, N. Y.
YUkon 6-9390

OFFICERS

esident.....H. Preston Peters
ce-President.....John Blair
ecretary.....Richard O'Connell
easurer.....Eugene Katz

DIRECTORS

Adam Young, H. P. Peters, F. M. Headley, J. Blair, Katz, R. O'Connell, Jos. J. Weed, Lewis H. Avery.

FUNCTIONS

To develop the use and increase the sale of National ot Radio and Television Advertising.

ELEVISION BUREAU OF ADVERTISING, INC.

444 Madison Ave., New York 22, N. Y.
MUrray Hill 8-0215

OFFICERS

airman of Board.....Roger Clipp
esident.....Norman E. Cash
P., Gen. Mgr.....G. G. Huntington
ecretary.....Otto Brandt
easurer.....Payson Hall
P., Natl. Sales.....John R. Sheehan
P., Retail Sls.....Howard Abrams
P., Research.....Dr. Leon Arons
search Director.....Harvey Spiegel
. Prom. Dir.....Keith Culverhouse
r. PR.....Bob Grebe

BRANCH OFFICE

369 Pine St., San Francisco 4, Calif.
YUkon 2-6332
., Western Div.....Walter McNiff
400 N. Michigan Ave., Chicago 35, Ill. SUperior 7-1216
., Central Div.....Stanford Meigs

FUNCTIONS

The TV industry's league to improve and expand e use of television as an advertising medium. It is pported by the nation's leading television stations, tworks and station representatives.

TELEVISION FILM ASSOCIATION

1627 W. 20th St., Los Angeles 7 Calif.
REpublic 1-2484

OFFICERS

President.....John Ballinger
Vice President.....William W. Edawards
Treasurer.....Charles E. Buzzard
Secretary.....Frank Wolf

TELEVISION PRODUCERS GUILD

9530 Wilshire Blvd., Beverly Hills, Calif. Suite 201

OFFICERS

President.....Ben Brady
1st Vice Pres.....David Dortort
2nd Vice Pres.....Ralph Levy
Secretary.....Edgar Peterson
Treasurer.....Albert McCleery

UNITED NATIONS—RADIO DIVISION OF PUBLIC INFORMATION

United Nations, New York 17, N. Y.
PLaza 4-1234

OFFICERS

Under Secy., Pub. Info.....A. S. Bokhari
Dir, Radio Div.....Peter Aylen
Dep. Dir.....Franco Passigli
Ch, Radio Service.....Gohl Obhrai
Ch, TV Service.....William Henson
Ch, Operations.....Michael Hayward

U. S. INFORMATION AGENCY BCSTG. SERVICE—VOICE OF AMERICA

1776 Penn. Ave. N.W., Wash. 25, D. C.
Phone: REpublic 7-8340
330 Independence Ave., Washington 25, D. C.
REpublic 7-7500

OFFICERS

Director.....George V. Allen
Dir., Off. of Pub. Info.....Richard Cushing
Dir., Bcstg. Service.....Henry Loomis
Dir., TV Service.....Romney Wheeler

WRITERS GUILD OF AMERICA, EAST, INC.

22 W. 48th St., New York 36, N. Y.
PLaza 7-3317

OFFICERS

National Chairman.....Erik Barnouw
President.....Halsted Welles
1st Vice-Pres.....Don Ettlinger
2nd Vice-Pres.....Elihu Winer
Secretary.....William Kendall Clarke
Treasurer.....Robert Allison
Exec. Dir.....Evelyn F. Burkey

FUNCTIONS

A labor organization representing writers in the fields of motion pictures, radio and television.

WRITERS GUILD OF AMERICA, WEST, INC.

8955 Beverly Blvd., Los Angeles 48, Cal.
CRestview 4-8601

OFFICERS

National Chairman.....Erik Barnouw
President.....Edmund Hartmann
1st Vice-Pres.....Don Ettlinger
2nd Vice-Pres.....Elihu Winer
Secretary.....Al Martin
Treasurer.....Edmund North
Executive Director.....Michael H. Franklin

SCREEN BRANCH

President.....Ken Englund
Vice-Pres.....Ben Roberts
Secretary-Treasurer.....Winston Miller

TELEVISION-RADIO BRANCH

President.....Donn Mullally
Vice-Pres.....Leonard Freeman
Secretary-Treasurer.....Antony Ellis

FUNCTIONS

An organization of writers in the motion picture, radio, and television industries.

TELEVISION DAILY

presents

COMMERCIAL AM-TV PROGRAMS of 1958

ALPHABETICALLY LISTED
BY TITLE AND SHOWING
SPONSOR – PRODUCT – NETWORK
AND ADVERTISING AGENCY

1959

COMMERCIAL AM PROGRAMS OF 1958

(NETWORK)

The following pages contain a complete alphabetical listing of program titles of e four national radio networks' commercial programs heard during the 12-month eriod ending Dec. 31, 1958. Listing includes program title, sponsor and product, etwork and the advertising agency handling the account. Compilation has been ade through the cooperation of ABC, CBS, MBS, and NBC. Programs are all of 3-week duration or longer.

—A—

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
fairs of Dr. Gentry	American Dairy Assn. (Milk)	NBC	Campbell-Mithun
	Armour & Co. (Dial Soap)		Foote, Cone & Belding
	B. T. Babbitt Co. (Bab-O)		Brown & Butcher
	Bristol-Myers Co. (Trushay)		BBD & O
	Carter Products (Colonaid)		Kastor, Farrell, Chesley & Clifford
	(Liver Pills)		Ted Bates & Co.
	S. M. Edison Chemical Co. (Dermassage)		Stein, Walters & Simmons
	Grove Labs (Bromo-Quinine)		Gardner Advertising
	Lever Bros. (Pepsodent)		Foote, Cone & Belding
	(Dove Soap)		Ogilvy, Benson & Mather
	Mogen David Wine Co. (Wine)		Edward H. Weiss
	Parker Bros. (Games)		Badger, Browning & Parcher
	Procter & Gamble (Gleem)		Compton Advertising
	Swift & Co. (Allsweet)		J. Walter Thompson
	Vick Chemical Co. (Vaporub)		Morse International
-Service Football	Philco Corp.	MBS	
Star Football Game	Carling Brewing Co., Inc.	ABC	Lang, Fisher & Stashower, Inc.
	Standard Oil Co.		D'Arcy Advertising
	Western Airlines, Inc.		BBD & O
eche's, Don, Real Life Stories	Bristol-Myers Co. (Trushay)	NBC	BBD & O
	General Foods Corp. (Calumet & Jello)		Young & Rubicam
	Grove Labs (Bromo-Quinine)		Gardner Advertising
	Lever Bros. (Pepsodent)		Foote,Cone & Belding
	(Dove Soap)		Ogilvy, Benson & Mather
	Mogen David Wine Corp. (Wine)		Edward H. Weiss
	Parker Bros. (Games)		Badger, Browning & Parcher
	Procter & Gamble (Gleem)		Compton Advertising
	Vick Chemical Co. (Vaporub)		Morse International

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Amos 'n' Andy	American Motors Corp. (Team hardtop)	CBS	Geyer Advertising
	Ex-Lax, Inc.		Warwick & Legler
	Fram Corp.		Marschalk & Pratt
	Grove Labs, Inc.		Gardner Advertising
			Cohen & Aleshire
	Hudson Vitamin Prod. Inc.		Pace Advertising
	McCall Corp.		Donahue & Coe
	Mail Pouch Co.		Chas. W. Hoyt Co.
	Mutual Benefit Health & Accident Assoc.		Bozell & Jacobs
Anderson, Herb Oscar	Florida Realty Bureau	ABC	Stuart Schwartz, Inc.
	Hudson Vitamin Products Inc.		Pace Advertising
	Knox Gelatine		Charles W. Hoyt Co.
	Lever Bros. Co. (Breeze)		Sullivan, Stauffer, Colwell & Bayles
	(Dove)		Ogilvy, Benson & Mather
	Liggett & Myers Tobacco Co.		Dancer-Fitzgerald-Sample
	The Toni Co., A Division of The Gillette Co.		North Advertising
Answer Please	Fram Corp.	CBS	Marschalk & Pratt
	Grove Labs., Inc.		Gardner Advertising
			Cohen & Aleshire
	R. J. Reynolds Tobacco Co.		Wm. Esty Co.

—B—

Back to God Hour	The Christian Reformed Church	ABC	Stoetzel & Associates
Backus, Jim	General Foods Corp. (Calumet)	ABC	Young & Rubicam
	Hudson Vitamin Products, Inc.		Pace Advertising
	Knox Gelatine		Charles W. Hoyt Co.
	Lever Brothers Co. (Breeze)		Sullivan, Stauffer, Colwell & Bayles
	(Dove)		Ogilvy, Benson & Mather
	Liggett & Myers Tobacco Co.		Dancer-Fitzgerald-Sample
	The Toni Co, A Division of The Gillette Co.		North Advertising
Bandstand	American Dairy Assn. (Milk)	NBC	Campbell-Mithum
	Armour & Co. (Dial Soap)		Foote, Cone & Belding
	B. T. Babbitt Co. (Bab-O)		Brown & Butcher
	Bristol-Myers Co. (Trushay)		BBD & O
	Ex-Lax, Inc. (Ex-Lax)		Warwick & Legler
	General Electric Co. (Electrical Appliances)		Young & Rubicam
	General Foods Corp. (Jello & Calumet)		Young & Rubicam
	Grove Labs (Bromo-Quinine)		Gardner Advertising
	Lever Bros. (Pepsodent)		Foote, Cone & Belding
	(Dove Soap)		Ogilvy, Benson & Mather
	Mogen David Wine Corp. (Wine)		Edward H. Weiss Co.
	Parker Bros. (Games)		Badger, Browning & Parcher
	Procter & Gamble (Gleem)		Compton Advertising
	Q-Tips, Inc. (Q-tips)		Lawrence C. Gumbinner
	RCA (Records)		Grey Advertising
	Swift & Co. (Allsweet)		J. Walter Thompson

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
	Vick Chemical Co. (Vaporub)		Morse International
e Study Hour	Evangelical Foundation (Religion)	NBC	Paul Locke Associates
kfast Club	American Bird Food Mfg. Corp.	ABC	George H. Hartman Co.
	American Cyanamid Co. (Farm & Home Div., Food Industry Dept.)		Cunningham & Walsh
	Beatrice Foods Co.		Chew, Harvey, & Thomas
	Beltone Hearing Aid Co.		Olian & Bronner, Inc.
	Bristol Myers Co. (Bufferin)		Young & Rubicam
	Buitoni Foods Corp.		Albert-Frank Guenther Law, Inc.
	Campana Sales Co.		Erwin, Wasey, Ruthrauff & Ryan
	Clairol, Inc.		Foote, Cone & Belding
	Duffy-Mott Co. Inc.		Young & Rubicam
	Food Specialties, Inc.		Charles F. Hutchinson, Inc.
	Fred Fear Easter Egg Color Co.		Ted Bernstein Associates
	General Foods Corp. (Calumet)		Young & Rubicam
	(Post Cereals)		Benton & Bowles
	(Perkins Div.)		Foote, Cone & Belding
	Glamorene, Inc.		Garfield-Linn & Co.
	Hudson Vitamin Products, Inc.		Pace Advertising
	Kitchen Art Foods		Wright, Campbell & Suitt, Inc.
	Knox Gelatine		Charles W. Hoyt Co.
	The Kretchmer Corp.		George H. Hartman Corp.
	KVP Company		Grant Advertising
	Lever Brothers Co. (Breeze)		Sullivan, Stauffer, Colwell & Bayles
	Lewyt Corp.		Hicks & Greist
	Magla Products		Ed Lieb Advertising
	Dumas Milner Corp.		Gordon Best Co.
	The Mentholatum Co.		J. Walter Thompson
	C. H. Musselman Co.		Arndt, Preston, Chapin, Lamb & Keen
	Niagara Therapy Mfg. Co.		George L. Mallis Inc.
	Olson Rug Co.		Presba, Feller & Presba
	Chas. Pfizer & Co.		Leo Burnett Co.
	Philco Corp.		BBD & O
	Pioneer Industries		Feigenbaum & Werman
	Puritron Corp.		Maxwell Sackheim & Co.
	Rust Craft Publishing Co.		Chamber & Wiswell
	Sandura Co.		Hicks & Greist
	The Savings & Loan Foundation		McCann-Erickson
	The Scholl Mfg. Co.		Donahue & Coe
	Sleep Eze Co.		Motte & Siteman
	U. S. Steel Corp.		BBD & O
	Van Nuys Savings & Loan Assn.		J. W. Raymond Advertising
	J. A. Wright Co.		Charles W. Hoyt Co.
ram, Pat, Show	Wm. Wrigley Jr., Co.	CBS	Erwin, Wasey, Ruthrauff & Ryan
	—C—		
e Coral	Gulf Guaranty Land & Title Co.	ABC	Paul Venze Associates
ging Times	The Kiplinger Washington Editors	ABC	Albert Frank-Guenther Law
ole Next Door	California Packing Co.	CBS	McCann-Erickson
	Ex-Lax, Inc.		Warwick & Legler
	General Foods Corp.		Young & Rubicam
	Grove Labs Inc.		Gardner Advertising
	Lehn & Fink Prod. Corp.		McCann-Erickson
	Lever Bros. Co.		
	Syntex Chemical Co. Inc.		Anderson & Cairns
kite, Walter, usiness News)	Hertz Systems, Inc.	CBS	Campbell-Ewald Co.
	Popular Science Publ. Co.		Schwab, Beatty & Porter, Inc.

—D—

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Drake, Galen	Clairol, Inc.	CBS	Foote, Cone & Belding
	Ex-Lax, Inc.		Warwick & Legler
	Grove Labs, Inc.		Gardner Advertising
	Hudson Vitamins Prod. Inc.		Pace Advertising
	Lehn & Fink Prod. Corp.		McCann-Erickson
	Lever Bros. Co.		
	Lewis-Howe Co.		McCann-Erickson
	Scientific Prod. Co.		

—F—

Five Star Matinee	American Dairy Assn. (Milk)	NBC	Campbell-Mithum
	Armour & Co. (Dial Soap)		Foote, Cone & Belding
	B. T. Babbitt Co. (Bab-O)		Brown & Butcher
	Bristol-Myers (Trushay)		BBD & O
	Carter Products (Colonaid)		Kastor, Farrell, Chesley & Clifford
	(Liver Pills)		Ted Bates & Co.
	Grove Labs (Bromo-Quinine)		Gardner Advertising
	Lever Bros. (Pepsodent)		Foote, Cone & Belding
	(Dove Soap)		Ogilvy, Benson & Mather
	Mogen David Wine Co. (Wine)		Edward H. Weiss
	Parker Bros. (Games)		Badger, Browning & Parcher
	Procter & Gamble (Gleem)		Compton Advertising
	Quaker Oat Co. (Quaker & Mother's Oats)		Wherry, Baker & Tilden
	Swift & Co. (Allsweet)		J. Walter Thompson
	Vick Chemical Co. (Vaporub)		Morse International
Foley, Red, Show	Hess & Clark	NBC	Klau-Van Pieterson Dunlop
Frank and Ernest	Dawn Bible Class	MBS	
Frisch, Frankie	Quaker State Oil	MBS	

—G—

Game of the Day	Quaker State Oil	MBS	
Gillette Boxing Bouts	Gillette Safety Razor Corp.	NBC	Maxon, Inc.
Godfrey, Arthur	Curtis Publ. Co.	CBS	BBD & O
	General Electric Co.		BBD & O
	General Foods Corp.		Young & Rubicam
	Hartz Mountain Prod. Corp.		George Hartman Co.
	Kitchens of Sara Lee, Inc.		Cunningham & Walsh
	Krouse Foods, Inc.		N. W. Ayer & Sons
	Niagara Therapy Mfg. Corp.		George L. Mallis
	Sealy, Inc.		J. Walter Thompson
	Shulton, Inc.		Wesley Associates
	Standard Brands, Inc.		Compton Advertising
Graham, Billy	Billy Graham Evangelistic (Religion)	NBC	Walter F. Bennett Co.
Grand Ole Opry	R. J. Reynolds Tobacco Co. (Prince Albert Tobacco)	NBC	Warwick & Legler
Griffin, Merv	General Foods Corp. (Calumet)	ABC	Young & Rubicam
	Lever Bros. Co. (Breeze)		Sullivan, Stauffer, Colwell & Bayles
	(Dove)		Ogilvy, Benson & Mather, Inc.

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
	Liggett & Myers Tobacco Co.		Dancer-Fitzgerald-Sample, Inc.
	The Toni Co., A Division of the Gillette Co.		North Advertising
smoke	Ex-Lax, Inc.	CBS	Warwick & Legler
	Fram Corp.		Marschalk & Pratt
	Grove Labs. Inc.		Gardner Advertising
	Lewis-Howe Co.		McCann-Erickson
	Mutual Benefit Health & Accident Association		Bozell & Jacobs
	Popular Science Publ. Co.		Schwab, Beatty & Porter, Inc.
	Sta-Nu Corp.		Reach, McClinton & Co.
	—H—		
kness, Richard, Washington Farm Report	Ralston-Purina Co. (Animal Food)	NBC	Gardner Advertising
ey, Paul, News	Bankers Life & Casualty Co.	ABC	Grant, Schwenck & Baker, Inc.
Gun, Will Travel	American Motors Corp. (Nash Rambler)	CBS	Geyer Advertising
	Fram Corp.		Marschalk & Pratt
	Grove Labs., Inc.		Gardner Advertising & Cohen & Aleshire, Inc.
	Lehn & Fink Prod. Corp.		McCann-Erickson
	Mail Pouch Co.		Chas. W. Hoyt Co.
	McCall Corp.		Donahue & Coe, Inc.
	Mutual Benefit Health & Accident Assoc.		Bozell & Jacobs
	Popular Science Publ. Co.		Schwab, Beatty & Porter
ter, Gabriel	Carter Products	MBS	
	Hudson Vitamin Corp.		
	Sea Breeze Laboratories		
	Sterling Drug		
	Syntex Chemical Co.		
n Trent	Bristol-Myers Co.	CBS	Doherty, Clifford, Steers & Shenfield
	California Packing Co.		McCann-Erickson
	Campbell Soup Co.		BBD & O
	Ex-Lax, Inc.		Warwick & Legler
	Foster Milburn Co.		Street & Finney
	General Foods Corp.		Young & Rubicam
	Grove Labs, Inc.		Gardner Advertising & Cohen & Aleshire
	Lever Bros. Co.		
	Syntex Chemical Co.		Anderson & Cairns
	Tetley Tea Co.		Ogilvy, Benson & Mather
ld of Truth	Highland Church of Christ	ABC	Fidelity Advertising
of Decision	Billy Graham Evangelistic Assn.	ABC	Walter F. Bennett Co.
of Decision	Billy Graham	MBS	
se Party	Carnation Co.	CBS	Erwin, Wasey, Ruthrauff & Ryan
	Lehn & Fink Prod. Corp.		McCann-Erickson
	Lever Bros. Co.		
	Musselman Co.		Arndt, Preston, Chapin, Lamb & Keen
	Q-Tips, Inc.		Lawrence Gumbinner
	Kenuzit Home Prod. Co.		Arndt, Preston, Chapin, Lamb & Keen
Christian Science Heals	First Church of Christ	MBS	
	—J—		
ny Dollar	American Motors Corp. (Nash Ramblers)	CBS	Geyer Advertising
	Ex-Lax, Inc.		Warwick & Legler
	Fram Corp.		Marschalk & Pratt
	Grove Labs, Inc.		Gardner Advertising

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
	Lehn & Fink Prod. Inc.		McCann-Erickson
	Lewis-Howe Co.		McCann-Erickson
	McCall Corp.		Donahue & Coe
	Mail Pouch Co.		Chas. W. Holt Co.
	—L—		
Life & The World	Ex-Lax, Inc. (Ex-lax)	NBC	Warwick & Legler
	Mogen David Wine Co. (Wine)		Edward H. Weiss Co.
	Pabst Brewing Co. (Beer & Ale)		Norman, Craig & Kummel
	Vick Chemical Co. (Vaporub)		Morse International
Lutheran Hour, The	Lutheran Laymen's League of Missouri Synod-Lutheran Church	MBS	
Lutheran Hour, The	Lutheran Layman's League (Religion)	NBC	Gotham-Vladimir
	—M—		
Ma Perkins	California Packing Co.	CBS	McCann-Erickson
	Campbell Soup Co.		BBD & O
	Dumac Milner Corp.		Gordon Best Co.
	Dr. Peter Fahrney & Sons		Bozell & Jacobs
	Foster Milburn Co.		Street & Finney
	General Foods Corp.		Young & Rubicam
	Grove Labs, Inc.		Gardner Advertising & Cohen & Aleshire
	Lever Bros. Co.		
	Syntex Chemical Co.		Anderson & Cairns
	Tetley Tea Co.		Ogilvy, Benson & Mather
	Wilco Co.		
Man Around the House	Popular Science Publ. Co., Inc.	CBS	Schwab, Beatty & Porter
Metropolitan Opera	Texaco Canada Limited	CBS	Ronalds Advertising
	Texas Co.		Cunningham & Walsh
Miller, Mitch	American Motors Corp. (Nash Rambler)	CBS	Geyer Advertising
	Fram Corp.		Marschalk & Pratt
	Grove Labs, Inc.		Gardner Advertising & Cohen & Aleshire
	Lewis-Howe Co.		McCann-Erickson
	Mail Pouch Co.		Chas. W. Hoyt Co.
	Mutual Benefit Health & Accident Assn.		Bozell & Jacobs
Monitor	Armour & Co. (Dial Soap)	NBC	Foote, Cone & Belding
	Bristol-Myers (Trushay)		BBD & O
	Carling Brewing Co. (Beer)		Benton & Bowles
	Chrysler Corp. (Dodge Cars)		Grant Advertising
	Dunlop Tire Co. (Tires)		Baldwin, Bowers & Strachan
	Evinrude Motors (Outboard Motors)		Cramer Kasselt
	Ex-Lax, Inc. (Ex-Lax)		Warwick & Legler
	General Mills Co. (Cheerios)		Dancer-Fitzgerald-Sample
	Grove Labs (Bromo-Quinine)		Gardner Advertising
	Lever Bros. (Pepsodent)		Foote, Cone & Belding
	Liggett & Myers Tobacco Co. (L & M Cigarettes)		Dancer-Fitzgerald-Sample

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
	P. Lorillard Co. (Kent Cigarettes)		Lennen & Newell
	B. Manischewitz Co. (Food Products)		Al Paul Lefton
	Mogen David Wine Co. (Wine)		Edward H. Weiss Co.
	North American Van Lines (Long Distance Moving)		Applegate Advertising
	Northwest Airlines (Airlines Service)		Campbell-Mithun
	Pabst Brewing Co. (Beer & Ale)		Norman, Craig & Kummel
	Pepsi-Cola Co. (Pepsi-Cola)		Kenyon & Eckhardt
	Purolator Products (Oil Filters)		J. Walter Thompson
	Quaker Oat Co. (Quaker & Mother's Oats)		Wherry, Baker & Tilden
	RCA (TV, Radios, Appliances)		Kenyon & Eckhardt
	Sterling Drug Co. (Bayer Aspirin)		Dancer-Fitzgerald-Sample
	United Insurance Co. of America (Insurance)		Joy, Inc.
	Vick Chemical Co. (Vaporub)		Morse International
	Waverly Fabrics (Waverly Bonded Fabrics)		Ehrlich, Neuwirth & Sobo
lonitor Hourly News	**American Motors** (Rambler Cars)	NBC	Geyer Advertising
	Pharmacraft Co. (Coldene)		J. Walter Thompson
	Plough, Inc. (St. Joseph Aspirin, Mexana Coppertone)		Lake-Spiro-Shurman
lorgan, Edward P., News	**American Federation of Labor and Congress of Industrial Organizations**	ABC	Furman, Feiner & Co.
ly True Story	**Armour & Co.** (Dial Soap)	NBC	Foote, Cone & Belding
	B. T. Babbitt Co. (Bab-O)		Brown & Butcher
	Bristol-Myers (Trushay)		BBD & O
	Ex-Lax, Inc. (Ex-lax)		Warwick & Legler
	General Foods Corp. (Calumet & Jello)		Young & Rubicam
	Lever Bros. (Pepsodent)		Foote, Cone & Belding
	(Dove Soap)		Ogilvy, Benson & Mather
	Mogen David Wine Co. (Wine)		Edward H. Weiss Co.
	Parker Bros. (Games)		Badger, Browning & Parcher
	Plough, Inc. (St. Joseph Aspirin, Maxana, Coppertone)		Lake-Spiro Shurman
	Procter & Gamble (Gleem)		Compton Advertising
	Vick Chemical Co. (Vaporub)		Morse International
	—N—		
lational Farm & Home Hour	**Allis-Chalmers** (Farm Equipment)	NBC	Bert S. Gittens
lews	**Cowles Magazines, Inc.**	CBS	McCann-Erickson
	Ford Motor Co.		J. Walter Thompson

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
	General Foods Corp.		Young & Rubicam
	Lever Bros. Co.		
	Lewis-Howe Co.		McCann-Erickson
	P. Lorillard Co.		Lennen & Newell, Inc.
	McCall Corp.		Donahue & Coe, Inc.
	Mutual Benefit Health & Accident Association		Bozell & Jacobs
News—Ned Calmer	R. J. Reynolds Lab. Co.		Wm. Esty Co.
	Stewart-Warner Corp.		MacFarland, Aveyard Co.
News—Bill Down	Hertz Systems, Inc.	CBS	Campbell-Ewald Co.
News—Allan Jackson	General Motors Corp.		Campbell-Ewald Co.
News Analysis—Eric Sevareid	Stewart-Warner Corp.		MacFarland, Aveyard Co.
Newscasts	Armour and Co.	ABC	Foote, Cone & Belding
	Beltone Hearing Aid Co.		Olian & Bronner
	Chrysler Corp. (Chrysler)		Young & Rubicam
	Chrysler Corp. (Dodge)		Grant Advertising
	Ex-Lax, Inc.		Warwick & Legler
	Florida Realty Bureau		Stuart Schwartz, Inc.
	General Mills, Inc.		Dancer-Fitzgerald-Sample
	General Motors Corp. (Cadillac)		McManus, John & Adams
	General Motors Corp. (Chevrolet)		Campbell-Ewald
	General Motors Corp. (GMC Truck Div.)		Kudner Agency
	The Grove Laboratories		Gardner Advertising
	Harrison Home Products		Kushins, Anderson & Takaro
	Midas Muffler Co.		Bozell & Jacobs
	Miller Brewing Co.		Mathisson & Associates
	Nylonet Corp.		McCann-Erickson
	Pepsi-Cola Co.		Kenyon & Eckhardt
	Plough, Inc.		Lake-Spiro-Shurman
	R. J. Reynolds Tobacco Co.		William Esty Co.
	The Savings & Loan Foundation		McCann-Erickson
	Standard Brands, Inc.		Ted Bates Co.
	Sterling Drug, Inc.		Dancer-Fitzgerald-Sample
	The Toni Company, A Division of the Gillette Co.	ABC	North Advertising
	20th Century Fox		Charles Schlaifer Co.
	William Wrigley Jr., Co.		Arthur Meyerhaff Associates
News of the World	Chapstick Co. (Chapstick)	NBC	Lawrence C. Gumbinner
	Grove Labs		Gardner Advertising
	Mogen David Wine Co. (Wine)		Edward H. Weiss Co.
	Pharmacraft Co. (Caldene)		J. Walter Thompson
	R. J. Reynolds Tobacco Co. (Camels & Winstons)		William Esty Co.
News on the Hour	Bristol-Myers Co. (Bufferin)	NBC	Young & Rubicam
	Brown & Williamson Tobacco Co. (Kools & Viceroy)		Ted Bates Co.
	California Packing Co. (Del Monte Pineapple juice)		McCann-Erickson
	Lewis-Howe (Tums)		McCann-Erickson
	Midas, Inc. (Mufflers)		Bozell & Jacobs
	Readers Digest Assn. (Book Club)		J. Walter Thompson
News-Strips	Argosy	MBS	
	Benrus Watch Co.		

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
	Bon Ami Co.		
	Carter Products		
	Coronet		
	Esquire		
	General Foods		
	Look		
	Pepsi-Cola Co.		
	Peter Paul Inc.		
	Popular Science		
	Reader's Digest		
	Sinclair Oil Co.		
	Standard Brands		
	Sterling Drug		
	Time		
	True		
	U. S. News & World Reports		
ightline	Armour & Co. (Dial Soap)	NBC	Foote, Cone & Belding
	Bristol-Myers (Institutional)		Doherty, Clifford, Steers & Shenfield
	Carter Products (Colonaid)		Kastor, Farrell, Chesley & Clifford
	(Liver Pills)		Ted Bates Co.
	Ex-Lax Inc. (Ex-Lax)		Warwick & Legler
	Grove Labs (Bromo-Quinine)		Gardner Advertising
	Lever Bros. (Pepsodent)		Foote, Cone & Belding
	Mogen David Wine Co. (Wine)		Edward H. Weiss
	Pabst Brewing Co. (Beer & Ale)		Norman, Craig & Kummel
	RCA (Records)		Grey Advertising
	Vick Chemical Co. (Vaporub)		Morse International
otre Dame Football Game	Pontiac Motor Division of General Motors Corp.	ABC	MacManus, John & Adams
	—O—		
ld Fashioned Revival Hour, The	Gospel Broadcasting Assn.	ABC	R. H. Alber Co. & Gospel Broadcasting Assn.
n the Line With Considine	Mutual of Omaha (Insurance)	NBC	Bozell & Jacobs
ne Man's Family	Armour & Co. (Dial Soap)	NBC	Foote, Cone & Belding
	B. T. Babbitt Co. (Bab-O)		Brown & Butcher
	Bristol-Myers (Trushay)		BBD & O
	Carter Products (Colonaid)		Kastor, Farrell, Chesley & Clifford
	(Liver Pills)		Ted Bates Co.
	S. M. Edison Chemical Co. (Dermassage)		Stern, Walters & Simmons
	Ex-Lax Inc. (Ex-Lax)		Warwick & Legler
	Foster-Milburn (Doan's Pills)		Street & Finney
	Grove Labs (Bromo-Quinine)		Gardner Advertising
	Lever Bros. (Pepsodent)		Foote, Cone & Belding
	(Dove Soap)		Ogilvy, Benson & Mather
	Parker Bros. (Games)		Badger, Browning & Parcher
	Procter & Gamble (Gleem)		Compton Advertising

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
	Q-Tips, Inc. (Q-tips)		Lawrence C. Gumbinner
	Quaker Oat Co. (Quaker & Mother's Oats)		Sherry, Baker & Tilden
	Swift & Co. (Allsweet)		J. Walter Thompson
	Vick Chemical Co. (Vaporub)		Morse International
—P—			
People Are Funny	Ex-Lax Inc. (Ex-Lax)	NBC	Warwick & Legler
	Mogen David Wine Co. (Wine)		Edward H. Weiss
	Pabst Brewing Co. (Beer & Ale)		Norman, Craig & Kummel
	Parker Bros. (Games)		Badger, Browning & Parcher
Pierce, Dr. Bob	World Vision, Inc.	ABC	Walter F. Bennett & Co.
Plymouth Show, The (Starring Lawrence Welk)	Plymouth Division of Chrysler Corp.	ABC	Grant Advertising
—R—			
Radio Bible Class	Radio Bible Class	ABC	John M. Camp Co.
Reeves, Jim	Knox Gelatine	ABC	Charles W. Hoyt Co.
	Lever Bros. Co. (Breeze)		Sullivan, Stauffer, Colwell & Bayles, Inc.
	(Dove)		Ogilvy, Benson & Mather
	The Toni Co., A Division of The Gillette Co.		North Advertising
Revivaltime	The Assemblies of God	ABC	Walter F. Bennett Co.
Right to Happiness	Bristol-Myers Co.	CBS	Doherty, Clifford, Steers & Shenfield
	California Packing Co.		McCann-Erickson
	General Foods Corp.		Young & Rubicam
	Grove Labs Inc.		Gardner Advertising
	Lehn & Fink Prod. Corp.		McCann-Erickson
	Lever Bros. Co.		
	Sterling Drug, Inc.		Thompson-Koch Co.
	Syntex Chemical Co.		Anderson & Cairns
Roberts, Oral Broadcast	Oral Roberts' Evangelistic Assn.	ABC	Keyes, Madden & Jones
Rusty Draper	R. J. Reynolds Lab. Co.	CBS	Wm. Esty Co.
	Stewart-Warner Corp.		MacFarland, Aveyard Co.
—S—			
Second Mrs. Burton	California Packing Co.	CBS	McCann-Erickson
	Campbell Soup Co.		BBD & O
	Ex-Lax, Inc.		Warwick & Legler
	General Foods Corp.		Young & Rubicam
	Grove Labs, Inc.		Gardner Adv. Co. & Cohen & Aleshire
	Lehn & Fink Prod. Corp.		McCann & Erickson
	Lever Bros. Co.		
	Syntex Chemical Co.		Anderson & Cairns
	Tetley Tea Co.		Ogilvy, Benson & Mather
Sportscasts	General Motors Corp. (GMC Truck & Coach Div.)	ABC	Kudner Agency
	The Savings & Loan Foundation		McCann-Erickson
	Sterling Drug, Inc.		Dancer-Fitzgerald-Sample
	20th Century-Fox		Charles Schlaifer Co.
Sports Time	R. J. Reynolds Lab. Co.	CBS	Wm. Esty Co. Inc.
	Stewart-Warner Corp.		MacFarland, Aveyard
Stern, Bill	Colgate Palmolive Co.	MBS	
	Sterling Drug Co.		
	Symphonic Electronic Corp.		

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Story Princess, The	Cadence Records, Inc.	ABC	Leonard Gussaw-James Hyman Advertising
	Little Craft		
	United States Pharmacal Co.		Roy S. Durstine, Inc.
	U. S. Pool Corp.		Roy S. Durstine, Inc.
	World Traveler's Club		Roy S. Durstine, Inc.
Sunoco Three Star Extra	Sun Oil Co.	NBC	William Esty Co.
Sunshine Boys, The	National Brands; Division of Sterling Drug, Inc.	ABC	Brown & Butcher
Suspense	American Motors Corp.	CBS	Geyers Advertising
	Ex-Lax, Inc.		Warwick & Legler
	Fram Corp.		Marschalk & Pratt
	Grove Labs, Inc.		Gardner Advertising & Cohen & Aleshire
	Lewis-Howe Co.		McCann-Erickson
	McCall Corp.		Donahue & Coe
—T—			
Telephone Hour, The	Bell Telephone Co. (Institutional)	NBC	N. W. Ayer & Son
This Farming Business	Behlen Mfg. Co.	NBC	Potts Woodbury
	Massey-Harris-Ferguson (Farm Equipment)		Needham, Louis & Brorby
Thomas, Lowell	General Motors Corp.	CBS	Campbell-Ewald Co.
Topic for Today	Morton Salt Co. (Salt)	NBC	Needham, Louis & Brorby
True Confessions	American Dairy Assn. (Milk)	NBC	Campbell-Mithun
	Armour & Co. (Dial Soap)		Foote, Cone & Belding
	Bristol-Myers (Trushay)		BBD & O
	S. M. Edison Chemical Co. (Dermassage)		Stern, Walters & Simmons
	Q-Tips, Inc. (Q-Tips)		Lawrence C. Gumbinner
	Swift & Co. (Allsweet)		J. Walter Thompson
—V—			
Vandercook, John W.	American Federation of Labor and Congress of Industrial Organizations	ABC	Furman, Feiner & Co.
Voice of Prophecy, The	Voice of Prophecy, Inc.	ABC	Milton Carlson Co.
	Voice of Prophecy, Inc. (Religion)	NBC	Milton Carlson Co.
Voice of Temperance	Voice of Temperance (Religion)	NBC	Corral Advertising
—W—			
West Coast News	Bonnie Dog Food	NBC	Wyman Advertising
Whispering Streets	California Packing Co.	CBS	McCann-Erickson
	General Foods Corp.		Young & Rubicam
	Grove Labs, Inc.		Gardner Advertising
	Lehn & Fink Prod. Corp.		McCann-Erickson
	Lever Bros. Co.		
	Syntex Chemical Co.		Anderson & Cairns
	Tetley Tea Co.		Ogilvy, Benson & Mather
Winchell, Walter	House of Tangee	MBS	
	Bon Ami Co.		
Wings of Healing	Dr. Thomas Wyatt	ABC	Century Advertising
Woman in My House	American Dairy Assn. (Milk)	NBC	Campbell-Mithun
	Armour & Co. (Dial Soap)		Foote, Cone & Belding
	Bristol-Myers (Trushay)		BBD & O

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
	Carter Products (Colonaid) (Liver Pills)		Kastor, Farrell, Chesley & Clifford Ted Bates & Co.
	Grove Labs (Bromo-Quinine)		Gardner Advertising
	Lever Bros. (Pepsodent) (Dove Soap)		Foote, Cone & Belding Ogilvy, Benson & Mather
	Parker Bros. (Games)		Badger, Browning & Parcher
	Procter & Gamble (Gleem)		Compton Advertising
	Q-Tips, Inc. (Q-Tips)		Lawrence C. Gumbinner
	Quaker Oat Co. (Quaker & Mother's Oats)		Wherry, Baker & Tilden
	Swift & Co. (Allsweet)		J. Walter Thompson
	Vick Chemical Co. (Vaporub)		Morse International
Word of Life Hour	Word of Life Assn.	MBS	
World News Roundup	Grove Labs, Inc.	CBS	Gardner Advertising
	Popular Science Publ. Co.		Schwab, Beatty & Porter
World Today	Ex-Lax, Inc.	MBS	
	Hudson Vitamin		
	Lanolin Plus		
	R. J. Reynolds		
	Scandinavian Airways		
	Scranton Lace Co.		
World Tonight	Grove Labs, Inc.	CBS	Gardner Advertising
	—Y—		
You Bet Your Life	Grove Labs (Bromo-Quinine)	NBC	Gardner Advertising
	Mogen David Wine Corp. (Wine)		Edward H. Weiss Co.
	Pabst Brewing Co. (Beer & Ale)		Norman, Craig & Kummel
	Parker Bros. (Games)		Badger, Browning & Parcher
Young Dr. Malone	Bristol-Myers	CBS	Doherty, Clifford, Steers & Shenfield
	California Packing Co.		McCann-Erickson
	Campbell Soup Co.		BBD & O
	Grove Labs, Inc.		Gardner Advertising
	Lehn & Fink Prod. Corp.		McCann-Erickson
	Lever Bros. Co.		
	Syntex Chemical Co.		Anderson & Cairns
	Tetley Tea Co.		Ogilvy, Benson & Mather
Young's, Pepper, Family	Armour & Co.	NBC	Foote, Cone & Belding
	B. T. Babbitt Co. (Bab-O)		Brown & Butcher
	Bristol-Myers (Trushay)		BBD & O
	S. M. Edison Chemical Co. (Dermassage)		Stern, Walters & Simmons
	Ex-Lax Inc.		Warwick & Legler
	Grove Labs (Bromo-Quinine)		Gardner Advertising
	Lever Bros. (Pepsodent) (Dove Soap)		Foote, Cone & Belding Ogilvy, Benson & Mather
	Parker Bros. (Games)		Badger, Browning & Parcher
	Procter & Gamble (Gleem)		Compton Advertising
	Swift & Co. (Allsweet)		J. Walter Thompson
	Vick Chemical Co. (Vaporub)		Morse International

COMMERCIAL TV PROGRAMS OF 1958

The following pages contain an alphabetical listing by program title of the three national television networks' commercial programs during 1958. The programs listed are for the 12-month period ending Dec. 31, 1958. Listing includes program title, sponsor and product, network and the advertising agency handling the account. Programs are all of 13-week duration or longer. Compilation has been made through the cooperation of ABC, CBS and NBC.

—A—

TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
Adventures of Jim Bowie	American Chicle Co. (Dentyne, Clorets, Rolaids, Beeman's, Chiclets, Clove Chewing Gum)	ABC-TV	Dancer-Fitzgerald-Sample
Adventures of McGraw	Procter & Gamble Co. (Tide, Lilt, Prell, Gleem)	NBC-TV	Benton & Bowles
Adventures of Ozzie & Harriet	Eastman Kodak Co. (Still & Motion Picture Film, Cameras & Projectors; Articles, Equipment & Accessories used in connection with the development of Film)	ABC-TV	J. Walter Thompson
	Quaker Oats Co. (Cereals, Pancake & Baking Mixes, Pet Foods)	ABC-TV	J. Walter Thompson
Adventures of Rin Tin Tin	National Biscuit Co. (Wheat Honeys, Rice Honeys, Shredded Wheat, Zweiback, toasts, pretzels, potato chips, bake mixes, waffle mix, Rusk, crackers biscuits, cracker meal, cookies, cereals, pancake mix, cakes, dates, animal foods)	ABC-TV	Kenyon & Eckhardt
Adventures of Robin Hood	Johnson & Johnson (Baby Products, Surgical Dressings, Baby Shampoo)	CBS-TV	Young & Rubicam
	Wildroot Co. (Wildroot Hair Tonic)	CBS-TV	BBD & O
Air Power	Prudential Insurance Co. of America (Insurance)	CBS-TV	Reach, McClinton
Alcoa Theatre	Aluminum Co. of America (Aluminum Products)	NBC-TV	Fuller, Smith & Rose
Allen, Steve, Show	E. I. duPont deNemours (DuPont Zerex Anti-freeze)	NBC-TV	BBD & O
	Greyhound Corp. (Bus Travel, Rent-A-Car Service, Grey Van Lines)		Grey Advertising
	S. C. Johnson (Waxes, polishes, insecticides, room deodorizers)		Needham, Louis & Brorby

TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
	North American Philips Co. (Norelco Electric Shavers)		C. J. LaRoche
	Pharma-Craft Co. (Personal deodorants, cold remedies, (Coldene) Antiseptic skin cream)		J. Walter Thompson
	Polaroid Corp. (Photographic equipment, Polaroid Land Camera & Accessories)		Doyle, Dane & Bernbach
	Zenith (Radio, TV, Recorders, Hearing Aids)		Foote, Cone & Belding
All Star Golf	**Miller Brewing Co.** (Beer)	ABC-TV	Mathisson & Associates
	Reynolds Metals Co. (Aluminum products)		Clinton E. Frank, Inc.
	Wildroot Co. (Wildroot Cream-Oil and Vam)		BBD & O
American Bandstand	**Carter Products, Inc.** (Arid Cream Deodorant)	ABC-TV	Sullivan, Stauffer, Colwell & Bayles
	Chesebrough-Pond's, Inc. (Vaseline Petroleum Jelly & Hair Tonic; Angel Face and Angel Skin)		J. Walter Thompson.
	Colgate-Palmolive Co. (Halo Shampoo)		D'Arcy Advertising
	Corn Products Refining Co. (Bosco)		Donahue & Coe
	Eastco, Inc. (Clearasil)		Lennen & Newell
	General Mills Inc. (Betty Crocker Bisquick)		Knox Reeves Advertising
	General Mills, Inc. (Hi-Pro)		Dancer-Fitzgerald-Sample
	The Gillette Co. (Toni Home Permanent & Pamper Shampoo)		North Advertising
	Gold Seal Co. (Glass Wax Stencil Kits)		Campbell-Mithun
	Lever Brothers Co. (Pepsodent Toothpaste, Pepsodent Toothbrushes, margarine, household deodorants, heavy packaged & liquid soaps & detergents)		Foote, Cone & Belding
	Lever Brothers Co. (Wisk)		BBD & O
	Joe Lowe Corp. (Popsicles, Creamsicle, Fudgsicle)		Paris & Peart
	Luden's, Inc. (Fifth Avenue Candy Bars)		J. M. Mathes, Inc.
	Mars, Inc. (Candy)		Knox Reeves Advertising
	Minnesota Mining & Mfg. Co. (Scotch Tape)		BBD & O
	Polk Miller Products Corp. (Sergeants dog care products)		N. W. Ayer & Son

TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
	Shulton, Inc. (Old Spice, Slug-A-Bug Bomb, Moth Proofer and Thylox)		The Wesley Associates, Inc.
	Vick Chemical Co. (Vick's Cough Drops)		Morse International
	Welch Grape Juice Co. (Fruit jams, jellies, preserves, fruit juices, non-carbonated soft drinks)		Richard K. Manoff
dy's Gang	**Minnesota Mining** (Scotch Tape and related products)	NBC-TV	BBD & O
ybody Can Play	**R. J. Reynolds Tobacco Co.** (Tobacco products)	ABC-TV	William Esty Co.
nstrong Circle Theatre	**Armstrong Cork Co.** (Linoleum Tile)	CBS-TV	BBD & O
the World Turns	**Atlantis Sales Corp.** (French's Mustard)	CBS-TV	J. Walter Thompson
	Carnation Co. (Evaporated Milk, Fresh Milk, Malted Milk, Instant Milk, Chocolate Drink)		Erwin, Wasey, Ruthrauff & Ryan
	Chicken of the Sea, Inc. (Canned Fish products)		Erwin, Wasey, Ruthrauff & Ryan
	Libby, McNeill & Libby Co. (Canned Fruits, Vegetables)		J. Walter Thompson
	Miles Laboratories, Inc. (Alka-Seltzer, Bactine, One-A-Day Brand Vitamins)		Geoffrey Wade advertising
	Pillsbury Mills, Inc. (Family Flour, Refrigerated Dough Products, Flour Base Mixes, Feeds)		Campbell-Mithun
	Procter & Gamble Co. (Oxydol, Ivory Snow, Camay, Comet Cleanser)		Benton & Bowles
	Sterling Drug Inc. (Bayer Aspirin, Phillips' Milk of Magnesia, Haley's M.O., Bayer Nasal Spray)		Dancer-Fitzgerald-Sample
	Swift & Co. (All Meat & Poultry Products, Margarine, Vigoro, Pard Dog Food, Peanut Butter)		McCann-Erickson
	Vick Chemical Co. (Cold Remedies)		Morse International
	—B—		
chelor Father	**American Tobacco Co.** (Dual Filter Tareyton Cigarettes)	CBS-TV	Lawrence C. Gumbinner Adv. Agency
seball Corner	**General Mills, Inc.** (Wheaties)	ABC-TV	Knox Reeves Advertising
seball Game of the Week	**Colgate-Palmolive Co.** (Palmolive Rapid Shave Shave Creams, After Shave Lotion, Colgate Dental Cream, Vel Liquid)	CBS-TV	Ted Bates & Co.
	Falstaff Brewing Corp. (Falstaff Beer)		Dancer-Fitzgerald-Sample

TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
	Philip Morris, Inc. (Multiple Cigarettes)		Leo Burnett Co.
	State Farm Mutual Automobile Insurance Co. (Auto Insurance)		Needham, Louis & Brorby
Baseball Previews	American Home Products Corp. (Anacin)	CBS-TV	Ted Bates & Co.
	Carter Products, Inc. (Rise Shave Cream)		Ted Bates & Co.
	General Mills, Inc. (Wheaties)		Knox Reeves Advertising
Bat Masterson	Kraft Foods Division	NBC-TV	N. W. Ayer
	Sealtest Division of National Dairy		J. Walter Thompson
Beat the Clock	Atlantis Sales Co. (French's Mustard)	CBS-TV	J. Walter Thompson
	Bristol-Myers Co. (Ipana)		Doherty, Clifford, Steers & Shenfield
	Eastman Kodak Co. (All Products)		J. Walter Thompson
	General Mills, Inc. (Flour, Cake Mix, Cereals)		Dancer-Fitzgerald-Sample
	Gerber Poducts Co. (Baby Foods)		D'Arcy Advertising
	Johnson & Johnson (Baby Products, Surgical Dressings, Baby Shampoo)		Young & Rubicam
	Lever Brothers Co. (Breeze Detergent, Imperial Margarine)		Sullivan, Stauffer, Colwell & Bayles
	Libby, McNeill & Libby Co. (Canned Fruits, Vegetables)		J. Walter Thompson
	Mogen David Wine Corp. (Mogen David Wine)		Edward H. Weiss Co.
	Nestle Co. Inc. (Nescafe)		Bryan Houston Inc.
	Purex Corp. (Dutch Cleanser Beads-O' Bleach, Sweetheart Soap, Trend, Blu-White)		Edward H. Weiss Co.
	Sunshine Biscuits, Inc. (Biscuits, Crackers)		Cunningham & Walsh
	Vick Chemical Co. (Cold Remedies)		Morse International
Behind Closed Doors	American Home Products (Analgesic tablets, Creams, & liniments; decongestant tablets; Waxes & polishes)	NBC-TV	Ted Bates
	Liggett & Myers (L & M tobacco products)		Dancer-Fitzgerald-Sample
Bell System Music Series (Special)	American Telephone & Telegraph	NBC-TV	N. W. Ayer
Bell System Science Series (Special)	American Telephone & Telegraph	NBC-TV	N. W. Ayer
Benny, Jack, Show	American Tobacco Co. (Lucky Strike Cigarettes)	CBS-TV	BBD & O
Bergen, Polly	Max Factor (Cosmetics, Hair Preparations)	NBC-TV	Doyle, Dane & Bernbach

TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
le, Milton, Starring in The Kraft Music Hall	Kraft Foods Division of National Dairy (Kraft Food Products)	NBC-TV	J. Walter Thompson
'n' Buy	Revlon, Inc. (All Revlon Products)	CBS-TV	Warwick & Legler
Payoff, The	Colgate-Palmolive Co. (Cashmere Bouquet Soap, Palmolive Soap, Lustre-Creme Shampoo, Colgate Dental Cream, Brisk, Ad, Vel, Fab, Ajax, Rapid Shave Halo)	CBS-TV	Bryan Houston, Inc.
Record, The	Armour & Co. (Dial Soap, Shampoo, Chiffon Liquid Detergent)	CBS-TV	Foote, Cone & Belding
	General Motors Corp. (Oldsmobile Division, Oldsmobile Automobiles)		D. P. Brother & Co.
	Kellogg Co. (Cereals, Dog Food)		Leo Burnett Co.
	Pillsbury Mills, Inc. (Flour, Cake Mix, Pie Mix, Hot Roll Mix)		Leo Burnett Co.
d Journey	Ralston Purina Co. (Ry-Crisp, Instant Ralston, Wheat Chex, Rice Chex, Regular Ralston, New Purina Dog Chow)	ABC-TV	Guild, Bascom & Bonfigli
vling Stars	American Machine & Foundry Pinspotters, Inc. (Automatic pinspotters, bicycles tricycles, toy trucks, Voit Athletic Equipment)	ABC-TV	Cunningham & Walsh
ins and Brawn	Liggett & Myers (L & M Tobacco products)	NBC-TV	McCann-Erickson
ghter Day The	Procter & Gamble Co. (Blue Cheer, Crisco, Gleem)	CBS-TV	Young & Rubicam
ken Arrow	Miles Laboratories, Inc. (Alka-Seltzer, One-A-Day :brand Vitamins, Bactine, Nervine)	ABC-TV	Geoffrey Wade Advertising
	Ralston Purina Co. (Dog Chow)		Gardner Advertising
thers, The	American Tobacco Co. (Tareyton Cigarettes)	CBS-TV	Lawrence C. Gumbinner Adv.
ccaneers, The	Corn Products Refining Co. (Bosco)	ABC-TV	Donahue & Coe, Inc.
	Kellogg Co. (Cereals, dog foods, soft drinks)		Leo Burnett Co.
	The Sweets Co. of America (Tootsie Rolls, Tootsie Roll Pops, Caramels, Fudge, Rockwood Wafers, Chocolate Bars, Figurines and Coins)		Henry Eisen Adv. Agency
ckskin	Ford Division; Ford Motor Co. (Trucks, parts, services)	NBC-TV	J. Walter Thompson

TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
	Pillsbury Mills (Baking Mixes, Flour)		Leo Burnett
Buick Action Theatre	Buick Motor Division; General Motors Corp. (Automobiles, Trucks)	ABC-TV	McCann-Erickson
Burns & Allen	Carnation Co. (Evaporated Milk, Fresh Milk, Malted Milk, Instant Milk, Chocolate Drink)	CBS-TV	Erwin, Wasey, Ruthrauff & Ryan
	General Mills, Inc. (Cake Flour, Frosting, Baking Mixes)		BBD & O
Burns, George, Show	Colgate-Palmolive Co. (Dentifrices, Shampoo, Toilet Soaps)	NBC-TV	McCann-Erickson
	—C—		
Caesar, Sid, Invites You	Helena Rubinstein (Toilet goods, cosmetics, drugs)	ABC-TV	Ogilvy, Benson & Mather
Californians, The	Lipton Tea (Beverages, Soups, Salad Dressings)	NBC-TV	Young & Rubicam
	Singer Sewing Machine Co. (Sewing Machines & Aids; Vacuum Cleaners)		
Chevy Show	Chevrolet (Chevrolet Automobiles, Trucks)	NBC-TV	Campbell-Ewald
Chevy Showroom	Chevrolet Motors Division; General Motors Corp. (Automobiles, Trucks)	ABC-TV	Grey Advertising
Cheyenne	Armour & Co. (Soaps, Detergents)	ABC-TV	Foote, Cone & Belding
	Buick Motor Division; General Motors Corp. (Automobiles, Trucks)		McCann-Erickson
	Elgin National Watch Co. (Watches)		J. Walter Thompson
	Ford Division; Ford Motor Co. (Cars, Trucks)		J. Walter Thompson
	General Electric Co. (Appliances, flash bulbs, lamps, sound production equipment)		Young & Rubicam
	Johnson & Johnson (Baby products, first aid products, hair and tooth brushes, tapes, glues, cold remedies, etc.)		Young & Rubicam
	National Carbon Co. (Prestone Anti-Freeze)		William Esty Co.
	Harold F. Ritchie, Inc. (Brylcreem, hair dressings, nutrients, Scott's Emulsion)		Kenyon & Eckhardt
Cimarron City	Bell & Howell (Photographic equipment)	NBC-TV	McCann-Erickson
	Procter & Gamble (Crest, Press)		Benton & Bowles
	RCA		Kenyon & Eckhardt

TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
s Boy	**Kellogg Co.** (Cereals, dog food)	ABC-TV	Leo Burnett Co.
	Mars, Inc. (Candy)		Knox Reeves Advertising
	Mars, Inc. (Candies, candy bars)	NBC-TV	Knox Reeves Advertising
, Dick, Show	**Beech-Nut Life Savers, Inc.** (Chewing Gum, Life Savers)	ABC-TV	Young & Rubicam
x! ower of Stars	**Chrysler Corp.** (Chrysler, DeSoto, Dodge, Plymouth, Imperial Automobiles)	CBS-TV	McCann-Erickson
Oasis	**Liggett & Myers** (Tobacco products)	NBC-TV	McCann-Erickson
giate Football ame of the Week"	**Bayuk Cigars**	NBC-TV	Feigenbaum & Wermen
	Gulf Oil Corp.		Young & Rubicam
	Libbey Owens Ford		Fuller, Smith & Ross
	Sunbeam Corp.		Perrin-Paus
.45	**Beech-Nut Life Savers, Inc.** (Chewing Gum, Life Savers)	ABC-TV	Young & Rubicam
	Campbell Soup Co. (Soups, spaghetti, spaghetti products, Swanson frozen products)		BBD & O
	The Mennen Co. (Men's and Women's toiletries, baby products)		McCann-Erickson
	Whitehall Laboratories, Inc. (Anacin, Dristan)	ABC-TV	Ted Bates Co.
edy Time	**Chesebrough-Pond's** (Pond's "Angel" skin cream, hand lotion, face powder, lipstick)	NBC-TV	J. Walter Thompson
	General Foods (Jello Puddings, pie filling, Minute Rice)		Young & Rubicam
	Kraft (Kraft cheeses, Cheeze Whiz, Party Snacks, Salad dressings, Miracle Whip, Margarine, Kraft's Orange Juice & Orangeade, fruit punch, grape drink, Kraft marshmallow, caramels, Kraft dinner, Kraft jellies, jams, sandwich spreads)		J. Walter Thompson
	Mentholatum (Mentholatum, Mentholatum Deep Heat Rub, Mentholatum Cold Tablets)		J. Walter Thompson
	Miles Labs (Alka-Seltzer, One-A-Day Vitamins)		Geoffrey Wade Advertising
	Pharmaco (Chooz Antacid Medigum cough remedy)		Doherty, Clifford, Steers & Shenfield
	Procter & Gamble (Big Top peanut butter, dentifrices, bar soaps, cake mixes)		Compton Advertising

TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
	S.O.S. (Cleaning pads)		McCann-Erickson
Como, Perry, Show	American Dairy (Dairy Products)	NBC-TV	Campbell-Mithun
	Chemstrand Corp. (Carpets, blankets, nylon products, acrilan products)		Doyle, Dane & Bernbach
	Elgin (Watches)		J. Walter Thompson
	Kimberly-Clark (Kleenex Tissues, Table Napkins)		Foote, Cone & Belding
	Knomark Mfg. (Esquire Shoe Polish, Revlon Nail Care)		Emil Mogul Adv.
	Noxzema Chemical Co. (Noxzema Skin Cream, Shave Cream, Suntan Cream & Lotion)		Sullivan, Stauffer, Colwell & Bayles
	Polaroid (Camera, films, accessories)		Doyle, Dane & Bernbach
	RCA & Whirlpool (TV, Radio, Recorder, Services & Appliances; Major Kitchen appliances, Vacuum cleaners, Air Conditioners)		Kenyon & Eckhardt
	Sunbeam Corp. (Small electrical household appliances)		Perrin-Paus
Concentration	Alberto-Culver (Hair care products)	NBC-TV	Geoffrey Wade Advertising
	Armour & Co. (Canned meats, poultry, dog food, deodorant, bar soap, detergents)		Foote, Cone & Belding N. W. Ayer
	Chesebrough-Pond's Inc. (Facial makeups, creams, lotions, Pertussin Cough Remedy, Vaseline Petroleum Jelly)		J. Walter Thompson
	Frigidaire (Major Household Electrical Appliances)		Dancer-Fitzgerald-Sample
	H. J. Heinz Co. (Soup, Baby Foods, Condiments—ketchup, pickles, vinegar—Spaghetti, Beans)		Maxon
	Lever Bros. (Detergents, Margerine, Dentifrices, Bar Soaps)		Needham, Louis, Brorby
	Miles Laboratories Antacid Analgesics, Vitamins)		Geoffrey Wade Advertising
	National Biscuit Co. Salted Crackers, cookies, cereals)		McCann-Erickson
	Pharmaceuticals, Inc. (Geritol, Devarex, Banarin, Zarumin)		Parkson Advertising
	Pillsbury Mills, Inc. (Baking Mixes, Flour, Frostings)		Leo Burnett
	Whitehall Laboratories Waxes, polishes)		Ted Bates
Cotten, Joseph, Show	American Tobacco Co. (Tobacco products)	NBC-TV	BBD & O

TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
	The Toni Co. (Home permanents, hair care & grooming products, cleansing creams, pens, pencils, accessories)		**North Advertising**
nty Fair	**Frigidaire** (Major Household Electrical Appliances)	**NBC-TV**	**Dancer-Fitzgerald-Sample**
	General Mills (Baking mixes, cereals)		**Tatham-Laird**
	Gold Seal (Glass Wax)		**Campbell-Mithun**
	H. J. Heinz (Condiments & Ketchup, soup, baby food, spaghetti, beans)		**Maxon, Inc.**
	Lever Bros. (Toilet bar soap, dish-washing-laundry detergents, edible fats, dentifrices)		**BBD & O**
	National Biscuit Co. (Crackers, cookies, baking mixes, cereals)		**McCann-Erickson**
	Sandura		**Hicks & Greist**
	Sterling Drug (Laxatives, dentifrices, vitamin supplements)		**Dancer-Fitzgerald-Sample**
rt of Last Resort	**P. Lorillard Co.** (Tobacco products)	**NBC-TV**	**Lennen & Newell**
sby, Bob, Show	**American Dairy Association** (Dairy products)	**NBC-TV**	**Campbell-Mithun**
	Kimberly-Clark (Kleenex tissues, table napkins)		**Foote, Cone & Belding**
	Knomark Mfg. (Esquire Shoe polish, Revlon Nail Care, Hi and Dri)		**Emil Mogul Advertising**
	Noxzema Chemical Co. (Noxzema Skin Cream, Shave cream, suntan cream & lotion)		**Sullivan, Stauffer, Colwell & Bayles**
	RCA/Whirlpool (RCA TV, radio & recorder services & appliances. Whirlpool: Major kitchen appliances vacuum, cleaners, air conditioners)		**Kenyon & Eckhardt**
	Sunbeam (Small electrical household appliances)		**Perrin-Paus**
nmings, Bob, Show	**Chesebrough-Pond's** (Facial Make-up, Creams & lotions)	**NBC-TV**	**McCann-Erickson**
	General Foods (Tang Instant Fruit Juice)		**Young & Rubicam**
	R. J. Reynolds Tobacco Co. (Winston Cigarettes)		**Wm. Esty Co.**
	—D—		
y, John, and the News	**Bristol-Myers Co.** (Bufferin)	**ABC-TV**	**Young & Rubicam**
	P. Lorillard Co. (Tobacco products)		**Lennen & Newell**

TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
	Phillips-Van Heusen Corp. (Van Heusen shirts and men's sportswear)		**Grey Advertising**
	Union Underwear Co. (Men's and boys' underwear)		**Grey Advertising**
	Whitehall Laboratories Division; American Home Products Corp. (Anacin)		
Daytime Programming (11 A.M. to 4 P.M.)	**Amana Refrigeration, Inc.** (Refrigerators, Freezers, Air Conditioners)	**ABC-TV**	**MacFarland, Aveyard Co.**
	American Home Foods, Inc. (Food Products)		**Young & Rubicam**
	Armour & Co. (Soaps, food products)		**Foote, Cone & Belding** **N. W. Ayer & Son**
	Beech-Nut Lifesavers Inc. (Baby food, gum, mints, cough drops)		**Young & Rubicam, Inc.**
	Bristol-Myers Co. (Bufferin)		**Young & Rubicam**
	Campbell Soup Co. (Soups, juices, Swanson Frozen Products, poultry, poultry products)		**BBD & O**
	Chesebrough-Pond's, Inc. (Facial makeup, Facial cream)		**J. Walter Thompson**
	The Drackett Co. (Windex, Drano, Twinkle)		**Young & Rubicam**
	General Foods Corp. (Swansdown Cake Mixes, Cake Flour, Calumet Baking Powder, Bakers Instant Chocolate, Jell-O Instant Pudding, Minute Rice & Potatoes, Tapioca, Tang, Dream Whip, D-Zerta, Jell-O Pudding)		**Young & Rubicam**
	General Mills, Inc. (Cereals, O-Cel-O Sponges)		**Dancer-Fitzgerald-Sample**
	The Gillette Co. (Home permanents, hair sprays, hair rinses, hair curlers, pins, leads, inks, razor blades, Thorexin, Pamper Shampoo)		**Tatham-Laird, Inc.**
	Johnson & Johnson (Baby products, first aid products, hair & tooth brushes, tapes, glues, cold remedies, etc.)		**Young & Rubicam**
	Lever Brothers Co. (Dentifrices, margarine, deodorants, soaps, detergents)		**BBD & O**
	Minnesota Mining & Mfg. Co. (Scotch Brand tape, Sasheen Ribbons & Wraps)		**McManus, John & Adams**
	Nestle Co. (Nescafe)		**Bryan Houston, Inc.**
	Reynolds Metals Co. (Aluminum Products)		**Buchanan Division, Lennen & Newell**
	Shulton, Inc. (Beauty Ice, lotions,		**Wesley Associates**

TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
	Bronztan, deodorants, Old Spice, Slug-A-Bug Bomb, Moth proofer & Thylox medicated preparations)		
	Sunshine Biscuit, Inc. (Krispy Crackers, Hi-Ho Crackers, Hydrox Cookies)		Cunningham & Walsh
a, Jimmy, Show	**Armstrong Cork Co.** (Linoleum, Tile)	CBS-TV	BBD & O
	Brown & Williamson Tobacco Co. (Raleigh Cigarettes)		Keyes, Madden & Jones
	Chicken of the Sea, Inc. (Canned Fish Products)		Erwin, Wasey, Ruthrauff & Ryan
	Eastman Kodak Co. (All Products)		J. Walter Thompson
	Gerber Products Co. (Baby Foods)		D'Arcy Advertising
	Lever Brothers Co. (Breeze, Detergent, Imperial Margarine)		Sullivan, Stauffer, Colwell & Bayles
	Libby, McNeill & Libby Co. (Canned Fruits, Vegetables)		J. Walter Thompson
	Miles Laboratories, Inc. (Alka-Seltzer, Bactine, One-A-Day Brand Vitamins)		Geoffrey Wade Advertising
ember Bride	**General Foods Corp.** (Instant Maxwell House Coffee)	CBS-TV	Benton & Bowles
sion	**Procter & Gamble** (Tide, Lilt, Gleem, Camay)	NBC-TV	Benton & Bowles
lu Playhouse	**Westinghouse Electric Corp.** (Westinghouse Kitchen Appliances, Radio & TV Sets, Turbojet Plane Motors)	CBS-TV	McCann-Erickson
ective's Diary	**Sterling Drug** (Bayer Aspirin, Dentifrices, Phillips Milk of Magnesia & Tablets; Haley's MO, Cleaning Fluid, Bayer Nasal Spray, Dr. Lyon's Toothpowder, Energine Cleaning Fluid, Ironized Yeast)	NBC-TV	Dancer-Fitzgerald-Sample
: and the Duchess	**Helene Curtis Industries Inc.** (Stopette, Spray Net)	CBS-TV	Gordon Best, Inc.
	Mogen David Wine Corp. (Mogen David Wine)		Edward H. Weiss Co.
ey, Walt, Presents	**Hills Brothers Coffee, Inc.** (Coffee)	ABC-TV	N. W. Ayer & Son
	Kellogg Co. (Cereals, dog food, other products)		Leo Burnett Co.
	Reynolds Metals Co. (Aluminum products)		Buchanan Division, Lennen & Newell Clinton E. Frank, Inc.
eyland	**Derby Foods, Inc.** (Peter Pan Peanut Butter, boneless chicken, chicken a la king, egg noodles, chicken tamales,	ABC-TV	McCann-Erickson

TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
	Swift meat & poultry products, fresh or canned frankfurters & sausages)		
	General Foods Corp. (Jell-O, Jell-O puddings & pie fillings, Jell-O gelatin, Rice & Minute Potatoes, whipped cream type mixes, Baker's Instant Chocolate Drink, Kool-Aid, Kool-Shake, Birds-Eye Frozen Drink Concentrate)		Young & Rubicam
	General Mills, Inc. (Flours, cereals, baking mixes, frostings)		Tatham-Laird, Inc.
	Reynolds Metals Co. (Aluminum products)		Clinton E. Frank Inc. Buchanan Agency
Dodge Dancing Party With Lawrence Welk	**Dodge Division; Chrysler Corp.** (Dodge Automobiles)	ABC-TV	Grant Advertising
Dotto	**Colgate-Palmolive Co.** (Colgate Dental Cream, Cashmere Bouquet Soap, Lustre-Creme Shampoo, Palmolive Soap, Brisk, Florient, Vel, Ad, Fab, Ajax)	CBS-TV	Ted Bates & Co.
Dough Re Mi	**Armour Co.** (Deodorant Bar Soap & Detergents, Canned Meats, Poultry, Dog Food, Liquid Chiffon)	NBC-TV	Foote, Cone & Belding
	Gold Seal (Glass Wax)		Campbell-Mithun
	Mentholatum Co. (Analgesics, cold remedies)		J. Walter Thompson
Dragnet	**Bell & Howell** (Photographic equipment)	NBC-TV	McCann-Erickson
	Bulova Watch Co. (Watches)		McCann-Erickson
	Ford Motor Co. (Trucks, cars, parts, services)		J. Walter Thompson
	General Foods (Post cereals, Gaines Dog foods)		Benton & Bowles
	Liggett & Myers (Tobacco products L & M cigarettes)		Dancer-Fitzgerald-Sample
	Pillsbury (Baking mixes & flour)		Leo Burnett Co.
	Procter & Gamble (Crest toothpaste)		Benton & Bowles
	Schick (Electric razors, pre-shave lotions & replacement accessories)		Benton & Bowles
	—E—		
Edge of Night, The	**American Home Products Corp.** (Anacin, Dristan, Infra-Rub)	CBS-TV	Ted Bates & Co.
	Atlantis Sales Corp. (All French's Products)		J. Walter Thompson
	Florida Citrus Commission (Florida Citrus Products)		Benton & Bowles

TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
	Miles Laboratories (Alka-Seltzer, Bactine, One-A-Day Brand Vitamins)		Geoffrey Wade Advertising
	Pet Milk Co. (Evaporated Milk, Milk Products)		Gardner Advertising
	Pharmaceuticals, Inc. (Geritol, Niron, Zarumin, RDX, Sominex, Serutan)		Parkson Advertising
	Pillsbury Mills, Inc. (Family Flour, Refrigerated Dough Products, Flour Base Mixes, Feeds)		Campbell-Mithun
	Procter & Gamble Co. (Tide, Spic & Span, Lava Soap, Dreft, Comet Cleanser)	CBS-TV	Benton & Bowles
	Standard Brands, Inc. (Coffee, Tea, Margarine)		Compton Advertising
	Sterling Drug Inc. (Bayer Aspirin, Phillips' Milk of Magnesia, Haley's M.O. Bayer Nasal Spray)		Dancer-Fitzgerald-Sample
	Swift & Co. (All Meat & Poultry Products, Margarine, Vigoro)		McCann-Erickson
	Vick Chemical Co. (Cold Remedies)		Morse International
Edwards, Douglas, With the News	**American Can Co.** (Institutional)	CBS-TV	Compton Advertising
	American Home Products Corp. (Anacin, Aero Shave, Heet)		Ted Bates & Co.
	Brown & Williamson Tobacco Corp. (Viceroy Cigarettes)		Ted Bates & Co.
	Carter Products, Inc. (Arrid Cream, Arrid Whirl-in Deodorant, Rise Shave Cream)		
	Florida Citrus Commission (Fresh and Processed Citrus Products)		
	Ford Division of The Ford Motor Co. (Ford Trucks, Automobiles, Parts, Services)		J. Walter Thompson
	General Foods Corp. (Sanka Coffee)		Young & Rubicam
	Philip Morris, Inc. (Parliament Cigarettes)		Benton & Bowles
Ellery Queen	**Bell & Howell** (Photographic Equipment)	NBC-TV	McCann-Erickson
	Pillsbury (Baking Mixes & Flour)		Leo Burnett Co.
	Procter & Gamble (Crest)		Benton & Bowles
	RCA		Kenyon & Eckhardt
	—F—		
Father Knows Best	**Lever Brothers Co.** (All, Lux Liquid)	CBS-TV	J. Walter Thompson
	Lever Brothers Co. (Bar soaps, detergents, edible fats & dentifrices)	NBC-TV	J. Walter Thompson

TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
	Scott Paper Co. (Scott Towels, Cutrite wax paper, Scotties, Scotkins)		**J. Walter Thompson**
	Scott Paper Co. (Scott Paper Products)	**CBS-TV**	
Fight Beat	**Bristol Myers** (Vitalis, Trig, Bufferin)	**NBC-TV**	**Doherty, Clifford, Steers & Shenfield**
Fisher, Eddie, Show	**Liggett & Myers** (L & M Tobacco products)	**NBC-TV**	**McCann-Erickson**
Ford Show	**Ford Division of Ford Motor Co.** (Automobiles, trucks, parts & services)	**NBC-TV**	**J. Walter Thompson**
For Love or Money	**Lever Brothers Co.** (Lucky Whip Dessert Topping, Bar Soap, Margarine)	**CBS-TV**	**Needham, Louis & Brorby**
Frigidaire Summer Theatre	**Frigidaire Division; General Motors Corp.** (Frigidaire refrigerators, ranges, food freezers, dish washers, room air conditioners, washers, dryers, combination washers and dryers)	**ABC-TV**	**Kudner Agency**
From These Roots	**Frigidaire** (Major household electrical appliances)	**NBC-TV**	**Dancer-Fitzgerald-Sample**
	Procter & Gamble (Detergents, Bar Soaps, Home Permanents, Cake Mixes & Shortening)		
Fury	**Borden Co.** (Milk & Milk products, frozen desserts & frozen fruit, fruit drinks, fresh & concentrates; Popsicles, Ice Cream cups, Cake rolls)	**NBC-TV**	**Benton & Bowles**
	—G—		
General Electric Theater	**General Electric Co.** (Institutional)	**CBS-TV**	**BBD & O**
Gillette Cavalcade of Sports	**Gillette** (Razors & other shaving equipment; Pens & other writing materials, home permanents & other hair care grooming products)	**NBC-TV**	**Maxon, Inc.**
Gleason, Jackie, Show	**Lever Brothers Co.** (All, Stripe Toothpaste)	**CBS-TV**	**J. Walter Thompson**
	Pharmaceuticals, Inc. (Geritol, Niron, Zarumin, RDX, Sominex, Serutan)		**Parkson Advertising**
Gobel-Fisher	**L & M** (L & M tobacco products)	**NBC-TV**	**McCann-Erickson**
	RCA (TV, radio & recorder service & appliances)		**Kenyon & Eckhardt**
	Whirlpool (Major kitchen appliances, Vacuum cleaners, air conditioners)		**Kenyon & Eckhardt**

TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
Gobel, George, Show	**RCA** (TV, Radio & recorder, service & appliances)	NBC-TV	Kenyon & Eckhardt
Godfrey, Arthur, Show	**Pharmaceuticals, Inc.** (Geritol, Niron, Zarumin, RDX, Sominex, Serutan)	CBS-TV	Parkson Advertising
	The Toni Co. (Toni Home Permanent Wave, Hair Care Products)		North Advertising
Godfrey's Arthur, Talent Scouts	**Thomas J. Lipton, Inc.** (Lipton's Tea, Lipton's Soup Mixes)	CBS-TV	Young & Rubicam
	The Toni Co. (Toni Home Permanent Wave, Paper-Mate Pens)		North Advertising
Godfrey, Arthur, Time	**Armour & Co.** (Meat & Poultry Products)	CBS-TV	J. Walter Thompson
	Bristol-Myers Co. (Bufferin, Ban)		Young & Rubicam
	General Foods Corp. (Swansdown Cake, Flour, Baker's Coconut, Minute Potatoes)		Young & Rubicam
	General Mills, Inc. (Flour, Cake Mix, Cereals)		Dancer-Fitzgerald-Sample
	Glamorene, Inc. (Glamorene Liquid, Dry Cleaner, Applicators for Rug and Upholstery)		Jules Power Productions
	Kellogg Co. (Cereals, Dog Food)		Leo Burnett Co.
	Libby, McNeill & Libby Co. (Canned Fruits, Vegetables)		J. Walter Thompson
	Peter Paul, Inc. (Peter Paul Mounds, Almond Joy Candy Bars)		Dancer-Fitzgerald-Sample
	Pharmaceuticals, Inc. (Geritol, Niron, Zarumin, RDX, Sominex, Serutan)		Parkson Advertising
	Pharma-Craft Co. (Coldene, Ting)		J. Walter Thompson
	Ronson Corp. (Lighters, Electric Shavers, Shaving Items, Hair Dryer)		Grey Advertising
	Simoniz Co. (Ivalon Sponges, Hilite Furniture Polish Non-Scuff Floor Wax, Car Wax, Car Polish)		Young & Rubicam
	Singer Sewing Machine Co. (Sewing Machines, Sewing Aids, Vacuum Cleaners)	CBS-TV	Young & Rubicam
	Standard Brands, Inc. (Coffee, Tea, Gelatin Desserts, Puddings, Pie Fillings, Nuts)		Ted Bates & Co.
	United States Steel Corp. (Steel Products)		BBD & O
Goodyear Theater	**Goodyear Tire & Rubber Co.** (Tires, Tubes & tire accessories; Shoe	NBC-TV	Young & Rubicam

TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
	products & foam latex products)		
Guiding Light	Procter & Gamble Co. (Ivory Soap, Duz)	CBS-TV	Compton Advertising
Gunsmoke	Liggett & Myers Tobacco Co. (L & M Cigarettes)	CBS-TV	Dancer-Fitzgerald-Sample
	Remington Rand, Inc. (Remington Electric Shavers and Office Equipment)		Young & Rubicam
—H—			
Haggis Baggis	Alberto-Culver	NBC-TV	Geoffrey Wade
	Brillo Mfg. Co. (Brillo Cleansing Pads, Brillo Cleanser)		J. Walter Thompson
	Lever Bros. (Detergents, edible fats)		J. Walter Thompson
	Mentholatum Co. (Cold Remedies, Medicated Lip Pomade)		J. Walter Thompson
Have Gun—Will Travel	American Home Products Corp. (Anacin, Bisodol Mints, Freezone, Infra-Rub)	CBS-TV	Ted Bates Co.
	Lever Brothers Co. (Wisk, Lifebuoy Soap)		J. Walter Thompson
Heckle & Jeckle	General Mills, Inc. (Flour, Cake, Mix, Cereals)	CBS-TV	Dancer-Fitzgerald-Sample
	Swift & Co. (All Meat & Poultry Products, Margarine, Vigoro, Pard Dog Food, Peanut Butter)		McCann-Erickson
Hitchcock, Alfred, Presents	Bristol-Myers Co. (Ipana Toothpaste, Bufferin, Vitalis, Ban)	CBS-TV	Young & Rubicam
Hotel Cosmopolitan	Atlantis Sales Corp. (French's Mustard)	CBS-TV	J. Walter Thompson
	Swift & Co. (Meat & Poultry Products, Margarine, Vigoro, Pard Dog Food)		McCann-Erickson
Howdy Doody	Continental Baking (Wonder Bread, Hostess Cakes)	NBC-TV	Ted Bates Co.
	Sweets Co. of America (Tootsie Rolls)		
Hottelet, Richard C., And the News	Mercury Division of the Ford Motor Co. (Mercury Automobiles)	CBS-TV	Kenyon & Eckhardt
—I—			
I Love Lucy	Clairol, Inc. (Hair Products, Shampoo)	CBS-TV	Foote, Cone & Belding
	General Foods Corp. (Instant Sanka Coffee, Post's Cereals)		Benton & Bowles
	Gold Seal Company (Glass Wax, Snowy Bleach)		Campbell-Mithun

TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
	Pillsbury Mills, Inc. (Family Flour, Refrigerated Dough Products, Flour Base Mixes, Feeds)		Campbell-Mithun
Investigator	**Liggett & Myers** (L & M Cigarettes)	NBC-TV	McCann-Erickson
	RCA (TV, radio & recorder service & appliances)		Kenyon & Eckhardt
	Whirlpool (Major kitchen appliances, vacuum cleaners, air conditioners)		Kenyon & Eckhardt
It Could Be You	**Alberto-Culver** (Hair care products; VO-5 Hair Dressing, Rinse-Away Shampoo)	NBC-TV	Geoffrey Wade
	American Home Products (Aerowax, Griffin polishes, Anacin, Heet, Infrarub)		Ted Bates & Co.
	Armour & Co. (Deodorant Bar Soap & detergents, Canned meats, poultry and Dog food)		Foote, Cone & Belding
	Brillo Mfg. Co. (Brillo Cleansing Pads, Brillo Cleanser)		J. Walter Thompson
	Brown & Williamson (Raleigh Cigarettes)		Russel M. Seeds
	Chesebrough-Pond's (Facial Makeups; creams & lotions, Pertussin Cough Remedy, Vaseline Petroleum Jelly, "Angel Skin; Touch; Kiss")		J. Walter Thompson
	Chicken-of-the-Sea (Tunafish)		Erwin, Wasey, Ruthrauff & Ryan
	Corn Products (Karo, Mazola, Niagara, Nu-Soft Laundry Fluffener, Kasco Dog Food)		C. L. Miller
	Drackett (Windex window cleaner, Drano drain cleaner)		Young & Rubicam
	General Foods (Jello Puddings, Pie Filling, Minute Rice)		Young & Rubicam
	Lehn & Fink (Lysol)		McCann-Erickson
	Mentholatum Co. (Medicated Lip Pomade, Cold Remedies, Mentholatum, Deep Heat Rub)		J. Walter Thompson
	Miles Labs (Alka-Seltzer, One-A-Day Vitamins)		Geoffrey Wade
	Pharmaceuticals, Inc. (Geritol, Sominex, Zarumin, Pre-Shave/After Shave preparations, Devarex, Banarin)		Parkson Advertising
	Pharmaco (Chooz antacid, Feenamint laxative)		Doherty, Clifford, Steers & Shenfield

TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
	Procter & Gamble (Detergents, Oxydol; & Bar Soaps, Cleanser, dentifrices, shampoos)		**Dancer-Fitzgerald-Sample**
	Standard Brands (Puddings, Coffee & Tea)		**Ted Bates & Co.**
	Whitehall Laboratories (Waxes & polishes, Analgesics)		**Ted Bates & Co.**
I've Got a Secret	**R. J. Reynolds Tobacco Co.** (Winston Cigarettes)	**CBS-TV**	**Wm. Esty Co.**
	—J—		
Jefferson Drum	**Chemstrand Corp.** (Carpets, blankets, nylon & acrilan products)	**NBC-TV**	**Doyle, Dane & Bernbach**
	P. Lorillard Co. (Tobacco products)		**Lennen & Newell**
	Pillsbury (Baking Mixes & flour)		**Leo Burnett Co.**
	Sweets Co. (Tootsie Rolls)		**Sweets Co. of America**
Jones, Spike	**Liggett & Myers** (Tobacco products)	**NBC-TV**	**McCann-Erickson**
Iubilee, U.S.A.	**Carter Products, Inc.** (Little Liver Pills, Arrid Cream Deodorant)	**ABC-TV**	**Ted Bates & Co.**
	General Foods Corp. (Instant Postum)		**Young & Rubicam**
	Hills Brothers Coffee, Inc. (Coffee)		**N. W. Ayer & Son**
	National Carbon Co. (Prestone Anti-freeze)		**William Esty Co.**
	Union Underwear Co. Inc. (Men's and boys' underwear)		**Grey Advertising**
	U. S. Rubber Co. (U. S. Royal Tires)		**Fletcher D. Richards, Inc.**
	Whitehall Laboratories (Anacin)		**Ted Bates Co.**
	Williamson-Dickie Mfg. Co. (Work clothes)		**Evans & Associates**
	—K—		
Kaye's, Sammy, Music From Manhattan	**Manhattan Shirt Co.** (Men's Wear)	**ABC-TV**	**Peck Advertising**
Kitty Foyle		**NBC-TV**	
Kraft Mystery Theatre	**Kraft Foods** (Salad dressing, cheese preparations, margarine, confections & soft drinks, jellies & preserves)	**NBC-TV**	**North Advertising**
Kraft TV Theatre	**Kraft Foods** (Salad dressing, cheese preparations, margarine, confections & soft drinks, jellies & preserves)	**NBC-TV**	**J. Walter Thompson**
	—L—		
Lassie	**Campbell Soup Co.** (Campbell Soups, Baked Beans, V-8)	**CBS-TV**	**BBD & O**
Lawman	**General Mills, Inc.** (Cereals, flour base products, pet food)	**ABC-TV**	**Dancer-Fitzgerald-Sample**

TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
	R. J. Reynolds Tobacco Co. (Tobacco)		**William Esty Co.**
Leave It To Beaver	**Miles Laboratories, Inc.** (Alka-Seltzer, One-A-Day Brand Vitamins, Bactine, Nervine)	**ABC-TV**	**Geoffrey Wade Advertising**
	Ralston Purina Co. (New Purina Dog Chow)		**Gardner Advertising**
	Remington Rand, Inc. (Remington Electric Shavers & Office Equipment)	**CBS-TV**	**Compton Advertising**
Life of Riley	**Lever Bros.** (Detergents, tooth paste, soaps, margarine)	**NBC-TV**	**BBD & O**
Life and Legend of Wyatt Earp	**General Mills, Inc.** (Cereals, flour, baking mixes, frostings)	**ABC-TV**	**Dancer-Fitzgerald-Sample**
	The Procter & Gamble Co. (Gleem Toothpaste, Drene Shampoo, Tide, Spic & Span, Cheer, home permanents, peanut butter)		**Compton Advertising**
Line-Up, The	**Brown & Williamson Tobacco Corp.** Viceroy Cigarettes)	**CBS-TV**	**Ted Bates & Co.**
	Procter & Gamble Co. (Cheer)		**Young & Rubicam**
Linkletter's, Art, House Party	**Atlantis Sales Corp.** (All French's Products)	**CBS-TV**	**J. Walter Thompson**
	Campbell Soup Co. (Campbell Soups, Frozen Foods)		**Leo Burnett Co.**
	Carnation Co. (Evaporated Milk, Fresh Milk, Malted Milk, Instant Milk, Chocolate Drink)		**Erwin, Wasey, Ruthrauff & Ryan**
	Chicken of the Sea, Inc. (Canned Fish Products)		**Erwin, Wasey, Ruthrauff & Ryan**
	Kellogg Co. (Cereals, Dog Food)		**Leo Burnett Co.**
	Lever Brothers Co. (Rinso, Lux Liquid, Good Luck Margarine)		**J. Walter Thompson**
	Pillsbury Mills, Inc. (Pillsbury's Best Flour, Cake Mix, Pie Mix, Hot Roll Mix)		**Campbell-Mithun**
	Simoniz Co. (Ivalon Sponges, Hilite Furniture Polish, Non-Scuff Floor Wax, Car Wax, Car Polish)		**Young & Rubicam**
	A. E. Staley Co. (Sta-Flo Liquid Laundry Starch, Sta-Puf)		**Erwin, Wasey, Ruthrauff & Ryan**
	Standard Brands, Inc. (Coffee, Tea, Gelatin Desserts, Puddings, Pie Fillings, Nuts)		**J. Walter Thompson**
	Swift & Co. (All Meat & Poultry Products, margarine, Vigoro, Pard Dog Food, Peanut Butter)		**McCann-Erickson**

TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
	The Toni Co. (Toni Home Permanent Wave, Cleansing Creams, Hair Care Products, Shampoo, Lipstick)		**North Advertising**
Lone Ranger	**Colgate-Palmolive Co.** (Colgate Dental Cream)	**ABC-TV**	**Ted Bates & Co.**
	Cracker Jack Co. (Caramel-coated popcorn, marshmallow products)		**Leo Burnett Co.**
	General Mills, Inc. (Cereals, flour, baking mixes, frostings, dog food)		**Dancer-Fitzgerald-Sample**
	General Mills, Inc. (Cheerios, Wheaties, Kix)	**CBS-TV**	**Dancer-Fitzgerald-Sample**
	A. C. Gilbert Co. (American Flyer Electric Trains, Gilbert Science Sets)	**ABC-TV**	**Banning Repplier**
	Nestle Co., Inc. (Nestle's Quik, Chocolate Bars, Semi-Sweet Morsels)	**CBS-TV**	**McCann-Erickson**
	Smith Brothers (Smith Brothers Cough Drops)	**ABC-TV**	**Sullivan, Stauffer, Colwell & Bayles**
	Union Underwear Co., Inc. (Men's and boys' underwear)		**Grey Advertising**
Love of Life	**American Home Products Corp.** (Anacin, Bisodol, Heet, Kriptin, Aero Wax, Easy-Off Oven Cleaner, Wizard Wick Deodorizers)	**CBS-TV**	**Ted Bates & Co.**
	Atlantis Sales Corp. (All French's Products)		**J. Walter Thompson**
	Lever Brothers Co. (Whipped Topping, Shortening, Margarine, Room Air Refreshers, Dentifrices)		**Foote, Cone & Belding**
	Libby, McNeill & Libby Co. (Canned Fruits, Vegetables)		**J. Walter Thompson**
	Pharmaceuticals, Inc. (Serutan, RDX, Sominex)		**Parkson Advertising**
	Procter & Gamble Co. (Fluffo Shortening)		**Tatham-Laird, Inc.**
	Quaker Oats Co. (Cereals, Pet Food, Pancake & Baking Mixes)		**J. Walter Thompson**
	Scott Paper Co. (Scott Paper Products)		
Love That Jill	**Max Factor & Co.** (Pancake, Make-Up, Panstick, Sebb, Erase, lipsticks, nail polishes, curl control, Creme Puff Make-Up, Hi-Fi Fluid Make-Up)	**ABC-TV**	**Anderson-McConnell Advertising**
Lucky Partners		**NBC-TV**	
Lux Playhouse	**Lever Brothers Co.** (Lux Soap, Lux Liquid)	**CBS-TV**	**J. Walter Thompson**
Lux Show	**Lever Bros.** (Soaps, Lux Liquid detergent, margarine & shortening)	**NBC-TV**	**J. Walter Thompson**

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TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
Mack, Ted and The Original Amateur Hour	**Pharmaceuticals, Inc.** (Ceritol, Niron, Zarumin, RDX, Sominex, Serutan)	CBS-TV	Parkson Advertising
MacKenzie, Gisele, Show	**Schick, Inc.** (Electric shavers, Butane lighters & accessories, pre-shave lotions)	NBC-TV	Benton & Bowles
	Scott Paper Co. (Scott towels, Scotties, Scotkins, Cutrite Wax paper, Toilet Tissue)		J. Walter Thompson
Make Me Laugh	**American Tobacco Co.** (Filter-Tip)	ABC-TV	Lawrence C. Gumbinner
Man With a Camera	**General Electric Co.** (Flash bulbs, projection lamps, photoflood lamps, light meters other photographic equipment)	ABC-TV	Grey Advertising
Masquerade Party	**P. Lorillard Co.** (Tobacco products)	NBC-TV	Lennen & Newell
Maverick	**The Drackett Co.** (Windex, Drano, Twinkle)	ABC-TV	Young & Rubicam
	Kaiser Industries (Aluminum, steel, cement, gypsum, metal products; Kaiser Willys vehicles and parts; paving materials)		Young & Rubicam
Meet the Press	**Pan American Airways** (Travel)	NBC-TV	J. Walter Thompson
Mickey Mouse Club	**Am-Par Record Corp.** (Phonograph records)	ABC-TV	Buchanan & Co.
	Armour & Co. (Sausage & sausage products, chili con carne, Treet and meat spreads)		N. W. Ayer & Son
	Bristol-Myers Co. (Ipana Toothpaste)		Doherty, Clifford, Steers & Shenfield
	General Foods Corp. (Baker's Cocoa & Chocolate, Frosting & chocolate products)		Young & Rubicam
	General Mills, Inc. (Cereals)		Dancer-Fitzgerald-Sample
	Hood Rubber Division; B. F. Goodrich Co. (P-F Canvas Shoes)		McCann-Erickson
	Mars, Inc. (Candies)		Knox Reeves Advertising
	Mattel, Inc. (Toys)		Carson-Roberts, Inc.
	Miles Laboratories, Inc. (Bactine, One-A-Day Brand Vitamins)		Geoffrey Wade Advertising
	Perkins Products Co. Division of General Foods (Kool-Aid)		Foote, Cone & Belding
	Peters Shoe Co. (Leather Shoes)		Henri, Hurst & McDonald
	Pillsbury Mills, Inc. (Flours; frozen, refrigerated & dry mix products, frosting mixes)		Leo Burnett Co.

TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
	Procter & Gamble Co. (Big Top Peanut Butter)		**Compton Advertising**
Mighty Mouse Playhouse	**Colgate-Palmolive Co.** (Colgate Dental Cream)	**CBS-TV**	**Ted Bates & Co.**
	General Foods Corp. (Post's Cereals)		**Benton & Bowles**
Millionaire, The	**Colgate-Palmolive Co.** (Palmolive Rapid Shave, Shave Creams, After Shave Lotion, Colgate Dental Cream, Vel Liquid)	**CBS-TV**	**Ted Bates & Co.**
Modern Romances	**Brillo** (Brillo pads, Brillo Cleanser)	**NBC-TV**	**J. Walter Thompson**
	Kraft (Kraft cheeses, Cheeze Whiz, Party Snacks, Kraft salad dressings, Miracle Whip, Margarine Kraft Orange Juice, orangeade, fruit punch, grape drink, Kraft marshmallows caramels, Kraft dinner, Kraft jellies, jams & sandwich spreads)		**J. Walter Thompson**
	Libby, McNeill & Libby (Canned pineapple, pineapple products, fruit cocktail, corn)		**J. Walter Thompson**
	Sterling Drug (Fizrin, Haley's MO, Fletcher's Castoria, Energine lighter & cleaning fluid, Bayer Aspirin)		**Dancer-Fitzgerald-Sample**
Moore, Garry, Show	**General Foods Corp.** (Log Cabin Syrup, Minute Rice, Dream Whip, Baker's Coconut)	**CBS-TV**	**Young & Rubicam**
	General Mills, Inc. (Flour, Mixes, Cereals, Sponges)		**Dancer-Fitzgerald-Sample**
	Gerber Products Co. (Baby Foods)		**D'Arcy Advertising**
	Florida Citrus Products (Florida Citrus Products)		**Benton & Bowles**
	Hoover Co. (Vacuum Cleaners, Floor Polishers, Irons)		**Leo Burnett Co.**
	Kellogg Co. (Cereals, Dog Food)		**Leo Burnett Co.**
	Lever Bros. Co. (Rinso, Lux Liquid Good Luck Margarine)		**J. Walter Thompson**
	Libby, McNeill & Libby Co. (Canned Fruits, Vegetables)		**J. Walter Thompson**
	Nestle Co., Inc. (Chocolate Products, Nestle's Instant Coffee, Nestea)		**Bryan Houston, Inc.**
	Pittsburgh Plate Glass Co. (Plate Glass Products)		**BBD & O**
	Pittsburgh Plate Glass Co. (Pittsburgh Paint)		**Maxon, Inc.**
	Revlon, Inc. (All Revlon Products)		**C. J. LaRoche, Inc.**
	Sunshine Biscuits, Inc. (Biscuits, Crackers)		**Cunningham & Walsh**

TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
	Vick Chemical Co. (Cold Remedies)		**Morse International**
Mr. Adams and Eve	**R. J. Reynolds Tobacco Co.** (Camel Cigarettes)	**CBS-TV**	**Wm. Esty Co.**
M-Squad	**American Tobacco** (Pall Mall Cigarettes & other products)	**NBC-TV**	**Sullivan, Stauffer Colwell & Bayles**
	Hazel Bishop (Facial preparations, hair grooming products)		**Raymond Spector**
	Bulova Watch Co. (Watches)		**McCann-Erickson**
	Quaker Oats (Cat & dog food, cereals, baking mixes)		**J. Walter Thompson**
Munsel, Patrice, Show	**Buick Motors Division; General Motors Corp.** (Automobiles and trucks, Frigidaire refrigerators, ranges, food freezers dish washers, room air conditioners, washers, dryers, combination washers and dryers)	**ABC-TV**	**Kudner Agency**
Murray Arthur, Party	**P. Lorillard Co.** (Tobacco Products)	**NBC-TV**	**Lennen & Newell**
Music Bingo	**Associated Products** (Deodorants, Rival dog food)	**NBC-TV**	**Grey Advertising**
	Hazel Bishop (Facial preparations, hair grooming products)		**Raymond Spector**
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Naked City	**Brown & Williamson Tobacco Corp.** (Tobacco)	**ABC-TV**	**Ted Bates & Co.**
	Quaker Oats Co. (Cereals, pancake & baking mixes, pet food)		**J. Walter Thompson**
Name That Tune	**American Home Products Corp.** (Anacin, Freezone)	**CBS-TV**	**Ted Bates & Co.**
	Kellogg Co. (Cereals, Dog Food)		**Leo Burnett Co.**
Navy Log	**U. S. Rubber Co.** (Tires, Keds Shoes, foam rubber mattresses, raincoats, rubber boots, golf balls, Kaylon for mattresses, garden hose, bug sprays, fertilizers, Trylock)	**ABC-TV**	**Fletcher D. Richards Inc.**
	Whitehall Pharmacal Co. (Anacin)		**Ted Bates & Co.**
NBC Matinee Theatre	**Chesebrough-Pond's** (Pond's skin cream, Angel Skin; hand lotion, Angel Touch; face powder; lipstick, Angelkiss)	**NBC-TV**	**J. Walter Thompson**
	Corn Products (Mazola salad oil, NuSoft laundry fluffener, Karo syrup, Niagara starch, Kasco dog food)		**C. L. Miller**

TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
	Drackett (Windex window cleaner, Drano drain cleaner)		Young & Rubicam
	Kraft (Kraft cheeses, Cheez Whiz, Party Snacks, Kraft Salad Dressings, Miracle Whip, Margarine, Kraft orange juice, orangeade, fruit punch, grape drink, Kraft marshmallows, Caramels, Kraft Dinner, Kraft jellies, jams, sandwich spread)		J. Walter Thompson
	Libby, McNeill & Libby (Canned pineapple, pineapple products, fruit cocktail, corn)		J. Walter Thompson
	Procter & Gamble (Ivory Snow, Lava Soap, Gleem Tooth-paste, Tide Detergent)		Benton & Bowles
	Whirlpool (Automatic washers, dryers & other kitchen appliances)		Kenyon & Eckhardt
NBC News	**American Home Products** (Heet, Anacin)	NBC-TV	Ted Bates & Co.
	Bell & Howell (Photographic equipment)		McCann-Erickson
	Bristol-Myers (Bufferin)		Young & Rubicam
	Bulova Watch Co. (Watches, radio & electric shavers)		McCann-Erickson
	Carter Products (Arrid, Liver Pills, Rise)		Ted Bates
	Nestle Co. (DeCaf Coffee)		Dancer-Fitzgerald-Sample
	No. American Phillips Co. (Norelco Electric Shavers)		C. J. LaRoche
New Voice of Firestone	**Firestone Tire & Rubber Co.** (Tires, tubes, Foamex, Velon & other products)	ABC-TV	Sweeney & James, Inc.
Northwest Passage	**RCA** (Electric sight & sound, receivers & recorders; industrial electronic communication equipment & services)	NBC-TV	Kenyon & Eckhardt
	R. J. Reynolds (Tobacco products)		Wm. Esty
No Warning	**P. Lorillard Co.** (Tobacco products)	NBC-TV	Lennen & Newell
	Royal McBee (Typewriters, business machines, & their accessories)		Young & Rubicam
Oh! Susanna	**Helene Curtis Industries, Inc.** (Suave, Kingsmen Toiletries)	CBS-TV	Edward H. Weiss Co.
	Nestle Co., Inc. (Nescafe)		Bryan Houston Inc.

TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
Oldsmobile Show (Starring Patti Page)	**Oldsmobile Division; General Motors Corp.** (Automobiles)	ABC-TV	D. P. Brother Co.
Omnibus	**Aluminium Ltd.** (Institutional)		J. Walter Thompson Wm. Esty Co.
	Aluminium Ltd. Sales (Aluminum & aluminum products)		J. Walter Thompson
	Union Carbide (Anti-freeze, flash-lights, batteries, insect repellants, cooking gas, synthetic gems)		J. M. Mathes
Opening Night	**Max Factor** (Cosmetics & hair preparations)	NBC-TV	Anderson-McConnell
Original Amateur Hour	**Pharmaceuticals, Inc.** (Sominex, Geritol, Zarumin, Serutan)	NBC-TV	Parkson Advertising
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Pantomime Quiz	**Associated Products, Inc.** (5-Day Deodorant Pads; Stick and Roll-On; insecticide repellants, athletes' foot remedies, cosmetic facial cleansers)	ABC-TV	Grey Advertising
Paar, Jack, Show	**Alberto-Culver Co.** (Hair Products)	NBC-TV	Geoffrey Wade Advertising
	Alden Rug Mills Inc. (Rugs)		Arndt, Preston, Chapin, Lamb & Keen
	Alliance Mfg. Co. (Tenna Rotors, Fry Pans, Clocks, Electric can openers)		Dancer-Fitzgerald-Sample
	American Marietta Co. O-Cedar Div. (Mops, brooms, furniture & floor polishes, waxes)		Turner Advertising
	American Optical Co. (Cool-Ray sun glasses)		Sutherland-Abbott
	Amity Leather Products Rolf's Division (Billfolds, pocket secretaries, traveling cases, hand luggage, handbags, purses, glass cases, etc.)		Edward H. Weiss Co.
	Bird & Son, Inc. (Roofing & hard surface flooring)		H. B. Humphrey, Alley & Richards, Inc.
	Block Drug Co. (Nytol sleeping tablets, Polident denture cleanser, Poligrip denture fastener, Pycopay tooth brushes, Minipoo dry shampoo, Greenmint mouthwash, Omega oil)		Sullivan, Stauffer, Colwell & Bayles
	Bristol-Myers Co. (Bufferin)		Young & Rubicam
	Bulova Watch Co. (Watches)		McCann-Erickson
	Burlington Ribbon Mills (Christmas wrappings)		S. R. Leon & Co.

TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
	Bymart-Tintair, Inc. (Hair coloring preparations, Curl Set preparations)		**Product Services, Inc.**
	Coopers, Inc. (Men's underwear & hose)		**Henri, Hurst & McDonald**
	Dormeyer Corp. (Power tools)		**J. W. Shaw Advertising**
	E. I. DuPont de Nemours Co. (Carpet Nylon)		**BBD & O**
	F. M. Engineering Co. Inc. (Toys)		**Wm. L. Baxter Inc.**
	General Electric Co. (Light bulbs)		**BBD & O**
	General Foods Corp. (Postum)		**Young & Rubicam**
	Hagen Chemicals Contracts, Inc. (Colgon, Colgonite, Thanx, Calgon Bouquet, Beam bleach)		**Ketchum, MacLeod & Grove, Inc.**
	Harrison Laboratories Div. Technical Tape Co. (Ten Day Press-On Nail Color and Cellophane Tapes)		**Product Services Inc.**
	Kayser-Roth Corp. (Supp-Hose stockings)		**Daniel & Charles Inc.**
	Liftsavers, Inc. (Women's shoe heels)		**Product Services**
	Thos. J. Lipton Co. (Lipton Tea)		**Product Services**
	Louis Marx & Co. (Toys)		**Al Paul Lefton Co.**
	The Mennen Co. (Mennen Gold Crest)		**Warwick & Legler**
	Ben Mont Papers, Inc. (Saran Icicles)		**Woodward, Voss & Hevenor**
	National Presto Industries (Electric coffeemakers, pressure cookers)		**Donahue & Coe**
	North American Phillips Co. (Norelco Shavers)		**C. J. LaRoche Co.**
	Outboard Marine Mfg. Co. Evinrude Division (Evinrude Motors)		**Cramer-Krasselt Co.**
	Pharma-Craft Co. (Fresh deodorant)		**J. Walter Thompson**
	Phillip Morris Inc. (Marlboro Cigarettes)		**Leo Burnett Co.**
	Polaroid Corp. (Polaroid land camera)		**Doyle, Dane & Bernbach**
	Polk Miller Products Corp. (Sergeant Dog Remedies)		**N. W. Ayer & Son**
	Sandura Co. (Sandran floor)		**Hicks & Greist Inc.**
	Stephen Distributing Corp. (Stephans Dandruff Remover)		**Cunningham & Walsh**
	Studebaker-Packard (Automobiles)		**D'Arcy Advertising**
	E. R. Wagner Mfg. Co. (Carpet sweepers, carpet shampooers)		**Sid Stone Advertising**
	York Corp. (Air conditioners)		**Donahue & Coe**

TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
People Are Funny	**R. J. Reynolds** (Tobacco products)	NBC-TV	Wm. Esty Co.
	The Toni Co. (Home permanents, shampoos, hair sprays, rinses, curlers & other women's hair care & women's hair grooming products, cleansing & conditional creams & lotions; Pens, Pencils & their accessories; Deodorants)		North Advertising
People's Choice	**American Home Products** (Chef Boyardee, Italian Dinners)	NBC-TV	Young & Rubicam
	Borden's (Milk & milk products, ice cream, cheese, instant coffee)		Young & Rubicam
Perry Mason	**Armour & Co.** (Dial Soap, Shampoo, Chiffon Liquid Detergent)	CBS-TV	Foote, Cone & Belding
	Bristol-Myers Co. (Bufferin, Vitalis)		Young & Rubicam
	Colgate-Palmolive Co. (Colgate Dental Cream)		Ted Bates & Co.
	Elgin National Watch Co. (Watches)		J. Walter Thompson
	Gulf Oil Co. (Gasoline)		Young & Rubicam
	Hamm Brewing Co. (Beer)		Campbell-Mithun
	Libby-Owens-Ford Glass Co. (Auto Safety Glass & Other Glass Products)	CBS-TV	Fuller, Smith & Ross
	Mutual Benefit & Accident Association of Omaha		Bozell & Jacobs
	National Carbon Co., Inc. (Prestone Anti-Freeze, Eveready Products)		Wm. Esty Co.
	Phillip Morris, Inc. (Parliament Cigarettes)		Benton & Bowles
	Phillips Van Heusen Corp. (Men's Apparel)		Grey Advertising
	Pillsbury Mills, Inc. (Flour, Cake Mix, Pie Mix, Hot Roll Mix)		Leo Burnett Co.
	Purex Corp. (Dutch Cleanser, Beads-O'-Bleach, Sweetheart Soap, Trend, Blu-White)		Edward H. Weiss Co.
	Sterling Drug Inc. (Bayer Aspirin)		Dancer-Fitzgerald-Sample
Person to Person	**American Oil Co.** (Amoco-Gas, Super Permalube Motor Oil)	CBS-TV	The Joseph Katz Co.
	Florists' Telegraph Delivery Assn., Inc.		MacManus, John & Adams
	Hamm Brewing Co. (Beer)		Campbell-Mithun
	Time, Inc. (Life Magazine)		Young & Rubicam

TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
Peter Gunn	**Bristol-Myers** (Men's hair care & men's hair grooming products, dentifrices, internal & external analgesics, deodorants)	NBC-TV	Doherty, Clifford, Steers & Shenfield
Playhouse 90	**Allstate Insurance Co.** (Institutional)	CBS-TV	Leo Burnett Co.
	American Gas Association (Institutional)		Lennen & Newell
	Bristol-Myers (Vitalis, Ipana, Bufferin, Trushay)		BBD & O
	Chemstrand Corp. (Acrilan Carpeting, Nylon Cord Tires)		Doyle, Dane & Bernbach
	Elgin National Watch Co. (Watches)		J. Walter Thompson
	Ford Division of the Ford Motor Co. (Ford Trucks, Automobiles, Parts, Services)		J. Walter Thompson
	Kimberly-Clark Corp. (Kleenex Tissues, Table Napkins, Towels)		Foote, Cone & Belding
	National Carbon Co. Inc. (Prestone Anti-Freeze Eveready Products)		Wm. Esty Co.
	Philip Morris, Inc. (Marlboro Cigarettes)		Leo Burnett Co.
	Pillsbury Mills, Inc. (Flour, Cake Mix, Pie Mix, Hot Roll Mix)		Leo Burnett Co.
	Procter & Gamble Co. (Crest Toothpaste)		Benton & Bowles
	R. J. Reynolds Tobacco Co. (Camel Cigarettes)		Wm. Esty Co.
Play Your Hunch	**Gerber Products Co.** (Baby Foods)	CBS-TV	D'Arcy Advertising
	Lever Brothers Co. (Dove Beauty Bar)		Ogilvy, Benson & Mather
	Scott Paper Co. (Scott Paper Products)		J. Walter Thompson
	Swift & Co. (All Meat & Poultry Products, Margarine, Vigoro, Pard Dog Food, Peanut Butter)		McCann-Erickson
Plymouth Show (Starring Lawrence Welk)	**Plymouth Motors Corp. Chrysler Corp. Division** (Automobiles)	ABC-TV	Grant Advertising
Post Fight Beat	**Bristol-Myers** (Vitalis & Trig)	NBC-TV	Doherty, Clifford, Steers & Shenfield
Powell's, Dick, Zane Grey Theatre	**Ford Division of the Ford Motor Co.** (Ford Automobiles)	CBS-TV	J. Walter Thompson
	General Foods Corp. (Instant Maxwell House Coffee)		Benton & Bowles
	S. C. Johnson & Son (Johnson's Waxes, Cleansers, Polisher, Insecticides, Deodorizers)		Benton & Bowles
Price Is Right	**Alberto-Culver** (Hair Care Products; VO-5 Hair Dressing, Rinse-Away Shampoo)	NBC-TV	Geoffrey Wade Advertising

TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
	American Home Products (Aerowax, Griffin Shoe Polish, Anacin)		Ted Bates Co.
	Armour & Co. (Liquid chiffon detergent)		Foote, Cone & Belding
	Chesebrough-Pond's (Facial Makeups, creams & lotions, Pertussin cough remedy, Vaseline petroleum jelly, "Angel Skin," Angel Touch, Angelkiss lipstick)		J. Walter Thompson
	Corn Products (Mazola, Karo, Niagara Starch)		C. L. Miller
	Dow Chemical (Saran Wrap)		MacManus, John & Adams
	Drackett (Windex window cleaner, Drano drain cleaner)		Young & Rubicam
	Frigidaire (Major Household electrical appliances)		Dancer-Fitzgerald-Sample
	General Foods (Jello Puddings, Pie Filling, Minute Rice)		Young & Rubicam
	General Mills (Cereals)		Tatham-Laird
	Lever Bros. (Detergents, Bar Soaps, Edible fats & dentifrices, Dove, Wisk)		BBD & O
	Lever Bros. (Toilet soaps, detergents (Liquid & powder); edible fats, dentifrices, toilet bars, margarine, shortening)		J. Walter Thompson Ogilvy, Benson & Mather
	Mentholatum Co. (Medicated Lip Pomades, cold remedies; Deep Heat Rub)		J. Walter Thompson
	Miles Laboratories (Alka-Seltzer, One-A-Day Vitamins)		Geoffrey Wade Advertising
	Pillsbury Mills (Baking Mixes, Flour, Frostings)		Leo Burnett Co.
	RCA (TV sets, industrial & electronic equipment)		Kenyon & Eckhardt
	Sandura (Floor, Wall & counter coverings, Sandran)		Hicks & Greist
	S.O.S. (Scouring pads)		McCann-Erickson
	Speidel Corp. (Men's & women's watch bands, photo-identification bands, men's jewelry)		Norman, Craig & Kummel
	Standard Brands (Margarine (As spread only), Coffee-Tea, Royal desserts, Pie Fillings, Pet Foods)		Ted Bates Co.
	Starkist (Canned tunafish)		Honig Cooper

TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
	Sterling Drug (Vitamin supplements, analgesics, Bayer Aspirin, Dr. Lyon's Tooth Powder, Phillips Milk of Magnesia, Fizrin, Haley's MO, Fletchers Castoria)		**Dancer-Fitzgerald-Sample**
	Sunshine Biscuit (Salted crackers, sweet cookies)		**Cunningham & Walsh**
	Whitehall Laboratories (Waxes & polishes, Analgesics)		**Ted Bates Co.**
Professional Basketball "Game of the Week"	**Bayuk** (Cigars)	**NBC-TV**	**Feigenbaum & Wermen**
Pursuit	**American Home Products Corp.** (Anacin, Dristan)	**CBS-TV**	**Ted Bates Co.**
	Mennen Co. (Men's Grooming Toiletries, Baby Care Products)		**Grey Advertising**
	Procter & Gamble Co. (Crest Toothpaste)		**Benton & Bowles**
Queen for a Day	**Alberto-Culver** (Hair Care Products, VO-5 Hair Dressing, Rinse-Away Shampoo)	**NBC-TV**	**Geoffrey Wade Advertising**
	American Home Products (Aerowax, Griffin polishes, Anacin, Heet, Infrarub, Wizard Room deodorizer, Easy-Off oven cleaner)		**Ted Bates Co.**
	Brown & Williamson (Raleigh Cigarettes)		**Russel M. Seeds**
	Chesebrough-Pond's (Margarine, Coffee, Tea, Royal Desserts & Pie filling, Dog Food)		**J. Walter Thompson**
	Chicken of the Sea (Tuna Fish)		**Erwin, Wasey, Ruthrauff & Ryan**
	Corn Products (Mazola, salad oil, Karo syrup, NuSoft Laundry fluffener, Niagara Starch, Kasco Dog Food)		**C. L. Miller**
	Drackett (Windex window cleaner, Drano drain cleaner)		**Young & Rubicam**
	Mentholatum (Mentholatum, Mentholatum Deep Heat Rub, Mentholatum Cold Tablets)		**J. Walter Thompson**
	Miles Laboratories (Alka-Seltzer, Vitamin Pills—One-A-Day)		**Geoffrey Wade Advertising**
	Minnesota Mining (Scotch Brand Tapes)		**BBD & O**
	Pillsbury Mills (Baking mixes & flour, frosting)		**Leo Burnett Co.**
	Procter & Gamble (Dentifrices, peanut products, bar soaps, cleanser detergents,		**Dancer-Fitzgerald-Sample**

TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
	Gleem toothpaste, Ivory Snow, Dash, Big Top Peanut Butter)		
	Sandura (Sandran Wall, counter & floor coverings)		**Hicks & Greist**
	S.O.S. (Scouring pads)		**McCann-Erickson**
	Standard Brands (Margarine, Coffee, Tea, Royal Desserts, Pie Filling, Dog Food)		**Ted Bates Co.**
	Toni Company (Toni home permanents, curlers, sprays, shampoo, Deep Magic skin cream)		**North Advertising**
	Whitehall Laboratories (Wizard room deodorizer, Easy-off oven cleaner)		**Ted Bates Co.**
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Real McCoys	**Sylvania Electric Products, Inc.** (Flashbulbs, TV sets, hi-fi, radios, cameras, camera equipment, phonographs, radio & TV tubes, light bulbs, lighting)	**ABC-TV**	**J. Walter Thompson**
Richard Diamond, Private Detective	**P. Lorillard Co.** (Kent, Newport Cigarettes)	**CBS-TV**	**Lennen & Newell**
Reed, Donna, Show	**Campbell Soup Co.** (Soups, juices, Swanson Frozen Products)	**ABC-TV**	**BBD & O**
	Shulton, Inc. (Women's perfumes, bath crystals, talcum powders, body sachet, bath salts, bath oil, cleansing cream and lotion, Beauty Ice, men's hair tonics and creams, shampoo and talcum)		**The Wesley Associates**
Restless Gun	**Procter & Gamble** (Peanut Butter, Bar Soaps, Detergents)	**NBC-TV**	**Leo Burnett Co.**
	Sterling Drug (Ironized yeast, Bayer Aspirin, Phillips Milk of Magnesia—tablet & liquid)		**Dancer-Fitzgerald-Sample**
	Warner-Lambert, Inc. (Listerine Mouth Wash, Bromo-Seltzer, Anahist, Richard Hudnut Hair Line)		**Sullivan, Stauffer, Colwell & Bayles**
Rifleman, The	**Miles Laboratories, Inc.** (Alka-Seltzer, One-A-Day Brand Vitamins)	**ABC-TV**	**Geoffrey Wade Advertising**
	Procter & Gamble Co. (Tide)		**Benton & Bowles**
	Ralston Purina Co. (New Purina Dog Chow)		**Gardner Advertising**
Roller Derby	**Gold Seal** (Glass Wax Stencils)	**ABC-TV**	**Campbell-Mithun**

TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
Rough Riders	P. Lorillard Co. (Tobacco)	ABC-TV	Lennen & Newell
Ruff & Reddy	General Foods (Post Cereals, pie fillings, dessert mixes)	NBC-TV	Benton & Bowles
	Mars, Inc. (Candies, Candy bars)		Knox-Reeves
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Saber of London	Sterling Drug (Dentifrices, Bayer Aspirin, Phillips Milk of Magnesia; tablet & liquid)	NBC-TV	Dancer-Fitzgerald-Sample
Sally, The, Show	Chemstrand Corp. (Carpets, blankets, nylon & acrilan products)	NBC-TV	Doye, Dane & Bernbach
	Royal McBee Corp (Typewriters, business machines & their accessories)		Young & Rubicam
Schlitz Playhouse	Schlitz Brewing Co. (Schlitz Beer)	CBS-TV	J. Walter Thompson
Scott Island	R. H. Reynolds Tobacco Co. (Tobacco)	ABC-TV	Wm. Esty Co.
Search for Tomorrow	Procter & Gamble Co. (Joy, Spic & Span, Gleem)	CBS-TV	Compton Advertising
Secret Storm	American Home Products Corp. (Aero Wax, Wizard Wick, Easy-Off Oven Cleaner, Anacin, Heet)	CBS-TV	Ted Bates Co.
	General Foods Corp. (Jello, Pudding, Pie Filling)		Young & Rubicam
	General Mills, Inc. (Flour, Cake Mix, Cereals)		Dancer-Fitzgerald-Sample
	Quaker Oats Co. (Cereals, Pet Foods, Pancake & Baking Mixes)		J. Walter Thompson
	Scott Paper Co. (Scott Paper Products)		
Sergeant Preston of the Yukon	Quaker Oats Co. (Breakfast Foods)	CBS-TV	Wherry, Baker & Tilden
Silvers, Phil, Show	Procter & Gamble Co. (Joy)	CBS-TV	Leo Burnett Co.
	R. J. Reynolds Tobacco Co. (Camel Cigarettes)		Wm. Esty Co.
	Schick, Inc. (Lighters, Shavers)		Benton & Bowles
Sinatra, Frank, Show	Liggett & Myers Tobacco Co. (Chesterfield, L & M, Oasis cigarettes)	ABC-TV	McCann-Erickson
Sir Lancelot	Corn Products Refining Co. (Bosco)	ABC-TV	Donahue & Coe
	Kellogg Co. (Breakfast cereals, dog foods, other products)		Leo Burnett Co.
	Joe Lowe Corp. (Popsicles, Creamsicles, Fudgsicles, other frozen confections)		Paris & Peart

TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
	The Wander Company (Ovaltine)		Tatham-Laird, Inc.
$64,000 Challenge, The	**P. Lorillard Co.** (Kent Cigarettes)	CBS-TV	Young & Rubicam
	Revlon, Inc. (All Revlon Products)		BBD & O
$64,000 Question, The	**P. Lorillard Co.** (Kent Cigarettes)	CBS-TV	Lennen & Newell
	Revlon, Inc. (All Revlon Products)		Warwick & Legler
Skelton, Red, Show	**S. C. Johnson & Son, Inc.** (Johnson's Wax Cleaners, Polishers, Insecticides, Deodorizers)	CBS-TV	Foote, Cone & Belding
	Pet Milk Co. (Evaporated Milk, Milk products)	CBS-TV	Gardner Advertising
Small World	**Olin Mathieson Chemical Corp.** (Chemicals, Synthetics)	CBS-TV	D'Arcy Advertising
	Renault Inc. (Products & Services of Renault Inc.)		Needham, Louis & Brorby
Sothern, Ann, Show	**General Foods Corp.** (Coffee, Cereal, Dog Food)	CBS-TV	Benton & Bowles
Steve Canyon	**Liggett & Myers** (L & M Tobacco Products)	NBC-TV	McCann-Erickson
Studio One in Hollywood	**Westinghouse Electric Corp.** (Westinghouse Kitchen Appliances, Radio & Television sets, Turbojet Plane Motors)	CBS-TV	McCann-Erickson
Sugarfoot	**American Chicle Co.** (Rolaids, Clorets, Beeman's Chewing Gum, Chiclets and Clove Chewing Gum)	ABC-TV	Ted Bates Co.
	Colgate-Palmolive Co. (Shave creams, shave lotions)		Ted Bates Co.
	Ford Division, Ford Motor Co. (Cars, trucks, parts and accessories)		J. Walter Thompson
	Luden's, Inc. (Luden's cough drops, Fifth Avenue Candy Bars)		J. M. Mathes, Inc.
	Whitehall Pharmacal Co. (Anacin)		Ted Bates Co.
Sullivan, Ed, Show	**Eastman Kodak Co.** (All Products)	CBS-TV	J. Walter Thompson
	Mercury Division of the Ford Motor Co. (Mercury Automobiles)		Kenyon & Eckhardt
Sunday News Special	**American Home Products Corp.** (Anacin, Bisodol, Freezone)	CBS-TV	
	Carter Products, Inc. (Arrid Cream Deodorant, Rise Shave Cream, Little Liver Pills, Nair)		Ted Bates Co.

TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
77 Sunset Strip	**American Chicle Co.** (Dentyne, Rolaids, Clorets, Beeman's chewing gum, Chiclets and Clove Chewing Gum)	ABC-TV	Ted Bates Co.
	Carter Products, Inc. (Rise, Arrid, Carter's Little Liver Pills, Nair)		Ted Bates Co.
	H. F. Ritchie, Inc. (Brylcream, hair products, Scott's Emulsion)		Kenyon & Eckhardt
	Whitehall Laboratories (Anacin, Dristan)		Ted Bates Co.
Superman	**Kellogg Company** (Breakfast cereals, dog foods, soft drinks)	ABC-TV	Leo Burnett Co.
	The Sweets Co. of America (Tootsie Rolls, Tootsie Roll Pops, caramels, fudge, Rockwood Wafers, Chocolate Bars, Chocolate Figurines and Coins, Rockwood chocolate confections)		Henry Eisen Advertising
Suspicion	**Ford Division; Ford Motor Co.** (Autos, automotive products)	NBC-TV	J. Walter Thompson
	Philip Morris Co. (Tobacco products)		N. W. Ayer
	Procter & Gamble (Women's hair care & women's hair grooming products, dentifrices, detergents)		Benton & Bowles
	Sterling Drug (Bayer Aspirin, Phillips Milk of Magnesia; liquid & tablet; Ironized Yeast)		Dancer-Fitzgerald-Sample
Swing Into Spring	**The Texas Company** (Petroleum products)		Cunningham & Walsh
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Tales of the Texas Rangers	**Gold Seal** (Glass Wax stencils)	ABC-TV	Campbell-Mithun
	The Sweets Co. of America (Tootsie Rolls and Tootsie Roll Pops, Caramels, Fudge, Rockwood chocolate)		Henry Eisen Advertising
Tales of Wells Fargo	**American Tobacco Co.** (Pall Mall Cigarettes)	NBC-TV	Sullivan, Stauffer, Colwell & Bayles
	Buick (Autos, parts & services)		McCann-Erickson Kudner Agency
Telephone Time	**Bell Telephone** (Institutional)	ABC-TV	N. W. Ayer & Son
Texan, The	**Brown & Williamson Tobacco Corp.** (Viceroy Cigarettes)	CBS-TV	Ted Bates Co.
The Thin Man	**Colgate Palmolive Co.** (Dental Cream, bar soap, detergents, cleansers, shaving cream & Halo Shampoo)	NBC-TV	Ted Bates Co.

TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
This Is Your Life	**Procter & Gamble Co.** (Dentifrices, bar soaps & cleansers, women's hair care & hair grooming products)	NBC-TV	Compton Advertising Benton & Bowles
Thomas, Danny, Show	**General Foods Corp.** (Instant Sanka Coffee, Post's Cereals)	CBS-TV	Benton & Bowles
Tic Tac Dough	**Alberto-Culver** (Hair care products)	NBC-TV	Geoffrey Wade Advertising
	Chesebrough-Pond's (Facial makeups, creams, lotion, Pertussin Cough Remedy, Vaseline Petroleum Jelly)		J. Walter Thompson
	Church & Dwight (Cow Brand & Arm & Hammer baking sodas)		J. Walter Thompson
	Dow Chemical (Saran Wrap)		MacManus, John & Adams
	General Foods (Minute Rice, Jello puddings, jello pie fillings, Swansdown flour & cake mixes)		Young & Rubicam
	General Mills (Cereals)		Tatham-Laird
	Gossard (Gossard girdles)		Edward H. Weiss
	H. J. Heinz (Condiments; ketchups, pickles, vinegar, soup, baby foods, spaghetti & beans)		Maxon Advertising
	Kraft (Kraft cheeses, Cheez Whiz, Party Snacks, Kraft salad dressings, Miracle Whip, Margarine, Kraft Orange juice, orangeade, fruit punch, grape drink, Kraft marshmallows, Caramels, Kraft dinners, Kraft jellies, jams & sandwich spreads)		J. Walter Thompson
	Minnesota Mining (Scotch Brand Tapes)		BBD & O
	Pillsbury Mills (Baking mixes, flour, frosting)		Leo Burnett Co.
	Procter & Gamble Co. (Women's hair care, detergents, Bar soaps, edible fats—shortening; cleanser & Comet, Gleem, Crisco, Dreft, Camay)		Grey Advertising; Dancer-Fitzgerald-Sample
	RCA (Electronic sight & sound receivers & recorders; Industrial electronic communication equipment & services)		Kenyon & Eckhardt
	S.O.S. (Scouring pads)		McCann-Erickson

TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
	Standard Brands (Coffee, Tea, desserts, margarine, dog food)		Ted Bates Co.
	Starkist (Canned tuna fish)		Honig-Cooper
	Sunshine Biscuit (Salted crackers, cookies, dog food)		Cunningham & Walsh
	Toni Company (Toni home permanents, curlers, sprays, shampoo, Deep Magic skin cream)		North Advertising
	Warner-Lambert (Listerine, Bromo-Seltzer, Anahist, Bliss, Hudnut Hair Line, Lipstick)		Norman, Craig & Kummel; Lennen & Newell
Today	**Alden Rug Mills** (Rugs)	NBC-TV	Arndt, Preston, Chapin, & Keen
	American Agricultural Chemical Co. (Agrico Fertilizers)		M. L. Grant, Inc.
	American Can Co. (Cans)		Compton Advertising
	Amity Leather Products Co. (Amity Billfolds, Clutch bags, handbags, key cases, pocket secretaries, hearing aids)		Gordon Best Co.
	Asco Electronics Co. (Flea Gard)		Jerome O'Leary
	Beltone Hearing Aid Co. (Hearing Aids)		Olian & Bronner
	Bird & Son, Inc. (Roofing & hard surface flooring)		H. B. Humphrey, Alley & Richards, Inc.
	The Block Drug Co. (Nytol)		Sullivan, Stauffer, Colwell & Bayles
	Bulova Watch Co. (Watches)		McCann-Erickson
	California Prune Advisory Bd. (Prunes)		Botsford, Constantine & Gardner
	Canada Dry Inc. (Soft drinks)		J. M. Mathes, Inc.
	Channel Master Corp. (TV Antennas)		S. R. Leon Co.
	Colgate-Palmolive-Peet Co. (Rapid Shave)		Ted Bates Co.
	Drexel Furniture Co. (Furniture)		Arndt, Preston, Chapin, Lamb & Keen
	Dixie Cup Co. (Dixie Cups)		Hicks & Greist
	E. I. duPont de Nemours & Co. (Carpet nylon, women's blouses & sweaters, men's, women's & children's outerwear)		
	L. C. Forman & Son (Piccalilli)		C. Wendel Muench Co.
	General Dynamics (Institutional)		D'Arcy Advertising
	General Electric Co. (Light bulbs)		BBD & O
	Grove Laboratories Inc. (Fitch Shampoo, Hair tonic, 4-way cold tablets, liquid cough & cold medication)		Cohen & Aleshire

TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
	Gulf Guarantee Land & Title Co. (Cape Coral Real Estate)		**Paul Venze Assoc.**
	P. H. Hanes Knitting Co. (Underwear, baby sleepwear)		**N. W. Ayer**
	H. J. Heinz (Concentrated tomato juice)		**Maxon Advertising**
	Insurance Co. of North America (Insurance)		**N. W. Ayer**
	Jackson & Perkins (Rose Bushes)		**Wunderman, Ricotta & Kline**
	Howard D. Johnson Co. (Chain restaurants, ice cream and specialties)		**N. W. Ayer**
	Juvenile Shoe Corp. of America (Lazy Bone Shoes)		**Storm Adv. Co.**
	Keystone Camera Co. (Cameras & projectors)		**The Bresnick Co.**
	Knapp-Monarch Co. (Liquidizer, Redi-Baker)		**Frank Block Associates**
	Liftsavers Inc. (Heels; women's shoes)		**Product Services**
	Mar Pro, Inc. (Maremont Mufflers)		**Waldie & Briggs**
	The Mennen Co. (Mennen Gold Crest)		**Warwick & Legler**
	G & C Merriam Co. (Dictionaries)		**Anderson & Cairns**
	Ben Mont Papers Inc. (Saran Icicles)		**Woodward, Voss & Hevenoor**
	National Assn. of Insurance Agents (Insurance)		**Doremus & Co.**
	National Presto Industries (Electric coffee makers, pressure cookers)		**Donahue & Coe**
	Niagara Therapy Mfg. Corp. (Therapeutic chairs)		**Geo. L. Mallis Inc.**
	Osrow Products (Mechanical home & car washer)		**Gore, Smith, Greenland**
	Outboard Marine Mfg. Co. Evinrude Division (Outboard motors)		**Cramer Krasselt Co.**
	Rock of Ages, Inc. (Monuments)		**Harold Cabot & Co.**
	Shakespeare Co. (Fishing rods)		**MacDonald-Cook Co.**
	Stephan Distributing Co. (Stephans dandruff remover)		**Cunningham & Walsh**
	Sterling Drug Co. (Aspirin)		**Dancer-Fitzgerald-Sample**
	Stern's Nurseries (Roses)		**Fairfax, Inc.**
	Time, Inc. (Time Magazine)		**Maxwell, Sackheim Co.**
	Washington State Potato Commission (Potatoes)		**Howard J. Ryan & Son**
	White Motor Co. (Trucks & institutional advertising)		**D'Arcy Advertising**

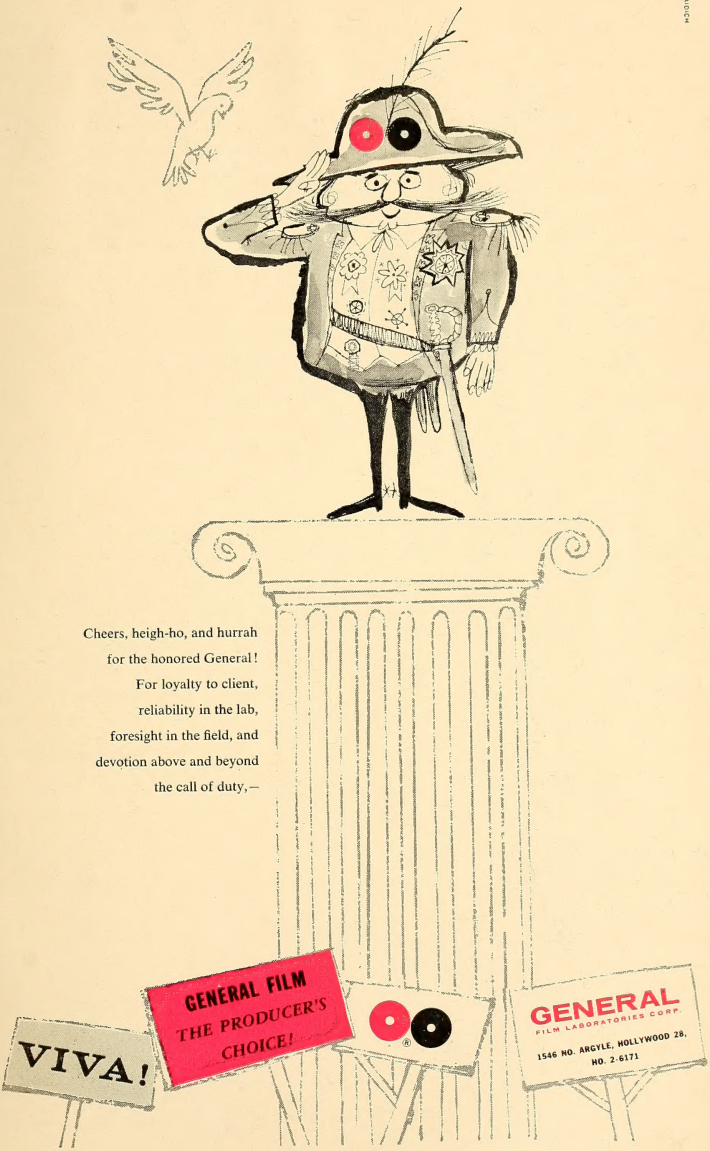
TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
Today Is Ours	**Armour & Co.** (Deodorant Bar Soaps, Detergents, Canned Meats, Poultry, Dog Food)	NBC-TV	Foote, Cone & Belding
	H. J. Heinz		Maxon Advertising
	National Biscuit Co. (Crackers, Cookies & Baking Mixes, Cereals)		McCann-Erickson
	Procter & Gamble Co. (Detergents, bar soaps, dentifrices)		Compton Advertising
	Sterling Drug		Dancer-Fitzgerald-Sample
Tombstone Territory	**Bristol-Myers Co.** (Headache remedies, deodorants, laxatives, dentifrices, hair preparations, hand preparations)	ABC-TV	Young & Rubicam
Top Dollar	**Brown & Williamson Tobacco Corp.** (Viceroy Cigarettes)	CBS-TV	Ted Bates Co.
	Colgate-Palmolive Co. (Colgate Dental Cream, Cashmere Bouquet Soap, Lustre-Creme Shampoo, Palmolive Soap, Brisk, Florient, Vel, Ad, Fab, Ajax)		Ted Bates Co.
To Tell the Truth	**Carter Products, Inc.** (Arrid Cream, Arrid Whirl-in Deodorant, Rise Shave Cream, Little Liver Pills)	CBS-TV	Sullivan, Stauffer, Colwell & Bayles
	Pharmaceuticals, Inc. (Geritol, Niron, Zarumin, RDX)		Parkson Advertising
	Philip Morris, Inc. (Marlboro, Parliament Cigarettes)		Leo Burnett Co.
Trackdown	**American Tobacco Co.** (Lucky Strike Cigarettes)	CBS-TV	BBD & O
	Socony Mobil Oil Co. (Mobilgas, Mobiloil)		Compton Advertising
Treasure Hunt	**Alberto-Culver** (Hair care products)	NBC-TV	Geoffrey Wade Advertising
	Hazel Bishop (Lipstick, nail polish, hair spray)		Raymond Spector
	Brillo Mfg. Co. (Brillo Cleansing pads, Brillo Cleansers)		J. Walter Thompson
	Chesebrough-Pond's (Facial make-ups, creams, lotions, Pertussin cough remedy, Vaseline Petroleum jelly)		J. Walter Thompson
	Corn Products (Mazola, Karo, Niagara, Nu-Soft, Kasco Dog Food)		C. L. Miller; Lennen & Newell
	Dow Chemical Co. (Saran Wrap)		MacManus, John & Adams
	Drackett (Windex window cleaner, Drano drain cleaner)		Young & Rubicam

TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
	General Foods (Swansdown cake flour, mixes, jello puddings & pie fillings, Minute Rice)		Young & Rubicam
	General Mills (Cereals)		Tatham-Laird
	Glamorene (Glamorene, rug and upholstery cleaner)		Product Services Inc.
	H. J. Heinz (Soup, Baby foods, Condiments: ketchup, pickles, vinegar, Spaghetti & beans)		Maxon Advertising
	Lever Bros. (Detergents, dishwashing soaps, dentifrices)		J. Walter Thompson
	Mentholatum (Medicated Lip Pomade, Cold Remedies)		J. Walter Thompson
	Pharmaceuticals (Geritol, Devarex)		Parkson Advertising
	Pillsbury Mills (Baking Mixes, Flour, Frostings)		Leo Burnett Co.
	Procter & Gamble (Detergents, Bar Soaps, Shortening, Cheer, Camay, Fluffo, Zest)		Young & Rubicam
	Sterling Drug (Analgesics, laxatives, Bayer aspirin, Bayer Nasal Spray, Dr. Lyon's Tooth Powder, Phillips Milk of Magnesia, Fizrin, Haley's MO, Fletcher's Castoria)		Dancer-Fitzgerald-Sample
True Story	**Sterling Drug** (Bayer Aspirin, dentifrices, Phillips Milk of Magnesia, Haley's MO, Nasal Spray, Dr. Lyon's Tooth Powder, Energine Cleaning Fluid, Ironized yeast)	NBC-TV	Dancer-Fitzgerald-Sample
Truth or Consequences	**Alberto-Culver** (Hair care products, VO-5 Hair dressing, Rinse-Away Shampoo)	NBC-TV	Geoffrey Wade Advertising
	American Home (Aerowax, Griffin Polishes, Anacin, Heet, Infrarub)		Ted Bates Co.
	Dow Chemical (Saran Wrap)		MacManus, John & Adams
	General Foods (Jello puddings, Pie fillings, Minute Rice, Swansdown flour & cake mixes)		Young & Rubicam
	Lehn & Fink (Lysol)		McCann-Erickson
	Lever Bros. (Imperial Margarine, misc. detergents)		Needham, Louis & Brorby
	Miles Labs. (Alka-Seltzer, One-A-Day Vitamins)		Geoffrey Wade

TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
	Sterling Drug (Drug Products)		Dancer-Fitzgerald-Sample
Turning Point	**Scott Paper Co.** (Scott towels, Scotties, Scotkins, Cutrite wax paper, Toilet tissue)	NBC-TV	J. Walter Thompson
Twentieth Century	**Prudential Insurance Co. of America** (Insurance)	CBS-TV	Reach, McClinton Co.
"21"	**Pharmaceuticals, Inc.** (Ceritol, Sominex, Zarumin)	NBC-TV	Parkson Advertising
	—U—		
Uncle Al Show	**National Biscuit Co.** (Crackers, biscuits, cookies, cereals)	ABC-TV	Kenyon & Eckhardt
United States Steel Hour, The	**United States Steel Corp.** (Institutional)	CBS-TV	BBD & O
	—V—		
Verdict Is Yours, The	**Atlantis Sales Corp.** (All French's Products)	CBS-TV	J. Walter Thompson
	Bristol-Myers Co. (Bufferin)		Young & Rubicam
	Carnation Co. (Evaporated Milk, Fresh Milk, Malted Milk, Instant Milk, Chocolate Drink)		Erwin, Wasey, Ruthrauff & Ryan
	Chicken of the Sea, Inc. (Canned Fish Products)		Erwin, Wasey, Ruthrauff & Ryan
	General Mills, Inc. (Flour, Baking Mixes, Breakfast Cereals)		Dancer-Fitzgerald-Sample
	Johnson & Johnson (Baby Products, Surgical Dressings, Baby Shampoo)		Young & Rubicam
	S. C. Johnson & Son, Inc. (Johnson's Wax, Cleansers, Polishers, Insecticides, Deodorizers)		Needham, Louis & Brorby
	Lever Brothers Co. (Lucky Whip Dessert Topping, Bar Soap, Margarine)		Ogilvy, Benson & Mather
	Libby, McNeill & Libby Co. (Canned Fruits, Vegetables)		J. Walter Thompson
	Pharmaceuticals, Inc. (Serutan, RDX, Sominex)		Parkson Advertising
	Quaker Oats Co. (Cereals, Pet Food, Pancack and Baking Mixes)		
	Scott Paper Co. (Scott Paper Products)		
	Standard Brands, Inc. (Coffee, Tea, Gelatin Desserts, Puddings, Pie Fillings, Nuts)		Ted Bates Co.
	Sterling Drug Inc. (Bayer Aspirin, Phillips' Milk of Magnesia, Haley's MO, Bayer Nasal Spray)		Dancer-Fitzgerald-Sample
	Swift & Co. (All Meat & Poultry Products)		McCann-Erickson
	The Toni Co. (Home Permanent)		Tatham-Laird
	—W—		
Wagon Train	**American Tobacco Co.** (Pall Mall Cigarettes)	NBC-TV	Sullivan, Stauffer, Colwell & Bayles

TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
	Bell & Howell (Photographic equipment)		McCann-Erickson
	Drackett Co. (Windex, Drano & other household cleansers)		Young & Rubicam
	Edsel Division; Ford Motor Co. (Automobiles)		Foote, Cone & Belding
	Elgin (Watches)		J. Walter Thompson
	Ford Motor Co. (Automobiles)		J. Walter Thompson
	General Foods Corp. (Post cereals, coffee, dog food)		Benton & Bowles
	Lewis-Howe Co. (Tums & Headache Remedy)		McCann-Erickson
	National Biscuit Co. (Bake Goods, mixes, cereals, dog food)		McCann-Erickson
	R. J. Reynolds (Tobacco Products)		Wm. Esty Co.
Wallace, Mike, Interview	**Phillip Morris, Inc.**	ABC-TV	N. W. Ayer & Son, Inc.
Wanted—Dead or Alive	**Brown & Williamson Tobacco Corp.** (Tobacco Products)	CBS-TV	Ted Bates Co.
	Kellogg Co. (Cereals, Dog Food)		Leo Burnett Co.
Welk's Lawrence, Top Tunes and New Talent	**Dodge Division and Plymouth Division; Chrysler Corporation** (Automobiles)	ABC-TV	Grant Advertising
Wednesday Night Fights	**Brown & Williamson Tobacco Corp.** (Tobacco)	ABC-TV	Ted Bates Co.
	Mennen Company (Shave Creams)		McCann-Erickson, Inc.
	Miles Laboratories, Inc. (Alka-Seltzer, One-A-Day Vitamins, Bactine)		Geoffrey Wade Advertising
West Point	**Bristol-Myers Co.** (Bufferin)	ABC-TV	Young & Rubicam
	Carter Products, Inc. (Arrid-Whirl-In, Arrid Deodorant, Rise Shave Cream, Liver Pills)		Sullivan, Stauffer, Colwell & Bayles
	Phillips-Van Heusen Corp. (Shirts and men's wear)		Grey Advertising
What's My Line?	**Helene Curtis Industries** (Stopette, Poof, Finesse, Hair Dressing, Shampoos)	CBS-TV	McCann-Erickson
	Florida Citrus Commission (Florida Citrus Products)		Benton & Bowles
	Mutual Benefit & Accident Association of Omaha (Insurance)		Bozell & Jacobs
	Remington Rand, Inc. (Remington Electric Shavers & Office Equipment)		Young & Rubicam
White, Betty, Show	**Plymouth Motors Corp., Div. of Chrysler Corp.** (Automobiles)	ABC-TV	Grant Advertising
Wide Wide World	**General Motors** (Autos, trucks, parts & services)	NBC-TV	MacManus, John & Adams
Wild Bill Hickok	**Edsel Division, Ford Motor Co.** (Edsel Cars)	ABC-TV	Foote, Cone & Belding

TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
	Kellogg Company (Breakfast cereals, dog foods, other products)		**Leo Burnett Co.**
	Kellogg Company (Cereals & dog food)	**CBS-TV**	**Leo Burnett Co.**
	The Procter & Gamble Co. (Big Top Peanut Butter)	**ABC-TV**	**Compton Advertising**
	The Sweets Co. of America (Candy Product)		**Henry Eisen Advertising**
Winchell, Paul, Show	**General Mills, Inc.** (Cereals, flours, flour base products)	**ABC-TV**	**Dancer-Fitzgerald-Sample**
	Hartz Mountain Products (Accessories and food for birds, tropical fish, turtles, cats and dogs)		**George H. Hartman Co.**
Winchell, Walter, Show	**Revlon, Inc.** (All Revlon Products)	**ABC-TV**	**C. J. LaRoche & Co.**
Wingo	**The Toni Co.** (Self Home Permanent Wave, Hair Sprays)	**CBS-TV**	**North Advertising**
Woody Woodpecker	**Kellogg Company** (Breakfast cereals, dog foods and other products)	**ABC-TV**	**Leo Burnett Co.**
Wyman, Jane, Show	**Hazel Bishop** (Facial preparations, hair grooming products)	**NBC-TV**	**Raymond Spector**
	Quaker Oats Co. (Cat & dog food, cereals, baking mixes)		**Needham, Louis & Brorby**
Wynn, Ed, Show	**Bulova Watch Co.** (Watches, radio, electric shavers)	**NBC-TV**	**McCann-Erickson**
	Liggett & Myers (L & M Tobacco Products)		**McCann-Erickson**
	—Y—		
Yancy Derringer	**S. C. Johnson & Son, Inc.** (Johnson's Wax, Cleaners, Polishers)	**CBS-TV**	**Needham, Louis & Brorby**
You Asked for It	**The Best Foods, Inc.**	**ABC-TV**	**Guild, Bascom & Bonfigli**
You Bet Your Life	**Chrysler Corp.** (Autos, parts & services)	**NBC-TV**	**BBD & O**
	Lever Bros.		**BBD & O**
	The Toni Co. (Home permanents, hair care)		**North Advertising; Tatham-Laird**
Young, Loretta	**Procter & Gamble** (Tide, Lilt, Gleem, Camay)	**NBC-TV**	**Benton & Bowles**
Your Hit Parade	**American Tobacco Co.** (Hit Parade Cigarettes)	**CBS-TV**	**BBD & O**
	American Tobacco Co. (Tobacco products)	**NBC-TV**	**BBD & O**
	The Toni Company (See: You Bet Your Life)		**North Advertising**
	—Z—		
Zorro	**A.C. Spark Plug Div.; General Motors Corp.** (Spark plugs, oil filters, fuel pumps, etc.)	**ABC-TV**	**D. P. Brother & Co.**
	Seven-Up Company (7-Up)		**J. Walter Thompson**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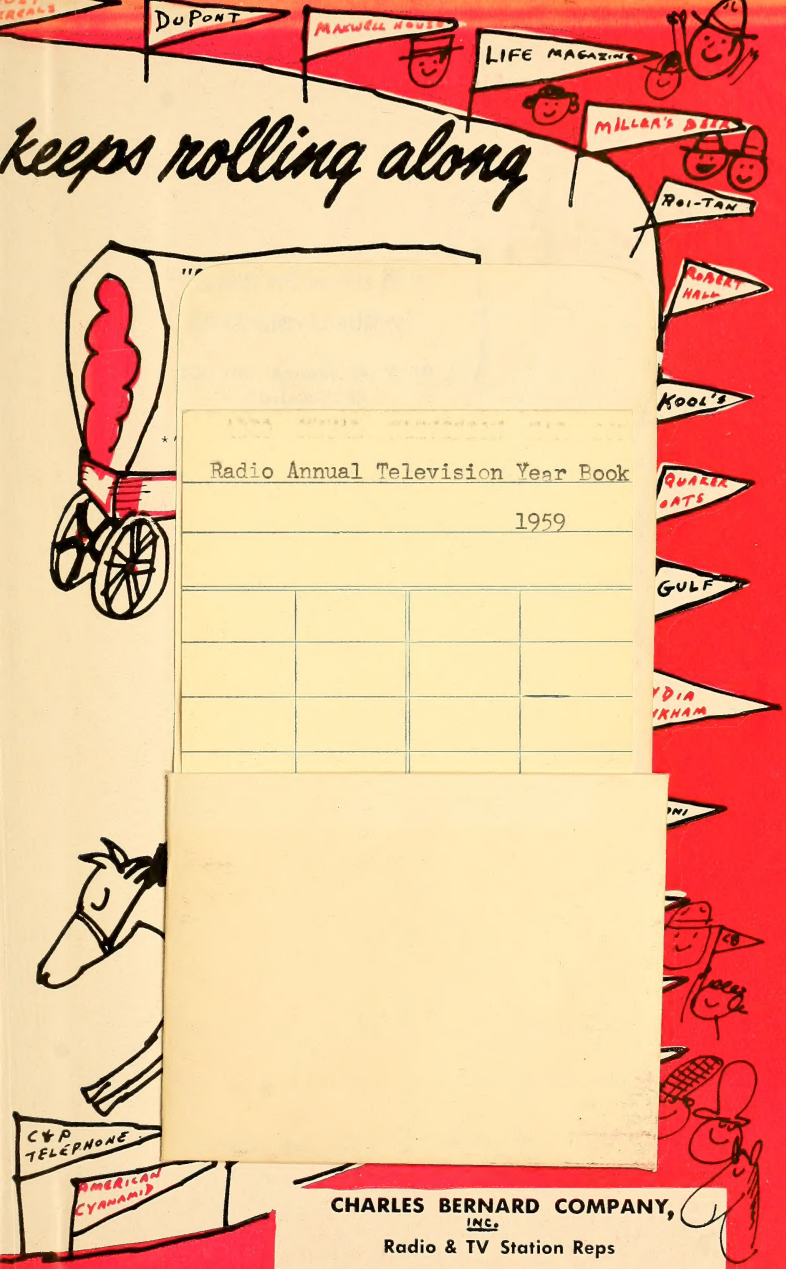

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